# A Market Analysis of the US Pet Food Industry to Determine New Opportunities for the Cranberry Industry

**PREPARED BY:**
Nora Ganim Barnes, Ph. D
Director, Center for Business Research
University of Massachusetts Dartmouth

**Center for Business Research**
*at the University of Massachusetts Dartmouth*
285 Old Westport Rd.
North Dartmouth, MA 02747
www.umassd.edu
508-999-8756

**ACKNOWLEDGEMENTS**

The author would like to acknowledge the assistance of Andrea Amaral, Ava Lescault, Michael Marcoux and Augusta Pratt in the preparation of this study.

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# CHAPTER 1: INTRODUCTION

## OVERVIEW

The Cranberry Industry needs to increase demand for its product. The domestic consumer market is growing at a slower rate than domestic production. This study will venture into the non-human side of the marketplace to explore the potential of using cranberries in pet food.

The use of cranberries in pet food is not new. Several manufacturers offer an array of brands that cater to pets. Cats are particularly targeted due to their high incidence of urinary tract problems. Some manufacturers also add cranberries to bird feed.

The Pet Food Industry is one that has shown active merger and acquisition activity since the early 1990's. Most recently, Nestle purchased Ralston Purina for $10.1 billion making them the largest manufacturer in the category. Another major player is Mars, Inc./Masterfoods USA. As a result of this activity, the US Pet Food business, formerly quite dispersed among several global players, is now an oligopoly. It is interesting to note, however, that within this framework private labels continue to flourish. Wal-Mart's Ol'Roy dog food is the single largest dog food brand. At the same time, new companies offering alternative products are capturing the most desirable consumers.

In 2003, American pet owners spent nearly $30 billion on their small companions. Changing demographics, new lifestyle trends, and a shift in American attitudes toward pets have led to a significant increase in consumer expenditures during the past five years. The maturing pet industry has been transformed into a dynamic, highly competitive environment.

It is estimated that 62% of households own pets. The most popular categories are dogs, cats, and freshwater fish. Pet foods, growing at an annual rate of almost 4%, will remain the largest segment of this market. In 2003, total expenditures on pet food were $13.97 billion. That segment is projected to increase to $16.70 billion by the year 2008.

Higher end, healthy brands such as Iams and Science Diet, which can sell for twice as much as mass-market brands like Alpo and Friskies, account for about one-third of total pet food sales. Premium pet food is expected to comprise 38% of pet food sales by 2005. Citigroup Smith Barney looks for premium pet food to grow by 9% a year industry-wide over the next five years, as Americans become more health conscious. In addition, the snacks and treats business is growing at double digit rates.

New entrants into these growing areas of pet food include: The Honest Kitchen, Pure Products, Inc, Old Mother Hubbard, and Merrick. A company called Drs. Foster and Smith Inc. located in Wisconsin, offers products called "UTI Paste" and "Cranberry Treats." Both are promoted to "keep bacteria from remaining in the urinary tract of cats."

Some of the brands currently on the market containing cranberries include: Wellness, Embark, FirstMate, and Evolve. Each cites its use of cranberries as "a good source of soluble fiber that helps to acidify urine" and/or "a potent source of antioxidants, which are highly beneficial for total health and well-being."

All of these products tout themselves as "human food" grade for pets. Manufacturers provide extensive literature discussing everything from "stay-fresh packaging," "gentle dehydration," "no allergens," "organically grown ingredients," "not made in a pet food rendering plant," and the value of maintaining the pigmentation using natural ingredients like cranberries.

This movement is fueled by the demographic changes occurring in the US. Pet owners are themselves more health conscious and eating healthier human foods. The American population continues to focus on fitness, dieting, counting calories or carbohydrates, and fighting the aging process. The growing number of childless couples, singles living alone, and the baby boomers now becoming "empty nesters," will boost the demand for pets. These pets then, will be treated like children and pet food will become a source of nutrition, taste, and happiness.

Analysis will include discussions with major manufacturers to determine their plans for participation in the human food grade arena, the amount of cranberries they typically use, and the form in which they purchase them. Discussions also include reasons for using cranberries and for deciding to use them in the future if they do not now.

The first commercially prepared dog good was a biscuit product introduced in England about 1860. Soon after, dog foods were developed using the nutritional knowledge of the day. After World War I, canned meat dog food was introduced in the US. In the 1930's, canned cat food and dry meat meal dog goods were introduced. The 1960's were marked with great diversification in the types of food available to pet owners, with the introduction of dry cat food, many more varieties of canned products and new semi-moist products.

The US Pet Food Industry is currently valued at approximately $14 billion and projected to reach $17 billion by 2008. It is highly concentrated with seven companies accounting for 86% of the total market. Nestle alone has a 30% market share.

The US food manufacturing industry is classified under NAICS code as 311. There are 47 subcategories under food manufacturing. This study focused on NAICS code 311111, Dog and Cat Food Manufacturing.

## METHODOLOGY

The data presented in this report represent a wide ranging secondary data search for information on both general trends in the pet industry as well as specific trends in manufacturing dog and cat food. A variety of electronic databases were reviewed as well as material available on manufacturer web sites, trade publications, newspapers, books,

and industry reports. All the information was reviewed for its relevance in answering the following questions, which served to guide the report:

- What is the profile of the US Pet Food Industry?

- Are US Pet Food Manufacturers using cranberries in their products? If so, which form of cranberries are they using? If not, under what circumstance would they consider using cranberries?

- How might the cranberry industry maximize opportunities for cranberries as an ingredient in the Pet Food Industry?

In addition to addressing these three questions, the report includes an examination of ninety-one US Pet Food Manufacturers. Manufacturers' profiles include contact information, merger and acquisition activity, market share, product line, brand names, and if cranberries are used as an ingredient.

In addition, a special section looks more closely at forty-two of these pet food manufacturers. Results of in-depth interviews with this group are presented with emphasis on why cranberries are used, how they are used, and in what form.

**PRESENTATION OF STUDY**

The report begins with an overview of the pet food industry. Given recent high profile, mergers and acquisitions (Nestle/Ralston Purina) consolidation is examined. Relatively speaking, the Pet Food segment is not currently active in merger and acquisition activity. The segment is, however, concentrated. Well-known consumer product giants such as Nestle, Proctor & Gamble and Mars Inc./Masterfoods, USA control over half the pet food market.

Manufacturer profiles and interviews are presented in an effort to provide detailed information on the use of cranberries in pet food. Both the profiles and the interviews were designed to locate potential accounts for cranberry growers. As much detail as possible is reported to facilitate future interactions.

A chapter is included on consumer trends as they relate to pets. Consumer trends are stimulating the growth of the pet food industry. Baby boomers are filling their "empty nests" with pets. These pets are pampered in every conceivable way including what they are fed. Consumers want human grade pet food. They buy organic, natural, and functional pet foods. They also supplement foods with nutritional snacks and treats. There is also some evidence that cranberries are being added to food for bird and other small animals.

Finally, recommendations for the cranberry industry are presented. Based on the industry analysis and consumer trends, suggestions are provided in an effort to maximize potential opportunities for the cranberry industry.

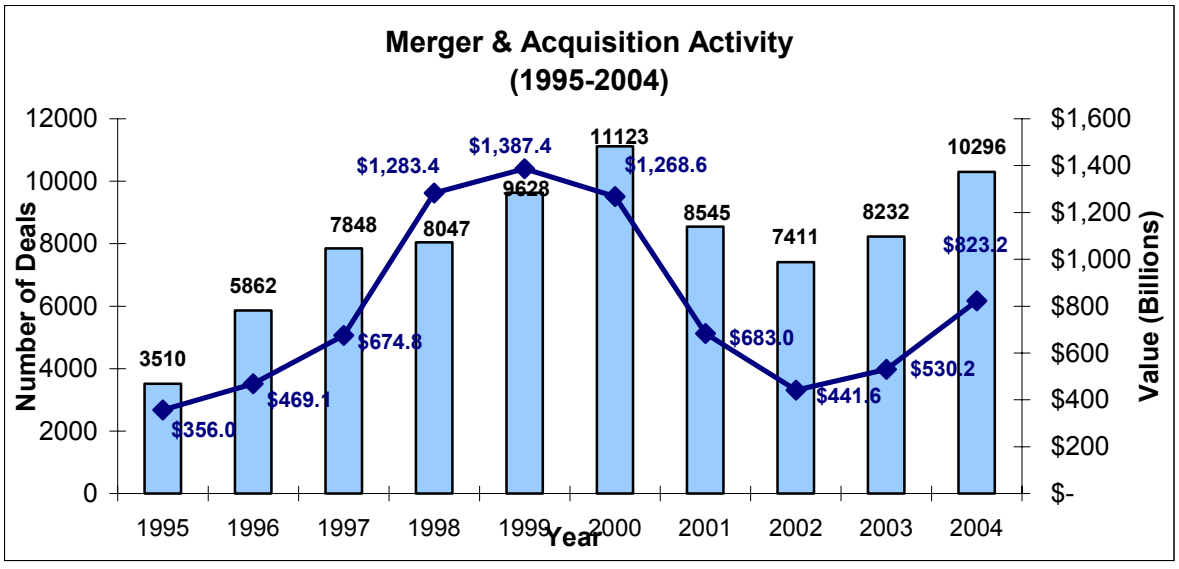
## MERGERS AND ACQUISITIONS

Over 75% of all merger and acquisition, activity is conducted between US firms. There are many reasons for mergers and acquisitions in the US, the most common include acquiring a business for new technologies and to gain market share, or merging with the belief that two companies would work more effectively together than separately. Whatever the motivation, mergers and acquisitions are largely affected by the state of the economy.

