

Three launch pet trade consultancy

A NEW 'strategy' consultancy has been launched for the international petcare industry.

Pet Horizons has been founded by three pet industry experts to 'help clients achieve profitable growth in a rapidly-changing and increasingly competitive marketplace'. It boasts 'a broad international reach', focusing primarily on the European market and global clients who want to strengthen their presence in Europe.

The business, whose partners are Bob Hanson (ex Mars and Quaker Oats Pets Division), Malcolm Elam (Mars Petcare) and supply chain expert Arielle Pouget, is based in Hambledon, Hampshire.

Supadog runs price promotion

FROM this month (March),

Supadog is running a special price-marked promotion across its 15kg Chicken, Beef and Active Sacks. The price of £14.99 will be clearly flashed on front of packs for the duration of the campaign. These packs are available from national wholesalers while stocks last.



Scam warning to horse owners

WORLD Horse Welfare is urging horse owners to think twice before loaning or giving their horse away to a supposedly good home as the charity hears of more and more cases where they have been sold on or even slaughtered.

"We are warning horse owners to be aware of rogue dealers offering horses homes for life, but then selling them on through public and private sales. This is causing great heartache for the original owners," a spokesman said.

Oven-baked – naturally

HEALTHY Option Pet Food has launched oven-baked biscuits to add to its wide range of natural pet foods.

The biscuits come in six flavours: Salmon & Rice, Chicken & Rice, Lamb & Rice, Health & Vitality, Skin & Coat and Salmon & Herbs.

Supreme offers retailers free small animals training via live webinar

RETAILERS are being offered free training on small animals, organised by Supreme Petfoods.

The training will take place via webinar – a medium that has become highly popular in veterinary circles due to the ease of scheduling of the training at a time and place to suit the individual.

The live training session takes place at 1pm on Thursday, March 22 and will be delivered by exotics specialist vet Molly Varga.

The topic is *Guinea Pig and Rabbit Wellness Programmes*, which will address how to identify, maintain and promote good health in small furries. There will be tips and hints for retailers who not only want to ensure the well-being of the animals in their care, but



EXPERT: Specialist vet Molly Varga

also develop their business.

Webinars are essentially on-line presentations, delivered live by the

speaker, but which can be viewed again at any time after the event. So if you can't make the live webinar, so long as you have registered, you can watch the webinar again (and again and again!) on a website at a time and place of your own choosing.

All that's needed to watch a webinar is a PC or Mac with speakers (or alternatively use headphones) and an e-mail address. After registering you will receive a link that is used on the day of the webinar to take you to the live presentation. Asking a question is easy – simply type your question into the box on the screen and the webinar moderator will ask the speaker for their answer.

To register for this event, send an e-mail to Supreme Petfoods at cpd@supremepetfoods.com

Pedigree brings out new canned 'health' range

PEDIGREE has launched a new range – three canned recipes that contain fish oil, marrowbone and wholegrain formulated to provide different health benefits for dogs.

Each new variant is available in 6 x 400g multipacks and 400g singles and they are all available now.

John Pickering, Mars customer development director, said: "The launch of this new Pedigree range provides an opportunity to excite consumers with new variety in the can category. Wet dog food has been growing over the last four

years in total grocery and continues to be an important driver of sales. This new range will appeal to all dog owners as the new recipes help keep pets healthy, and can be effectively combined with dry food to support all-round wellbeing."

There will be a variety of trade adverts to promote this 'health' range and the products will also be promoted as part of the wider Pedigree advertising campaign worth £6 million for this year.

Pedigree is the number one dog food brand in the UK, worth over £23m, and accounts for 21% of the



Pedigree's new canned range

total dog food market. Pedigree Canned is the UK's number one dog can brand. Worth more than £76 million, it accounts for 28% of the total dog can market.

Bigger businesses suffering most

THE RATE of business insolvencies fell from 0.11 per cent in December 2012 to 0.07 per cent in January this year – the same rate as in January 2011.

Experian's latest *Business Insolvency Index* also highlighted an improvement in the financial health among businesses – from 83.73 in December to 84.01 in January.

Max Firth, UK managing director for Experian's Business Information Services division, said: "The fall in the overall rate of insolvencies has taken it back down to the level it was at a year ago, which is certainly positive. January generally tends

to be a good month, with many businesses benefiting from the Christmas trade. When coupled with steady improvements in the underlying financial strength of businesses, it means that we can entertain some cautious optimism for the months ahead.

"The latest data has, however, revealed an increase in the rate of insolvencies for the largest firms. This highlights that despite a positive start to 2012, businesses of all sizes still need to understand the risks they are exposed to and have strategies in place to protect themselves."

Meet the Buyer days

PETQUIP and Gardenex are continuing their series of *Meet the Buyer* days by bringing buyers from Belgium, France, Spain, Sweden and The Netherlands to the UK to meet British suppliers.

The last event was held at the Federation's headquarters in Kent last month and enabled British suppliers to make presentations to the overseas buyers in one-to-one meetings. The participating pet trade buyer there was importer/wholesaler Petcare ApS of Sweden.

Other *Meet the Buyer* events this year will be held on June 20 and November 15.