

02/2010

Petfood Industry

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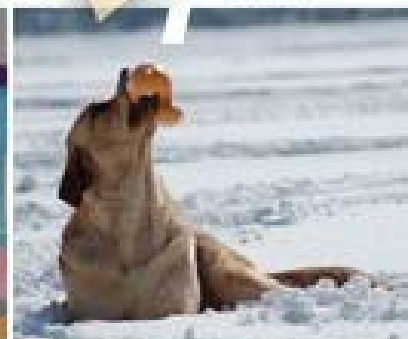
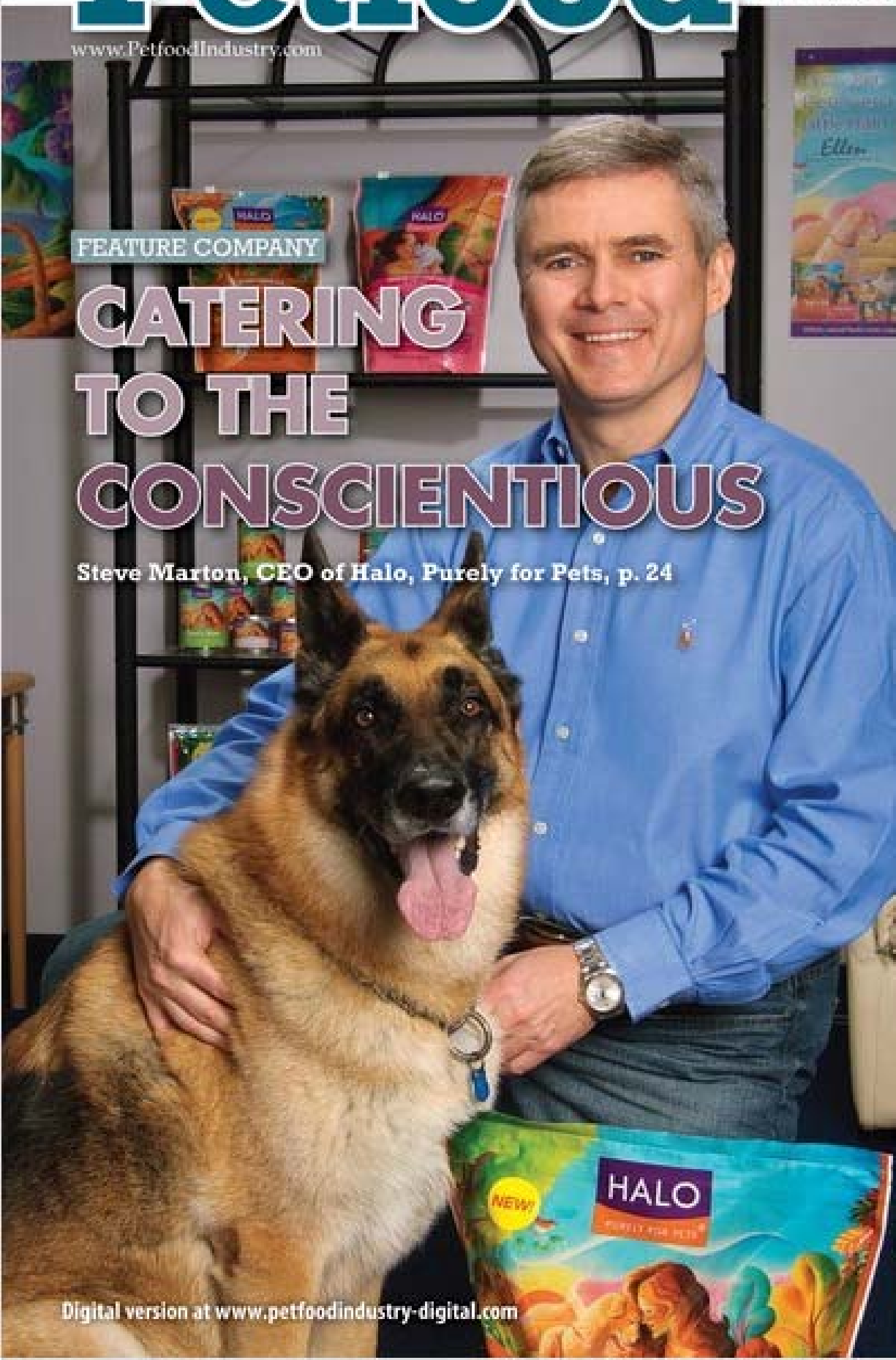
Preview:
Petfood Forum 2010