In the 1990's, the economy was steadily growing and this was reflected in merger and acquisition activity. From 1995-1999, there was a strong, continuous increase in both the number of deals and dollar value. Value reached its peak in 1999 when merger and acquisition deals' dollar value totaled $1.4 trillion. In 2000 the number of deals was at its highest at 11,123 with a value of $1.3 trillion. In 2001, there were 8,545 transactions (a drop of 23%) with a dollar value of $683 billion (a 46% drop). Mergers and acquisitions activity again decreased in 2002, but slowly picked up again in 2003 and 2004. (See Figure 1)

One possible contributor to the recent increase in mergers and acquisitions could be business owners who regretted they had not sold in the 1990's before the bust of 2000. Many of these owners were baby boomers that were looking to get out of their businesses and the responsibilities, to retire early. Many may still be willing to sell at the first opportunity and may account for some of the recent increase. As reported on Mergerstat.com (January 2005), there were 10,296 deals made with a dollar value of $823.2 billion for 2004.

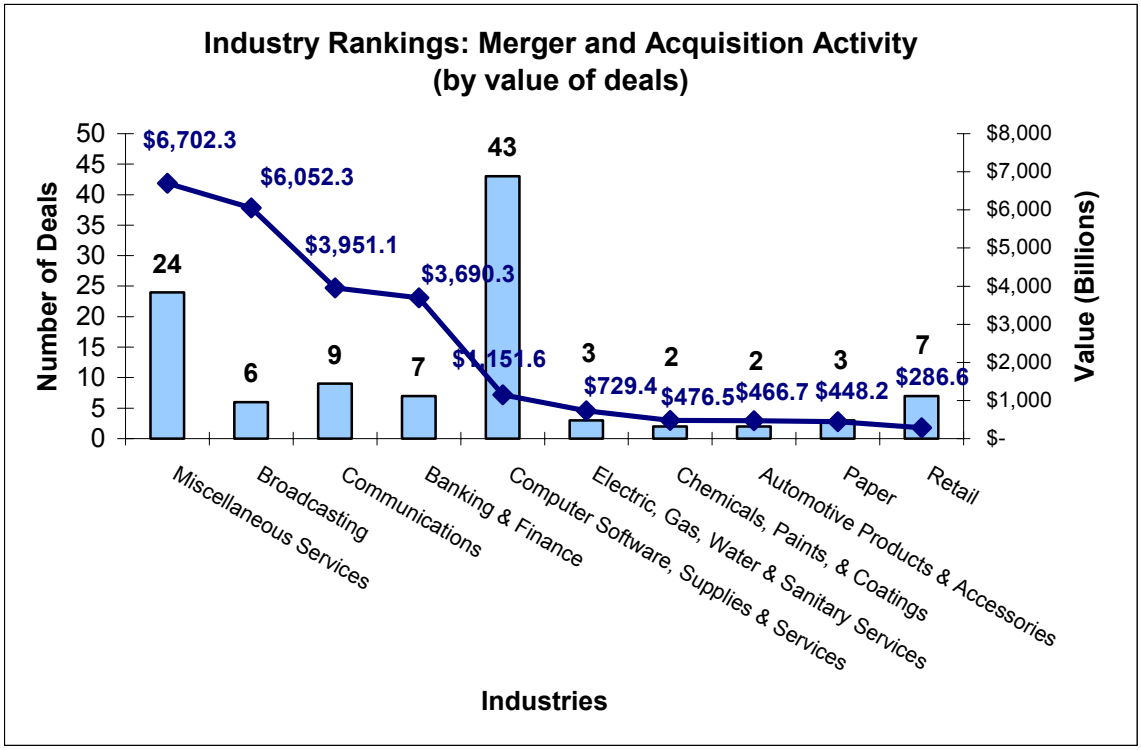
**Figure 1**




(Source: Mergerstat.com, January 2005)

Currently, the top ten industries in merger and acquisition activity are: Miscellaneous Services, Broadcasting, Communications, Banking and Finance, Computer Software, Supplies and Services, Electric, Gas, Water and Sanitary Services, Chemicals, Paints and Coatings, Automotive Products and Accessories, Paper and Retail. The industry with the highest value ($6,702.3 billion) in merger and acquisition activity is Miscellaneous Services with 24 deals. The industry with the most deals (43) is Computer Software, Supplies and Services and carried with it a dollar value of $1,15 trillion. (See Figure 2)

**Figure 2**




(Source: Mergerstat.com, January 2005)

The food manufacturing industry, which includes the pet food industry, has relatively low merger and acquisition activity compared to other industries. It is an industry that is concentrated with seven major companies dominating the market. Together those seven companies account for 86% of the market. Nestle Purina Petcare Company leads with a 30% share of the pet food market. The Iams Company and Hills Pet Nutrition tie for second with a 12% share of the market. Merger and acquisition activity for the pet food manufacturers are included in the following section.

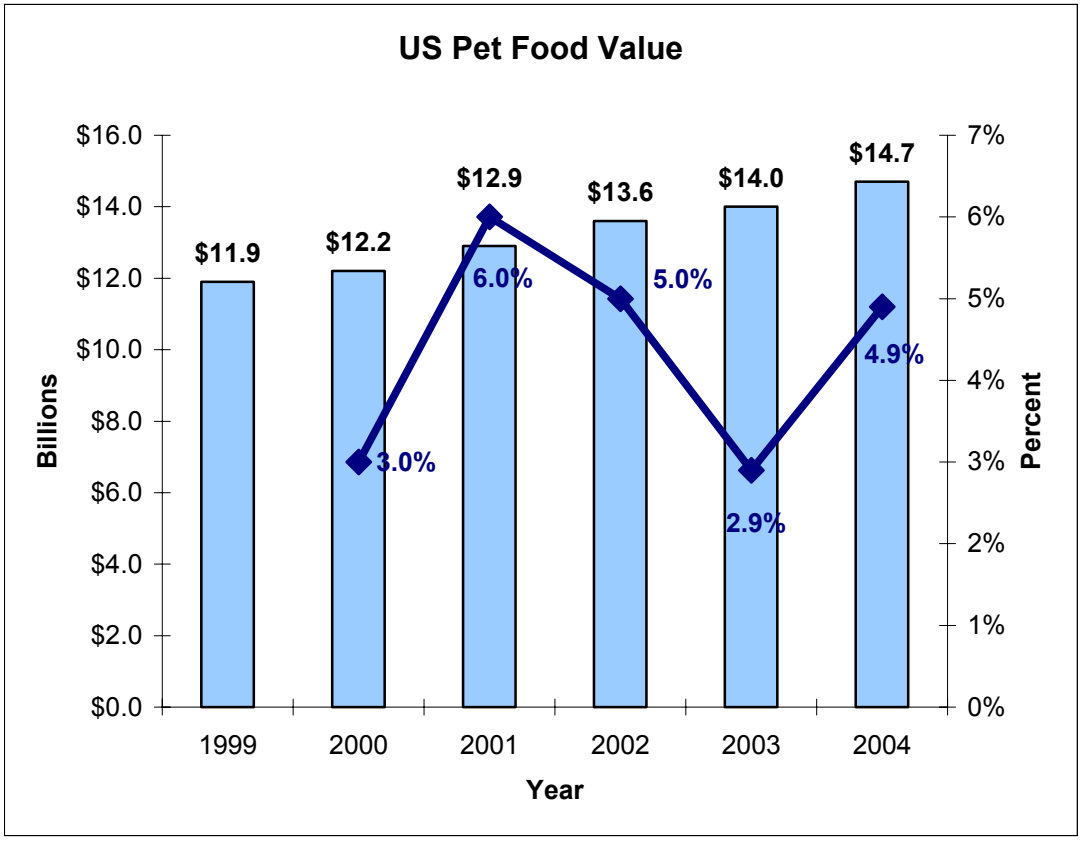
## PET FOOD INDUSTRY OVERVIEW

The food manufacturing industry is classified under NAICS code as 311. There are 47 subcategories under the food manufacturing industry (see NAISC Codes on the following page) but for the purpose of this study dog and cat food manufacturers are examined. They are classified under NAICS code 311111 (SIC 2047). They are establishments mainly focused on manufacturing dog and cat food from ingredients such as grains, oilseed mill products, and meat products.

