



The PET AGE

Green

Products Guide

The green movement that sprouted up years ago now has firmly established roots in the pet industry—and shows every sign that it will keep on growing.

By Katherine Hajduch and Michelle Peterson

Consumers aren't going green anymore—they've already gone. They use LED light bulbs, eat organic foods and bring tote bags to the grocery store. They (almost) always recycle. Since pets are part of the family, these eco-conscious shoppers want to know their cat treats, dog toys and just about every other type of product are from at least one branch of the green tree: organic, ethical, natural or locally grown.

"Pet product marketers ignoring the natural pet channel do so at their own peril," said Tatjana Meerman, publisher of Packaged Facts, a division of MarketResearch.com (New York). More than half of cat owners (56 percent) and even more dog owners (62 percent) had purchased natural or organic pet products in the last three months, according to a February 2009 pet owner poll the market research firm conducted. In that same period, 16 percent of dog or cat owners purchased organic food.

Green growth potential exists, too. Nearly half of pet owners said they'd buy more natural and organic pet products if they were more widely

available, and almost two-thirds would if they were more affordable.

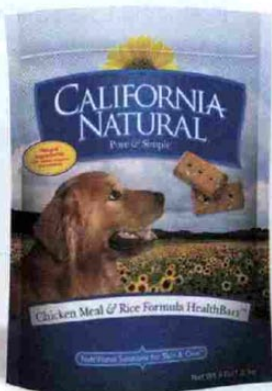
"For several years as of 2008, natural supermarkets have significantly outperformed more traditional counterparts. Similarly, the pet departments of natural supermarket retailers are far outperforming those of most other retail channels, and there is ample room for these departments to expand," Meerman said.

Natural and organic pet products continue to be a top-growth market segment despite the 2008 economic downturn, registering annual percentage growth in the double digits, according to the third edition of "The U.S. Market for Natural, Organic and Eco-Friendly Pet Products," which Packaged Facts will release May 1. That builds on growth in 2007, when sales of natural pet products through all channels grew 41 percent to reach \$1.284 billion, and double-digit annual percentage gains are predicted through 2012.

To help you expand your eco-inventory, here's an across-the-board sampling of some new, innovative, Earth-friendly dog and cat products. And if you haven't caught the green spirit already, it's time to catch up!

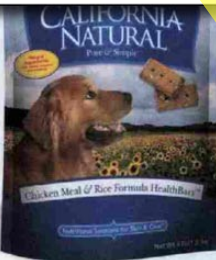
Food, Treats and Supplements

Little LuLu's Fish & Chips Organic Cat Treats are made with low-mercury yellowtail tuna and wild salmon and are topped with organic catnip. The Robbie Dawg treats are free of wheat, corn and soy with no added salt, sugar or preservatives. **Robbie Dawg Inc.** (Brooklyn, N.Y.), 718-501-5940, www.robbedawg.com



California Natural HealthBars from **Natura Pet** are treats for dogs with sensitive systems. The two new formulas, Chicken Meal & Rice with flaxseed and Salmon Meal with brown rice and sunflower oil, are easily digestible and nutrient-rich. **Natura Pet Products Inc.** (Fremont, Neb.), 402-727-0870, www.naturapet.com

FlaxyCat, made of 100 percent cold-milled flax, promotes healthier joints, skin, heart and immune systems. The FlaxUSA product, similar to versions for dogs and people, increases energy and provides allergy relief. **FlaxUSA** (Goodrich, N.D.), 866-352-9872, www.flaxusa.com



HealthBars from **Natura Pet** are treats for dogs with sensitive systems. The two new formulas, Chicken Meal & Rice with flaxseed and Salmon Meal with brown rice and sunflower oil, are easily digestible and nutrient-rich. **Natura Pet Products Inc.** (Fremont, Neb.), 402-727-0870, www.naturapet.com



Buffaroos, made from 100 percent free-range, grass-fed buffalo, are free of hormones and antibiotics. The Canine Caviar treats help reduce tartar and maintain healthy teeth and gums. **Canine Caviar Pet Foods Inc.** (Riverside, Calif.), 714-223-1800, 800-392-7898, www.caninecaviar.com