www.PetfoodIndustry.com

FEATURE COMPANY

CATERING TO THE CONSCIENTIOUS

Steve Marton, CEO of Halo, Purely for Pets, p. 24



Puzzling petfood

Too much of a good thing

Digital version at www.petfoodindustry-digital.com

Digital version available at www.petfoodindustry-digital.com

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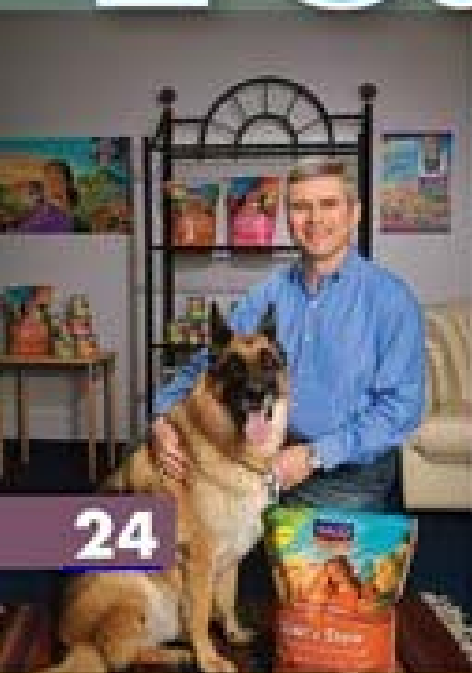
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On the cover: Steve Martin, CEO of Halo, Purely for Pets, with company mascot Storch at the Tampa, Florida, USA, headquarters.

Photo by Leah York (www.petfoodindustry.com) courtesy of Halo.



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Petfood Forum



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Steve Marton, CEO of Halo, Purely for Pets, calls the company's partnership and promotional and charitable campaigns with co-owner Ellen DeGeneres "the fourth key" to the company's continued success.

Online Extra!

Watch video of Ellen announcing her co-ownership and partnership deal with Halo, Purely for Pets on her television show at http://ellen.warnerbros.com/2008/02/lits_doggone_tasty.php.

JUST THE FACTS

Headquarters: Tampa, Florida, USA

Officers: Andi Brown, founder; Steve Marton, CEO; Alan Kerzner, president; Ellen DeGeneres, co-owner and charitable partner

Brands: Spot's Stew (dog/cat, wet/dry food formulas), Liv-a-Littles (dog and cat treats), VitoGlo (pet supplements), Cloud Nine (grooming supplies), HolistClean (pet stain and odor remover)

Distribution: Nationwide in US pet specialty, natural and health food stores, as well as larger retailers such as Whole Foods and Petco

Websites: www.halopets.com, www.facebook.com/HaloPets, blog.halopets.com, twitter.com/halopets

Catering to the conscientious

by Jessica Taylor

Halo, Purely for Pets' holistic pet care approach drives the company to develop all-natural products with ingredients chosen to give pets happier, healthier lives

IT ALL STARTED with a cat named Spot. As an adult, Spot became a sickly cat, plagued by digestive problems, skin irritations, excessive shedding and an unpleasant odor, according to www.HaloPets.com.

Andi Brown, founder of Halo and owner of the troubled feline, began reading the labels on her cat's food and studying cats' nutritional requirements. Brown learned that the quality of nutrients a pet ingests has a direct correlation to the animal's health. After trying various premium petfoods, Brown finally ended up developing a recipe—later to become Halo's signature product, Spot's Stew—for a homemade stew full of all-natural fresh chicken and vegetables.