| NAISC CODE | FOOD MANUFACTURING 311 |
|---|---|
| 311111 | Dog and Cat Food Manufacturing |
| 311119 | Other Animal Food Manufacturing |
| 311211 | Flour Milling |
| 311212 | Rice Milling |
| 311213 | Malt Manufacturing |
| 311221 | Wet Corn Milling |
| 311222 | Soybean Processing |
| 311223 | Other Oilseed Processing |
| 311225 | Fats and Oils Refining and Blending |
| 311230 | Breakfast Cereal Manufacturing |
| 311311 | Sugarcane Mills |
| 311312 | Cane Sugar Refining |
| 311313 | Beet Sugar Manufacturing |
| 311320 | Chocolate and Confectionery Manufacturing From Cacao Beans |
| 311330 | Confectionery Manufacturing From Purchased Chocolate |
| 311340 | Nonchocolate Confectionery Manufacturing |
| 311411 | Frozen Fruit, Juice, and Vegetable Manufacturing |
| 311412 | Frozen Specialty Food Manufacturing |
| 311421 | Fruit and Vegetable Canning |
| 311422 | Specialty Canning |
| 311423 | Dried and Dehydrated Food Manufacturing |
| 311511 | Fluid Milk Manufacturing |
| 311512 | Creamery Butter Manufacturing |
| 311513 | Cheese Manufacturing |
| 311514 | Dry, Condensed, and Evaporated Dairy Product Manufacturing |
| 311520 | Ice Cream and Frozen Dessert Manufacturing |
| 311611 | Animal (except Poultry) Slaughtering |
| 311612 | Meat Processed from Carcasses |
| 311613 | Rendering and Meat Byproduct Processing |
| 311615 | Poultry Processing |
| 311711 | Seafood Canning |
| 311712 | Fresh and Frozen Seafood Processing |
| 311811 | Retail Bakeries |
| 311812 | Commercial Bakeries |
| 311813 | Frozen Cakes, Pies, and Other Pastries Manufacturing |
| 311821 | Cookie and Cracker Manufacturing |
| 311822 | Flour Mixes and Dough Manufacturing From Purchased Flour |
| 311823 | Dry Pasta Manufacturing |
| 311830 | Tortilla Manufacturing |
| 311911 | Roasted Nuts and Peanut Butter Manufacturing |
| 311919 | Other Snack Food Manufacturing |
| 311920 | Coffee and Tea Manufacturing |
| 311930 | Flavoring Syrup and Concentrate Manufacturing |
| 311941 | Mayonnaise, Dressing, and Other Prepared Sauce Manufacturing |
| 311942 | Spice and Extract Manufacturing |
| 311991 | Perishable Prepared Food Manufacturing |
| 311999 | All Other Miscellaneous Food Manufacturing |

The pet food industry is a $14.7 billion industry, which has been experiencing growth (See Figure 3). From 1999 to 2003, the value of pet food had a compound annual growth rate of 4.2%. In the past year, pet food sales have grown 4.9%. The premium pet food segment is projected to grow 9% over the next five years. Value of the US pet food industry is expected to reach $17 billion by 2008.

**Figure 3**

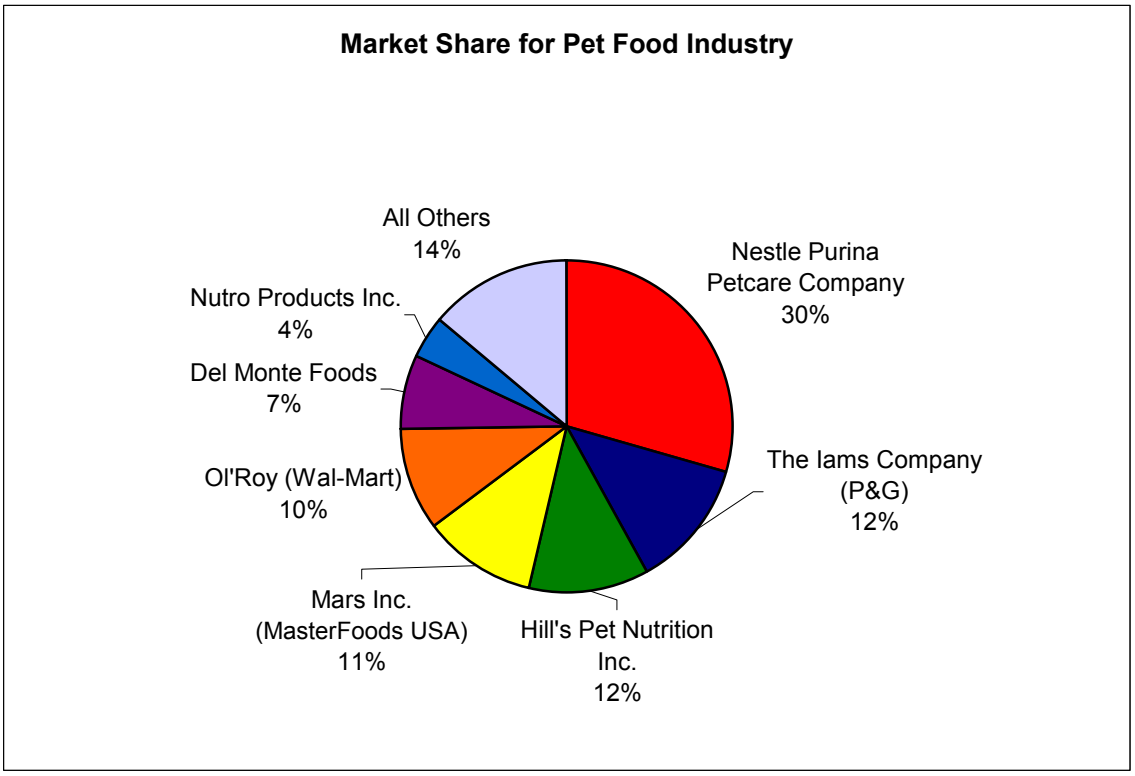



(Source: Snapshots International Ltd., July 2004)

## MARKET SHARE

In the US, seven large companies with a combined 86% of the market share, dominate the industry. The top three companies Nestle Purina Petcare Company, The Iams Company (Proctor & Gamble) and Hill's Pet Nutrition hold a combined 54% share of the market. All major companies and market share are shown below in figure 4.

**Figure 4**

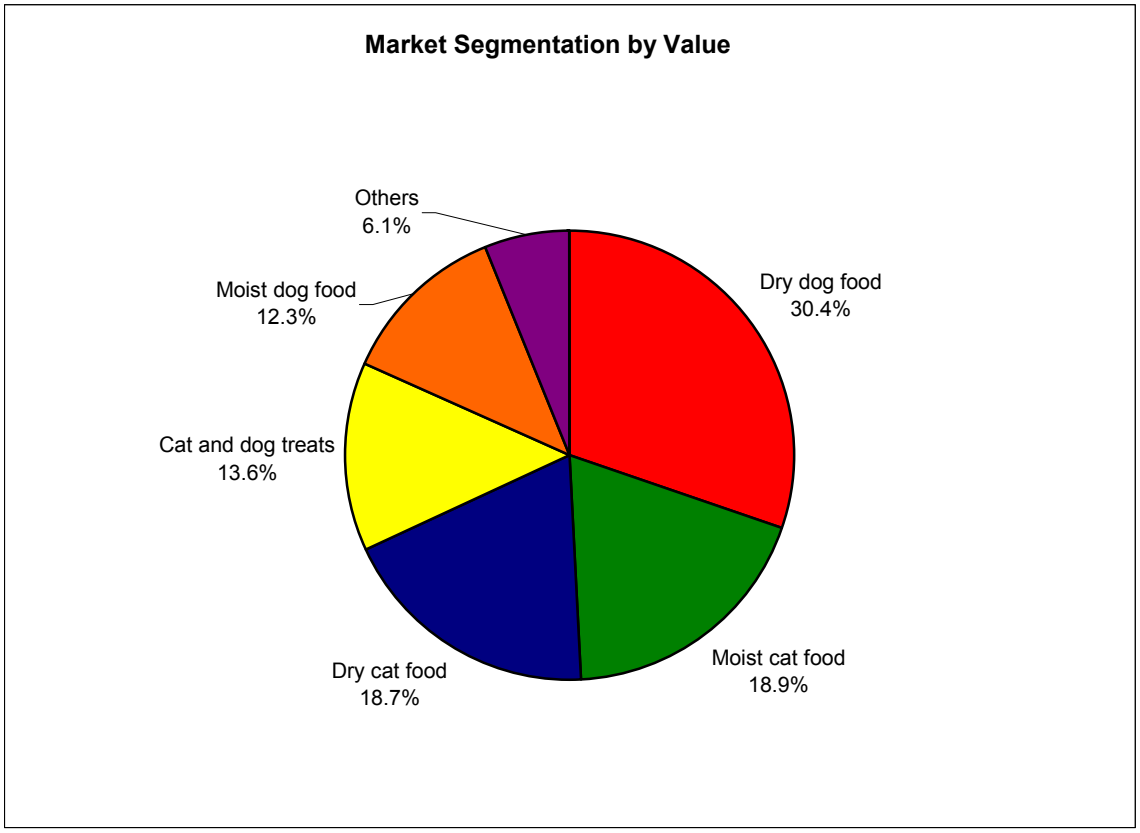



*(Source: Snapshots International Ltd., July 2004)*

## MARKET SEGMENTATION

The pet food industry is divided into 6 segments (See Figure 5). Dry dog food, dry cat food, moist dog food, moist cat food, cat and dog treats, and other. Dry dog food is the dominant market segment with a value of 30.4%. The other top two segments are moist cat food (18.9%) and dry cat food (18.7%).

