

More organic pet food after melamine scare

It's been one year since nearly 100 brands of pet food were recalled by Canadian-based manufacturer Menu Foods. It seems that pet owners are now more aware of what to feed their pets and encouraged many animal lovers to buy all-natural and organic foods.

Dog Daze Bakery on Park Street in Syracuse, New York only sells all-natural and organic pet products. When the recall hit, the owners David and Ruth Sturgis only saw sales jump 30%. They

also attribute their recent spike in business to the fact that more people are eating organic and they want their pets to eat organic, too.

Owner David Sturgis says a big misconception is that all-natural and organic foods are very expensive. On average, a can or bag of all-natural or organic dog food is only \$1-\$2 more than brands sold in grocery stores. Some organic pet food products can be pricey, but Sturgis says how much is spent is up to the customer. Sturgis recently added



several more organic brands to his line of pet foods. He says buying all-natural and organic pet foods is not a temporary trend but a permanent one.

Aller Petfood being the 1st to get ISO22000

In December 2007 the Aller Petfood factory in Denmark



received the official certificate showing that the company meets the requirements of the ISO-22000 standard for food safety.

Although ISO-22000 is widely used by companies within the human food chain, the Aller Petfood plant in Fredericia, Denmark, is the first petfood factory in Europe.

For further information:
www.aller-petfood.dk

Pet food unit now part of Nestle Romania

The pet food unit of Nestle Romania will now be officially integrated in Nestle Romania. Until now, products had been imported and distributed on the domestic market. The company hopes to take on rival Mars, leader of the Romanian pet food market (estimated at over €40 million).

Paul Nuber, general manager of Nestle Romania, says that one objective is to develop the distribution of pet food products, whilst the company will also consider partnerships to boost the



Nestlé

number of distributors. At present, the pet food unit is the smallest unit of the domestic company in terms of sales.

At present, the domestic distributor of Nestle Purina Petcare is Interbrands Marketing & Distribution, and last year the unit accounted for around 6% of Nestle's sales in Romania, approximately €9 million, in line with data provided by Nuber. The general manager will not rule out the possibility of starting pet food production in Romania.

Beaphar opens Italian branch

Beaphar is proud to announce that it has recently opened its own venture in Italy together with an Italian partner, based in Ravenna.

The Italian market for pet products is an important one in Europe.

The formation of Beaphar Italy gives Beaphar a strong base in Italy to work from and to bring its complete program of pet products in Italy.

beaphar

Especially after the recent acquisition of Sinclair, the product program that Beaphar has to offer has become large. An own sales force in Italy is seen as the best way to enlarge the companies presence in Italy.

Omega Protein reports 2007 results

Omega Protein Corporation, producer of Omega-3 fish oil and specialty fish meal products, reported net income of \$12.1 million (\$0.72 a share) for the fiscal year ended December 31, 2007, compared with net income of \$4.6 million (\$0.19 a share) for the year ended December 31, 2006. Omega Protein's 2007 results reflect increased margins primarily due to higher sales prices received during the current year, partially offset by a decline in sales volume of both fish meal and fish oil.



For further information:
www.omegaproteininc.com