According to Halo, Brown's new diet for Spot had astonishing results: a noticeably healthier skin and coat, weight loss and an improved digestive system.

Brown realized that the cat food she had fed Spot contained ingredients such as corn, wheat, rice, by-products, ethoxyquin, BHT and BHA, and she started to question

what nutritional value such ingredients had.

"Halo, Purely for Pets has been our own brand since 1986," says Steve Marton, CEO of Halo. "The Halo brand has grown to include natural food for dogs and cats (both wet and dry), treats, supplements and grooming products." Since Halo's inception, Brown has become an active advocate for natural ingredients in the world of pet care products. She recently published her first book, *The*



"Consumers who want the best ingredients for their pets prefer ones like real chicken, eggs and pea protein," says Steve Marton. "Every Halo ingredient is a real, natural ingredient that consumers recognize and understand."

Whole Pet Diet: Eight Weeks to Great Health for Dogs and Cats (Ten Speed Press).

"HALO PRODUCTS HAVE the best ingredients for dogs and cats. Plain and simple, that's what we strive to be known for," explains Marton. "That's why Ellen DeGeneres became a part owner of our company. That's why she spreads the word." In 2008, Halo announced that talk show host DeGeneres had joined as co-owner as the company was expanding its product line and retail presence in the US market, going into chains such as Whole Foods and Petco. "This is a defining moment in the history of Halo," said company president Alan Kerzner at the time of the announcement. "We're delighted to have Ellen join our family at this time of exciting growth."

"That's why similarly passionate pet owners do everything in their power to spread the word, too," continues Marton. "As more consumers are reading ingredients labels—and understanding what the ingredients are—our sales improve. For example, consumers are just starting to understand ingredients like chicken meal, which is a rendered meat."

Does that mean it's terrible for animals? "Certainly not," says Marton. "But consumers who want the best ingredients for their pets prefer ingredients like real chicken, eggs and pea protein. Every Halo ingredient is a real, natural ingredient that consumers recognize and understand. Every meat we use can also be sent to make human food products."

This nutritional transparency—all of Halo's product ingredients are available on its website, and in late 2008, the company released the Spot's Stew recipe for consumers to re-create for



Extensive study and the input of nutritional experts are the backbone of Halo's healthy dog and cat food, nutritional supplements, herbal grooming supplies and treats.

their pets at home—has garnered the company a loyal, fastidious following. Not to mention the company's promise to its consumers, located on its products and website: "Halo products will produce vibrant, happier, healthier pets—inside and out. We guarantee you'll see the results."

According to Marton, three things have driven Halo's growth since 1986:

- The holistic, natural ingredients in its products;

Read it online!

Check out the entire interview with Halo, Purely for Pets CEO Steve Marton at www.petfoodindustry.com/HaloProfile.asp.

- Strong partnerships with retailers like pet specialty and natural food stores; and
- The trust and passion of its consumers.

"This year we've added two exciting new product lines: Halo Healthsome treats and Halo HolistiClean stain and odor remover," Marton shares. "The Healthsome treats are exceeding expectations and complement our award-winning Halo Liv-a-Littles protein treats to provide everything consumers

need for healthy treating. HolistiClean is launching as we speak."

EXTENSIVE STUDY AND the input of nutritional experts are the backbone of Halo's healthy dog and cat food, nutritional supplements, herbal grooming supplies and treats. "Our biggest opportunity is education," explains Marton. "As consumers—and even retailers—learn more about ingredients, Halo stands out. It's exciting to see a worldwide learning curve showing a growing care for animals."

So what's next for the petfood company with the holistic approach, celebrity co-owner and fan-obsessed Twitter page? "We're very excited about the future as more and more people think of their pets as members of their family," enthuses Marton.

"I think you can look for expansion of our offerings in food, treats, supplements and grooming. Also, as new natural ingredients are discovered with health benefits for humans, you'll see the best find their way into Halo products."

As consumers know more, they will expect more. Halo, Purely for Pets welcomes this pet parent enthusiasm, hoping to follow the trajectory of the human food industry with higher-quality, natural products. ■