**Figure 5**

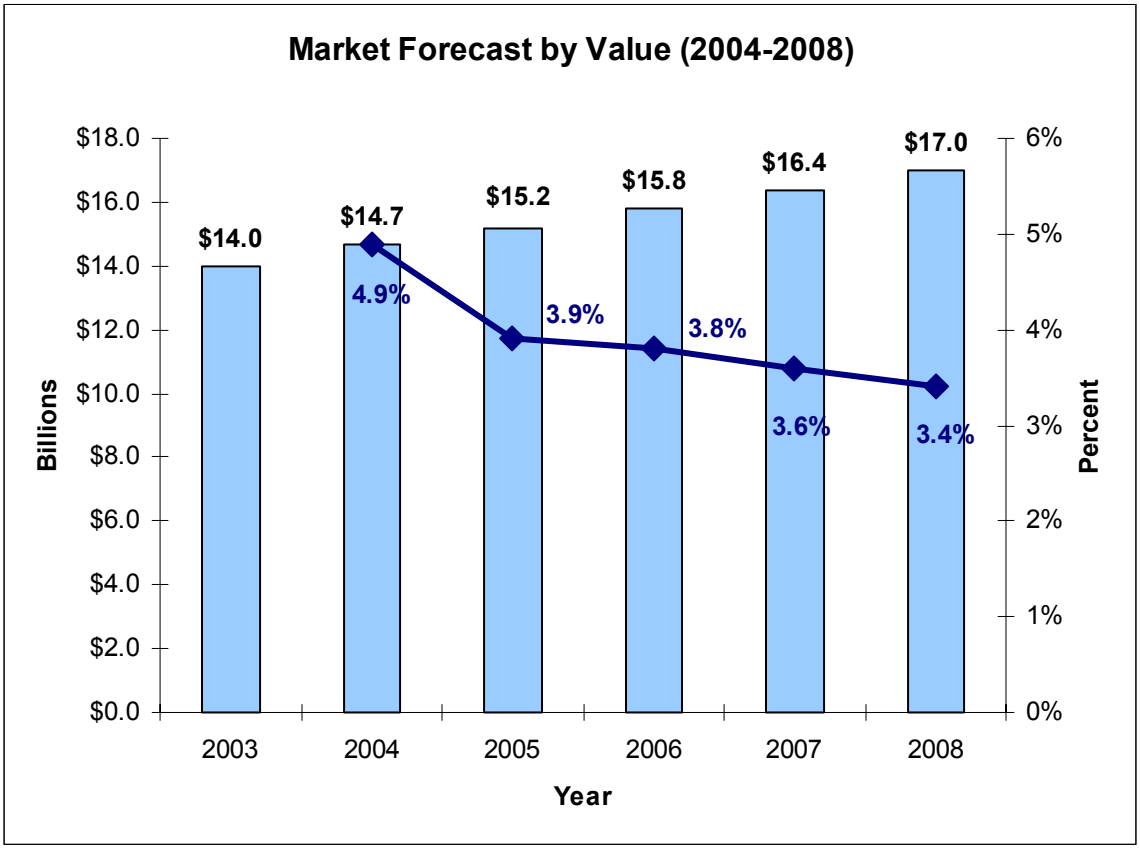



*(Source: Snapshots International Ltd., July 2004)*

## MARKET FORECAST

The market forecast for US retail sales of pet food shows a steady increase (See Figure 6), likely due to the increase in pet ownerships. Currently, 62% of US households own a pet according to figures from the National Pet Owners Survey conducted by the American Pet Products Manufacturers Association, Inc. In 2008, the US pet food market is forecast to reach $17 billion in value, representing a compounded annual growth rate of 3.7% from 2004.

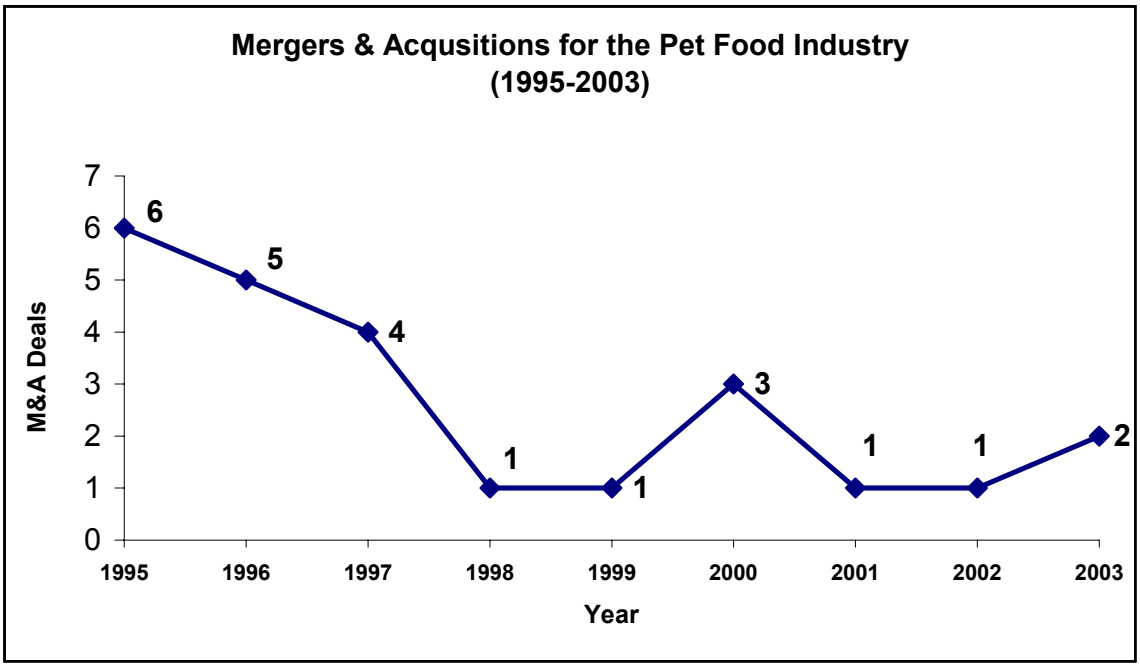
**Figure 6**




*(Source: Snapshots International Ltd., July 2004)*

Merger and acquisition activity in this industry has not been as extensive in the past few years. Those deals made in the past ten years are detailed below in figure 7.

**Figure 7**




**1995**

1) Windy Hill Pet Food Co. acquired the Martha White brands: Bonkers, Field Formula, G Whiskers, Professional Formula, Rose's, and Trail Blazer.
2) HJ Heinz acquired Quaker Oats Co. for $725 mil.
3) Hubbard Milling Co. acquired Triumph Pet Industries.
4) Ralston Purina Co. to acquired Golden Cat Corp., including Tidy Cat, Kitty Litter Maxx and Scamp brands.
5) Nestle USA's Carnation division acquired Alpo Petfoods, for $510 million.
6) Pet Specialties Inc. acquired Pet Specialties and its ANF-based pet food lines from Astrum International Corporation.

**1996**

1) Uni-Charm Corp. purchased the assets of Tyrrell's Inc., a midsize US maker of pet food, for $8 million.
2) HJ Heinz acquired Earth Elements Inc.
3) Windy Hill Pet Food Co acquired the Kozy Kitten dry cat food business, the Tuffy's dry dog food business, from Heinz.
4) PetsMart acquired Pet City Holdings (UK)

5) Uni-Charm Corp (Japan) acquired Tyrrell's Inc (US) for $8 million.

**1997**

1) Ralston Purina Co. acquired of Edward Baker Petfoods, for $180 million.
2) Windy Hill Pet Food Company acquired Hubbard Milling Company (Mankato, MN) for an estimated $160 million.
3) Innopet Brands acquired Triple T Foods' Natural Life line pet food products for cats and dogs for $3.5 million.
4) Chemical firm DuPont acquired Ralston Purina's soy unit for $1.5 billion.

**1998**

1) Doane Pet Care Co. and Windy Hill Pet Food Co. completed a merger through which Windy Hill became a wholly owned subsidiary of Doane.

**1999**

1) Procter & Gamble Co. acquired Iams Co. for $2.05 billion.

**2000**

1) Doane Pet Care Co. has acquired A/S Arovit Petfood (Esbjerg, Denmark) for $149 million.
2) Doane Pet Care Co. merged with Menu Foods Ltd, a provider of canned private label pet food in North America.
3) Ralston Purina Co acquired Bonnie Pet Foods' for an undisclosed sum.
4) Nestle S. A. bought Ralston Purina for $10.3 billion. They merged to form Nestle Purina Petcare Co.

**2002**

1) Del Monte acquired Heinz for $2.3 billion.

**2003**

1) Mars Inc. acquired 56.4% stake of Royal Canin SA, for $730 million.
2) Cypress Group acquired Meow Mix Co. for an estimated $425 million.

## CHAPTER THREE: PROFILE OF MANUFACTURERS

### PROFILES OF US PET FOOD MANUFACTURERS

The following profiles were completed by compiling data from a number of sources in an effort to provide a comprehensive description of pet food manufacturers. These information sources included in-depth telephone interviews with forty-two pet food manufacturers, a review, and classification of Internet and web site information, compilations from news articles, industry reports, and publicly available databases. In total, ninety-one manufacturers are profiled. Contact information is given for each company including mailing address, telephone number, and the web site address.

Market share within the pet food segment is also listed for each company. Given the high degree of concentration in this segment, most companies hold less than 1% of the market share (although several large manufacturers are profiled as well). Merger and acquisition activity for the last 10 years is listed. Companies with N/A listed in this section had no merger and acquisition activity in the past decade.

All profiles follow a standard format. Product lines are reported in five categories: Dry dog food, moist dog food, dry cat food, moist cat food, dog and cat treats. Products that are frozen are listed in the moist category. The brand names of products are provided if the name varies from the company name. The final classification indicates if cranberries are used in the manufacturer's products. If they are, the profile indicates whether the cranberries are in dog or cat food products. Most profiles also include what form(s) of cranberries are used. (These include cranberry powder, whole cranberries, sliced cranberries, dried cranberries, sweetened cranberries, cranberry concentrate, organic cranberries, cranberry juice, cranberry paste, or cranberry meal). Below each profile, a section of the manufacturer's web site is provided. The company's logo and introduction offer important insights on the manufacturer's focus.

Of the 91 manufacturers profiled, 42 of them responded to survey questions that further explore their use of cranberry products and their thoughts about the potential growth of this trend. These companies are designated by the * symbol, and the survey follows immediately after the profile. Companies with the † symbol use cranberries in their products. A complete list of these manufacturers, including the cranberry form they use, is placed at the conclusion of the profile section. Two Canadian Manufacturers were interviewed and are included after all US profiles. Details and highlights of the 42 interviews conducted are summarized in Chapter 4.

## US PET FOOD MANUFACTURERS

Active Life Pet Products*
Annamaet PetFoods*
Arkat Nutrition*
Artemis Company †
Azmira Holistic Animal Care*
BalanceDiet
Bell Rock Growers, Inc.*
Bench & Field Pet Foods, LLC †
Beowulf Natural Feeds, Inc.
Bil-Jac Foods, Inc.*
Blue Seal Feeds, Inc. †
Breeder's Choice Pet Foods, Inc.* †
Canidae Pet Foods †
Canine Cookie Company
Cargill Inc. (Nutrena Feed Division)
Castor & Pollux Pet Works* †
Chenango Valley Pet Foods, Inc.* †
Chomp Inc.*
Cloud Star Corporation*
Cohoe Micro Bakery
DAD'S Products Company, Inc.*
Del Monte Foods Company*
Designing Health, Inc.
Diamond Pet Food* †
Doane Pet Care Company
Doggy Deli
Dr. Harvey's
Drs. Foster & Smith, Inc. †
Eagle Pack Pet Products, Inc.* †
Evanger's Dog and Cat Food Company* †
Evergreen Mills
Evolution Diet Pet Food Corporation †
FarMore Manufacturing, Ltd.
Flint River Ranch*
Fromm Family Foods †
Good Dog Foods, Inc.
Grandad's Pet Foods
GreenTripe.com
Halo, Purely for Pets
Happy Dog Food
Harbingers of a New Age
Healthy Pet Foods, Inc.
Hill's Pet Nutrition, Inc.
Hubbard Feeds, Inc. (Ridley, Inc.)
K-9 Kraving Dog Food
KosherPet, Inc.
Kumpi Dog Food †
Land O' Lakes/Farmland Feed*
Manna Pro Corporation
Mars, Inc. MasterFoods, USA*
Martin's K-9 Formula, LTD.
Meow Mix
Merrick Pet Care* †
Midwestern Pet Foods, Inc.
Muenster Milling Company*
Natura Pet Products
Natural Balance Pet Foods, Inc. †
Natural Life Pet Products †
Nature's Variety* †
Nestle Purina Petcare Company*
Newman's Own Organic*
Nutro Products, Inc.* †
Ohio Pet Foods, Inc.*
Old Mother Hubbard †
Owen and Mandeville Pet Products, Inc. †
PetGuard, Inc. †
PHD Products, Inc.*
Precise Pet Products* †
Proctor & Gamble (The Iams Company)*
Professional Pet Foods †
Q C Plus Pet Products
Raw Advantage Pet Food
Redbarn Pet Products*
Regal Pet Foods
Royal Canin USA, Inc.*
Sammy Snacks †
Sauder Feeds
Show Coat & Strongpoint Natural Pet Food* †
Solid Gold Health Products For Pets, Inc.* †
Specialty Feed, Inc.*
Stella & Chewy's Farm Fresh Pet Food*
Steve's Real Food for Pets
Sunshine Mills, Inc.*
The Honest Kitchen* †
The Purebred Company
Triumph Pet Industries, Inc.* †
Tuffy's Pet Foods, Inc.* †
VeRUS Pet Foods †
Willard Milling Company, Inc.*
Wow Bow Distributors* †
Wysong Products* †

*** Indicates survey from telephone interviews follows**
**† Indicates cranberries are used in products**

## ACTIVE LIFE PET PRODUCTS

| | |
|---|---|
| **Contact Information:** | Active Life Pet Products<br>1615 Pearl Street, Suite B<br>Boulder, CO 80302<br>(303) 415-1707<br>http://www.activelifepp.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Moist Dog Food, Moist Cat Food and Dog & Cat Treats |
| **Brand Names:** | Active Life, Boulder Creek Farms, Osteocare |
| **Cranberries in Products:** | No |

Active Life Pet Products, Inc. was founded in 1998. ALPP manufactures pet food, pet treats and specialty ingredients. ALPP is based in Boulder, Colorado with additional offices in Long Beach, California.

ALPP is a privately held company.

ALPP markets products under the Active Life, Boulder Creek Farms and Osteocare brand names. Our products are distributed throughout the United States and Canada, and in selected other countries.

President Rich Marino and COO Scott Reisfield founded ALPP. They thought that pet food products were starting to look the same, and that the latest technology available to deliver higher quality, better tasting foods and treats was not being introduced into the pet market fast enough. They are dedicated to making a difference in the care of our companion animals.

**Active Life Pet Products**

Do you manufacture dog food? **Yes**
Do you manufacture cat food? **Yes**
Do you manufacture bird food? **No**
Do you manufacture rodent food? **No**
Do you manufacture other pet food? **No**
What other type of pet food do you manufacture?
Do you use cranberries in your pet food products? **No**
Do you use cranberries in your pet food for health reasons? .
Do you use cranberries in your pet food for color? .
Do you use cranberries in your pet food for consistency? .
Do you use cranberries in your pet food for weight concerns? .
Do you use cranberries in your pet food for competitive advantage? .
Do you use cranberries in your pet food for texture? .
Do you use cranberries in your pet food for natural reasons (organic)? .
Where did you learn about the health benefits?
What health benefits are you trying to provide in pet food by using cranberries?
Do you use cranberries in your dog food product? .
Do you use cranberries in your cat food product? .
Do you use cranberries in your bird food product? .
Do you use cranberries in your other product? .
Do you use cranberry powder in your pet food? .
Do you use whole cranberries in your pet food? .
Do you use sliced cranberries in your pet food? .
Do you use dried cranberries in your pet food? .
Do you use sweetened cranberries in your pet food? .
Do you use cranberry concentrate in your pet food? .
Do you use other forms of cranberries in your pet food? .
Which products do you use cranberry powder in?
Which products do you use whole berries in?
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in?
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in?
How many pounds of cranberries do you purchase a year? .
Do you plan on increasing the amount of cranberries that you use in your products? .
If definitely or probably, by how many pounds per year?
Do you use carrots? **Yes**
Do you use peas? **Yes**
Do you use beans? **No**
Do you use beats? **No**
Do you use blueberries? **No**
Do you use other fruits and vegetables? **No**
Do you plan on using cranberries in your products? **Definitely Not**
If definitely or probably, do you plan on using them in dog food? .
If definitely or probably, do you plan on using them in cat food? .
If definitely or probably, do you plan on using them in bird food? .
If definitely or probably, do you plan on using them in other food? .
Do you think that using cranberries in pet food could be beneficial to your company? .
Would health benefits to pets persuade you to use cranberries in your products? **Yes**
Would price persuade you to use cranberries in your products? **No**
Would competitive advantage persuade you to use cranberries in your products? **No**
Would customer demand persuade you to use cranberries in your products? **Yes**
Would texture persuade you to use cranberries in your products? **No**
Would natural reasons (organic) persuade you to use cranberries in your products? **No**
Would other reasons persuade you to use cranberries in your products? **No**
Where is your company located? **Colorado**
How many employees do you have? **1-100**
What is your annual profit? .
What is your market share in the dog food manufacturing industry? **0%-20%**
What is your market share in the cat food manufacturing industry? **0%-20%**
What is your market share in the bird food manufacturing industry? .
What is your market share in the pet food manufacturing industry as a whole? **0%-20%**
Do you currently sell your product to small wholesalers? **No**
Do you currently sell your product to medium wholesalers? **Yes**
Do you currently sell your product to large wholesalers? **No**
Do you currently sell your product to small retailers? **No**
Do you currently sell your product to medium retailers? **No**
Do you currently sell your product to large retailers? **No**
Do you currently sell to other distributors? **No**
What other distributors do you sell to?
What is your opinion on cranberries being used in pet food? **Intriging Idea**

## ANNAMAET PET FOODS

| | |
|---|---|
| **Contact Information:** | Annamaet PetFoods<br>Box 151<br>Sellersville, PA 18960<br>(215) 453-0381<br>http://www.annamaet.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food and Dry Cat Food |
| **Brand Name:** | Annamaet |
| **Cranberries in Products:** | No |

Annamaet produces only premium Petfoods that live up to its name. Cats and dogs fed exclusively with Annamaet over an extended period of time lead healthy, happy and active lives.

Annamaet was created by Robert Downey, who brings a broad knowledge of animal nutrition to the petfood industry along with hands-on experience as a serious breeder and racer of Alaskan Husky Sleddogs.

For over ten years Annamaet has been fed to an in-house kennel of 40 sled dogs ranging from puppies to 17-year-old retirees. Many of these dogs have competed successfully in international racing events. By studying these dogs over the years, it has been easy to observe the relationship between their diet and good health.

**Annamaet PetFoods**

Do you manufacture dog food? **Yes**
Do you manufacture cat food? **Yes**
Do you manufacture bird food? **No**
Do you manufacture rodent food? **No**
Do you manufacture other pet food? **No**
What other type of pet food do you manufacture?
Do you use cranberries in your pet food products? **No**
Do you use cranberries in your pet food for health reasons? .
Do you use cranberries in your pet food for color? .
Do you use cranberries in your pet food for consistency? .
Do you use cranberries in your pet food for weight concerns? .
Do you use cranberries in your pet food for competitive advantage? .
Do you use cranberries in your pet food for texture? .
Do you use cranberries in your pet food for natural reasons (organic)? .
Where did you learn about the health benefits?
What health benefits are you trying to provide in pet food by using cranberries?
Do you use cranberries in your dog food product? .
Do you use cranberries in your cat food product? .
Do you use cranberries in your bird food product? .
Do you use cranberries in your other product? .
Do you use cranberry powder in your pet food? .
Do you use whole cranberries in your pet food? .
Do you use sliced cranberries in your pet food? .
Do you use dried cranberries in your pet food? .
Do you use sweetened cranberries in your pet food? .
Do you use cranberry concentrate in your pet food? .
Do you use other forms of cranberries in your pet food? .
Which products do you use cranberry powder in?
Which products do you use whole berries in?
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in?
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in?
How many pounds of cranberries do you purchase a year? .
Do you plan on increasing the amount of cranberries that you use in your products? .
If definitely or probably, by how many pounds per year?
Do you use carrots? .
Do you use peas? .
Do you use beans? .
Do you use beats? .
Do you use blueberries? .
Do you use other fruits and vegetables? .
Do you plan on using cranberries in your products? **Probably Not**
If definitely or probably, do you plan on using them in dog food? .
If definitely or probably, do you plan on using them in cat food? .
If definitely or probably, do you plan on using them in bird food? .
If definitely or probably, do you plan on using them in other food? .
Do you think that using cranberries in pet food could be beneficial to your company? .
Would health benefits to pets persuade you to use cranberries in your products? **Yes**
Would price persuade you to use cranberries in your products? **No**
Would competitive advantage persuade you to use cranberries in your products? **No**
Would customer demand persuade you to use cranberries in your products? **No**
Would texture persuade you to use cranberries in your products? **No**
Would natural reasons (organic) persuade you to use cranberries in your products? **No**
Would other reasons persuade you to use cranberries in your products? **No**
Where is your company located? **Pennsylvania**
How many employees do you have? **1-100**
What is your annual profit? .
What is your market share in the dog food manufacturing industry? .
What is your market share in the cat food manufacturing industry? .
What is your market share in the bird food manufacturing industry? .
What is your market share in the pet food manufacturing industry as a whole? .
Do you currently sell your product to small wholesalers? **Yes**
Do you currently sell your product to medium wholesalers? **No**
Do you currently sell your product to large wholesalers? **No**
Do you currently sell your product to small retailers? **Yes**
Do you currently sell your product to medium retailers? **No**
Do you currently sell your product to large retailers? **No**
Do you currently sell to other distributors? **No**
What other distributors do you sell to?
What is your opinion on cranberries being used in pet food? **More research needed**

## ARKAT NUTRITION

| | |
|---|---|
| **Contact Information:** | Arkat Nutrition<br>P.O. Box 720<br>Dumas, AR 71639<br>(888) 412-7528<br>http://www.arkat.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food and Dry Cat Food |
| **Brand Names:** | Arkat: VF Complete, Enhance |
| **Cranberries in Products:** | No |

ARKAT Nutrition is located in southeast Arkansas and is one of the most diversified extruded animal feed manufacturers in the United States. Our product mix includes commercial aqua-feeds, dog and cat food, equine diets, dairy supplements, even turtle feed for the endangered green back turtle. Each species specific formulation is based on science and not marketing expertise. Great formulation starts with an understanding of the nutritional requirements of the animal then incorporates base ingredients such as chicken meal or whole grain rice. Equally important to base ingredients is the right combination of vitamins, minerals or pre-biotics. It is ARKAT Nutrition's requirement to thoroughly understand each animal's metabolic need so you can maximize the health, growth, performance or longevity of your commercial livestock or your best friend at home. Nutrition is not marketing, it is science.

ARKAT Nutrition got its start in the highly competitive aquaculture industry where formulations must be exact, and nutritional performance is the way to keep your customers happy. In other industries it is the marketing that keeps the customers happy, but not in the commercial feed industry. ARKAT Nutrition cut its teeth on nutritional performance and has taken that learning and expertise to other species such as dogs, cats, equine, cattle, and even a few deer.

**Arkat Nutrition**

Do you manufacture dog food? **Yes**
Do you manufacture cat food? **Yes**
Do you manufacture bird food? **No**
Do you manufacture rodent food? **No**
Do you manufacture other pet food? **Yes**
What other type of pet food do you manufacture? **Deer, Turtle**
Do you use cranberries in your pet food products? **No**
Do you use cranberries in your pet food for health reasons? .
Do you use cranberries in your pet food for color? .
Do you use cranberries in your pet food for consistency? .
Do you use cranberries in your pet food for weight concerns? .
Do you use cranberries in your pet food for competitive advantage? .
Do you use cranberries in your pet food for texture? .
Do you use cranberries in your pet food for natural reasons (organic)? .
Where did you learn about the health benefits?
What health benefits are you trying to provide in pet food by using cranberries?
Do you use cranberries in your dog food product? .
Do you use cranberries in your cat food product? .
Do you use cranberries in your bird food product? .
Do you use cranberries in your other product? .
Do you use cranberry powder in your pet food? .
Do you use whole cranberries in your pet food? .
Do you use sliced cranberries in your pet food? .
Do you use dried cranberries in your pet food? .
Do you use sweetened cranberries in your pet food? .
Do you use cranberry concentrate in your pet food? .
Do you use other forms of cranberries in your pet food? .
Which products do you use cranberry powder in?
Which products do you use whole berries in?
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in?
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in?
How many pounds of cranberries do you purchase a year? .
Do you plan on increasing the amount of cranberries that you use in your products? .
If definitely or probably, by how many pounds per year?
Do you use carrots? **No**
Do you use peas? **No**
Do you use beans? **No**
Do you use beats? **No**
Do you use blueberries? **No**
Do you use other fruits and vegetables? **No**
Do you plan on using cranberries in your products? **Probably Not**
If definitely or probably, do you plan on using them in dog food? .
If definitely or probably, do you plan on using them in cat food? .
If definitely or probably, do you plan on using them in bird food? .
If definitely or probably, do you plan on using them in other food? .
Do you think that using cranberries in pet food could be beneficial to your company? **Yes**
Would health benefits to pets persuade you to use cranberries in your products? **Yes**
Would price persuade you to use cranberries in your products? **Yes**
Would competitive advantage persuade you to use cranberries in your products? **Yes**
Would customer demand persuade you to use cranberries in your products? **Yes**
Would texture persuade you to use cranberries in your products? **Yes**
Would natural reasons (organic) persuade you to use cranberries in your products? **Yes**
Would other reasons persuade you to use cranberries in your products? .
Where is your company located? **Arkansas**
How many employees do you have? **1-100**
What is your annual profit? .
What is your market share in the dog food manufacturing industry? .
What is your market share in the cat food manufacturing industry? .
What is your market share in the bird food manufacturing industry? .
What is your market share in the pet food manufacturing industry as a whole? .
Do you currently sell your product to small wholesalers? **No**
Do you currently sell your product to medium wholesalers? **No**
Do you currently sell your product to large wholesalers? **Yes**
Do you currently sell your product to small retailers? **No**
Do you currently sell your product to medium retailers? **No**
Do you currently sell your product to large retailers? **No**
Do you currently sell to other distributors? **No**
What other distributors do you sell to?
What is your opinion on cranberries being used in pet food? **Good idea**

## ARTEMIS COMPANY

| | |
|---|---|
| **Contact Information:** | Artemis Company<br>15204 Stagg St.<br>Van Nuys, CA 91405<br>(800) 282-5876<br>http://www.artemiscompany.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Moist Dog Food, Dry Cat Food and Dog Treats |
| **Brand Name:** | Artemis |
| **Cranberries in Products:** | Yes (Cat & Dog) |
| **Form of Cranberry:** | Cranberry Powder |

ARTEMIS®

Artemis is dedicated to providing not only healthy pet food but promoting a whole-life approach to caring for animals. We believe that achieving a balance of all parts – all aspects of an animal's life - enables them to thrive.

Because a healthy life style begins with nutrition, we have created a food that balances all the necessary proteins, fats, carbohydrates, vitamins, and minerals, resulting in a food that is greater than the sum of its parts. A holistic approach also encompasses disease prevention and finding ways to support the natural healing process. Our products were developed with the idea that prevention is the best cure and we have gone the extra mile by incorporating fresh vegetables, fruits, herbs and digestive enzymes to truly meet all the nutritional requirements. A holistic perspective not only benefits our customers, it benefits Artemis as a company and gives us a foundation we can be proud of.

Established in 1998 and based in Van Nuys, California, Artemis has gained a national reputation for excellence, which in turn has sparked company growth. Our new headquarters is triple the size of the original and we've welcomed many new team members who hold similar views about pets - our interaction with them - and the planet as a whole. Our customers tell us amazing success stories and inspire our research and development team to create new products. Why holistic? Because everything works better when it's in balance.

## AZMIRA HOLISTIC ANIMAL CARE

| | |
|---|---|
| **Contact Information:** | Azmira Holistic Animal Care<br>2401 South 34th Place<br>Tucson, AZ 85713<br>(520) 886-1727<br>http://www.azmira.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Moist Dog Food, Dry Cat Food, Moist Cat Food and Dog Treats |
| **Brand Name:** | Azmira Holistic Animal Care |
| **Cranberries in Products:** | No |

When Lisa S. Newman founded Holistic Animal Care in 1982, very little was known about natural health care for pets. Concerned over her own pets' health problems, she found few answers through traditional avenues so she drew upon her education in human nutrition, homeopathy and alternative care and set out to research and develop safe, effective programs for all pets.

A lack of quality and truly natural pet supplements and an overwhelming sense of betrayal by products that fell far short of their advertising claims, led Lisa to create her own product line in 1988. These products have since helped address many health and behavioral issues when other alternative or medical approaches have failed. Today, Azmira Holistic Animal Care is one of the few companies whose products are formulated by an experienced natural products researcher, as opposed to a person concerned with "product development and marketing" or someone who "knows ingredients" but with very little experience using them successfully with animals.

In 1991, Lisa was joined by Marcy Merin. As a former client, Marcy had witnessed such a health improvement in her own dogs that she wanted to share in the growth of the company so that many more animal caregivers could benefit as she had.

**Azmira Holistic Animal Care**

Do you manufacture dog food? **Yes**
Do you manufacture cat food? **Yes**
Do you manufacture bird food? **No**
Do you manufacture rodent food? **No**
Do you manufacture other pet food? **No**
What other type of pet food do you manufacture?
Do you use cranberries in your pet food products? **No**
Do you use cranberries in your pet food for health reasons? .
Do you use cranberries in your pet food for color? .
Do you use cranberries in your pet food for consistency? .
Do you use cranberries in your pet food for weight concerns? .
Do you use cranberries in your pet food for competitive advantage? .
Do you use cranberries in your pet food for texture? .
Do you use cranberries in your pet food for natural reasons (organic)? .
Where did you learn about the health benefits?
What health benefits are you trying to provide in pet food by using cranberries?
Do you use cranberries in your dog food product? .
Do you use cranberries in your cat food product? .
Do you use cranberries in your bird food product? .
Do you use cranberries in your other product? .
Do you use cranberry powder in your pet food? .
Do you use whole cranberries in your pet food? .
Do you use sliced cranberries in your pet food? .
Do you use dried cranberries in your pet food? .
Do you use sweetened cranberries in your pet food? .
Do you use cranberry concentrate in your pet food? .
Do you use other forms of cranberries in your pet food? .
Which products do you use cranberry powder in?
Which products do you use whole berries in?
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in?
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in?
How many pounds of cranberries do you purchase a year? .
Do you plan on increasing the amount of cranberries that you use in your products? .
If definitely or probably, by how many pounds per year?
Do you use carrots? **Yes**
Do you use peas? **Yes**
Do you use beans? **No**
Do you use beats? **No**
Do you use blueberries? **No**
Do you use other fruits and vegetables? **Yes**
Do you plan on using cranberries in your products? **Probably Not**
If definitely or probably, do you plan on using them in dog food? .
If definitely or probably, do you plan on using them in cat food? .
If definitely or probably, do you plan on using them in bird food? .
If definitely or probably, do you plan on using them in other food? .
Do you think that using cranberries in pet food could be beneficial to your company? .
Would health benefits to pets persuade you to use cranberries in your products? **Yes**
Would price persuade you to use cranberries in your products? **No**
Would competitive advantage persuade you to use cranberries in your products? **No**
Would customer demand persuade you to use cranberries in your products? **No**
Would texture persuade you to use cranberries in your products? **No**
Would natural reasons (organic) persuade you to use cranberries in your products? **No**
Would other reasons persuade you to use cranberries in your products? **No**
Where is your company located? **Arizona**
How many employees do you have? **1-100**
What is your annual profit? .
What is your market share in the dog food manufacturing industry? .
What is your market share in the cat food manufacturing industry? .
What is your market share in the bird food manufacturing industry? .
What is your market share in the pet food manufacturing industry as a whole? .
Do you currently sell your product to small wholesalers? **Yes**
Do you currently sell your product to medium wholesalers? **Yes**
Do you currently sell your product to large wholesalers? **Yes**
Do you currently sell your product to small retailers? **Yes**
Do you currently sell your product to medium retailers? **Yes**
Do you currently sell your product to large retailers? **Yes**
Do you currently sell to other distributors? **No**
What other distributors do you sell to?
What is your opinion on cranberries being used in pet food? **No opinion given**

## BALANCEDIET

| | |
|---|---|
| **Contact Information:** | BalanceDiet<br>P.O. Box 6713<br>Las Cruces, NM 88006<br>(505) 496-5819<br>http://www.balancediet.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Moist Dog Food, Dry Cat Food and Dog Treats |
| **Brand Name:** | Balance Diet: Supreme V, Tender Grind, KikShaw |
| **Cranberries in Products:** | No |

***No information available.**

## BELL ROCK GROWERS, INC.

| | |
|---|---|
| **Contact Information:** | Bell Rock Growers, Inc.<br>3700 N. Twin Oaks Valley Road<br>San Marcos, CA 92069<br>(888) 943-2847<br>http://petgrass.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dog & Cat Treats (Grass) |
| **Brand Names:** | Bell Rock Growers: Pet Grass, Pet Greens |
| **Cranberries in Products** | No |

Bell Rock Growers, Inc. is a family business founded in 1996 in northern San Diego County, California.

Because we live on our ranch, we can monitor our crops and insure their excellence. For Pet Grass®, Pet Greens® and Live Catnip, we use only the finest quality seed, and all of our live plants have been carefully germinated and planted in organic, custom-blended soil.

Our crops are watered with well water pumped from 940 feet below the earth's surface, and grow green and lush in a specially controlled environment.

Bell Rock Growers, Inc. is a member of CCOF, California Certified Organic Farmers. This means our business follows CCOF's guidelines for organic production, using materials and practices that enhance the ecological balance of natural systems. We use NO pesticides or synthetic fertilizers than could be potentially dangerous to your pet.

**Bell Rock Growers**

Do you manufacture dog food? **No**
Do you manufacture cat food? **No**
Do you manufacture bird food? **No**
Do you manufacture rodent food? **No**
Do you manufacture other pet food? **Yes**
What other type of pet food do you manufacture?
Do you use cranberries in your pet food products? **No**
Do you use cranberries in your pet food for health reasons? .
Do you use cranberries in your pet food for color? .
Do you use cranberries in your pet food for consistency? .
Do you use cranberries in your pet food for weight concerns? .
Do you use cranberries in your pet food for competitive advantage? .
Do you use cranberries in your pet food for texture? .
Do you use cranberries in your pet food for natural reasons (organic)? .
Where did you learn about the health benefits?
What health benefits are you trying to provide in pet food by using cranberries?
Do you use cranberries in your dog food product? .
Do you use cranberries in your cat food product? .
Do you use cranberries in your bird food product? .
Do you use cranberries in your other product? .
Do you use cranberry powder in your pet food? .
Do you use whole cranberries in your pet food? .
Do you use sliced cranberries in your pet food? .
Do you use dried cranberries in your pet food? .
Do you use sweetened cranberries in your pet food? .
Do you use cranberry concentrate in your pet food? .
Do you use other forms of cranberries in your pet food? .
Which products do you use cranberry powder in?
Which products do you use whole berries in?
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in?
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in?
How many pounds of cranberries do you purchase a year? .
Do you plan on increasing the amount of cranberries that you use in your products? .
If definitely or probably, by how many pounds per year?
Do you use carrots? **No**
Do you use peas? **No**
Do you use beans? **No**
Do you use beats? **No**
Do you use blueberries? **No**
Do you use other fruits and vegetables? **Yes**
Do you plan on using cranberries in your products? **Definitely Not**
If definitely or probably, do you plan on using them in dog food? .
If definitely or probably, do you plan on using them in cat food? .
If definitely or probably, do you plan on using them in bird food? .
If definitely or probably, do you plan on using them in other food? .
Do you think that using cranberries in pet food could be beneficial to your company? **No**
Would health benefits to pets persuade you to use cranberries in your products? **Yes**
Would price persuade you to use cranberries in your products? **Yes**
Would competitive advantage persuade you to use cranberries in your products? **No**
Would customer demand persuade you to use cranberries in your products? **Yes**
Would texture persuade you to use cranberries in your products? **No**
Would natural reasons (organic) persuade you to use cranberries in your products? **No**
Would other reasons persuade you to use cranberries in your products? **No**
Where is your company located? **California**
How many employees do you have? **1-100**
What is your annual profit? .
What is your market share in the dog food manufacturing industry? .
What is your market share in the cat food manufacturing industry? .
What is your market share in the bird food manufacturing industry? .
What is your market share in the pet food manufacturing industry as a whole? .
Do you currently sell your product to small wholesalers? **No**
Do you currently sell your product to medium wholesalers? **No**
Do you currently sell your product to large wholesalers? **No**
Do you currently sell your product to small retailers? **Yes**
Do you currently sell your product to medium retailers? **Yes**
Do you currently sell your product to large retailers? **No**
Do you currently sell to other distributors? **No**
What other distributors do you sell to?
What is your opinion on cranberries being used in pet food? **No opinion given**

## BENCH & FIELD PET FOODS, LLC.

| | |
|---|---|
| **Contact Information:** | Bench & Field Pet Foods, LLC<br>P.O. Box 6<br>Mishawaka, IN 46546<br>(800) 525-4802<br>http://www.benchandfield.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Dry Cat Food and Dog Treats |
| **Brand Name:** | Bench & Field |
| **Cranberries in Products:** | Yes (Cat & Dog) ***Cranberry Powder*** |

Since 1926 Martin's feed mills has been dedicated to improving the quality of animal health through the enduring principles of good nutrition.

We are about people, tradition, and emotions. Assisting pets through all walks of life. Creating quality pet foods that are focused on nutritional integrity.

## BEOWULF NATURAL FEEDS, INC.

| | |
|---|---|
| **Contact Information:** | Beowulf Natural Feeds, Inc.<br>801 Hiawatha Blvd.<br>E. Syracuse, NY 13208<br>(800) 219-2558<br>http://www.beowulfs.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food and Dry Cat Food |
| **Brand Name:** | Beowulf's: Back to Basics |
| **Cranberries in Products:** | No |

Beowulf Natural Feeds was incorporated in 1996, producing Beowulf's Back to Basics® Super Premium Food for Pets. The human grade, holistic, antibiotic and hormone free, all natural pet food. Back to Basics® bridged a large nutritional gap in the pet food industry.

Nutrition is the cornerstone of health, and since its formulation, Beowulf's Back to Basics® has gained a reputation for just that. The testament to Beowulf's Back to Basics® can be seen through its performance. A strong company for over six years, Beowulf Natural Feeds Inc. saw dramatic growth through word of mouth. Beginning with the individual (the pet professional) the quality of Beowulf's Back to Basics® sold itself.

In April 2001, Beowulf Natural Feeds Inc. entered into its final packaging, reflecting a new corporate image, and a new era in expansion. While maintaining the current growth, and increasing name recognition, Beowulf's Back to Basics® has further increased its rate of expansion, entering into five international markets within a year's time. New revenue streams are now open with domestic distributors, and international buyers.

## BIL•JAC FOODS, INC.

| | |
|---|---|
| **Contact Information:** | Bil•Jac Foods, Inc.<br>3457 Medina Rd<br>Medina, OH 44256<br>(330) 722-7888<br>http://www.biljac.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Dry Cat Food and Dog & Cat Treats |
| **Brand Name:** | Bil•Jac |
| **Cranberries in Products:** | No |

In 1947, Bill and Jack Kelly founded Bil•Jac Foods Inc. At the time, they sold a frozen dog food because it could be stored for long periods of time, then thawed and fed as necessary.

In the 1970's, Bill began to regularly field questions from customers regarding dry dog foods. Eventually, during a 10-year period, the Kellys tested and developed a vacuum-drying process by which moisture could be driven from the meat products without losing the nutritional value of the meat.

With the process established in the mid-1980's, Bil•Jac released its line of dry pet foods, which included Bil•Jac Select, Puppy and Reduced Fat Dog Foods, as well as canine Liver Treats and a dry Cat Food. The release of the Kitten and Reduced Fat Cat formulas, as well as three flavors of Cat Treats, followed. It was the release of the Dog Treats that led to another form of fame for Bil•Jac Foods.

In the eyes of Bil•Jac executives, the premium pet food market is booming, and Kelly said he doesn't see that changing anytime in the near future. The company is growing at a rate of nearly 20 percent, and during the last several years, Bil•Jac foods have hit the global markets of Japan, Canada, Chile, and Korea.

**Bil•Jac Foods, Inc.**

Do you manufacture dog food? **Yes**
Do you manufacture cat food? **Yes**
Do you manufacture bird food? **No**
Do you manufacture rodent food? **No**
Do you manufacture other pet food? **No**
What other type of pet food do you manufacture?
Do you use cranberries in your pet food products? **No**
Do you use cranberries in your pet food for health reasons? .
Do you use cranberries in your pet food for color? .
Do you use cranberries in your pet food for consistency? .
Do you use cranberries in your pet food for weight concerns? .
Do you use cranberries in your pet food for competitive advantage? .
Do you use cranberries in your pet food for texture? .
Do you use cranberries in your pet food for natural reasons (organic)? .
Where did you learn about the health benefits?
What health benefits are you trying to provide in pet food by using cranberries?
Do you use cranberries in your dog food product? .
Do you use cranberries in your cat food product? .
Do you use cranberries in your bird food product? .
Do you use cranberries in your other product? .
Do you use cranberry powder in your pet food? .
Do you use whole cranberries in your pet food? .
Do you use sliced cranberries in your pet food? .
Do you use dried cranberries in your pet food? .
Do you use sweetened cranberries in your pet food? .
Do you use cranberry concentrate in your pet food? .
Do you use other forms of cranberries in your pet food? .
Which products do you use cranberry powder in?
Which products do you use whole berries in?
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in?
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in?
How many pounds of cranberries do you purchase a year? .
Do you plan on increasing the amount of cranberries that you use in your products? .
If definitely or probably, by how many pounds per year?
Do you use carrots? **No**
Do you use peas? **No**
Do you use beans? **No**
Do you use beats? **No**
Do you use blueberries? **No**
Do you use other fruits and vegetables? **Yes**
Do you plan on using cranberries in your products? **Probably Not**
If definitely or probably, do you plan on using them in dog food? .
If definitely or probably, do you plan on using them in cat food? .
If definitely or probably, do you plan on using them in bird food? .
If definitely or probably, do you plan on using them in other food? .
Do you think that using cranberries in pet food could be beneficial to your company? **Yes**
Would health benefits to pets persuade you to use cranberries in your products? **Yes**
Would price persuade you to use cranberries in your products? **No**
Would competitive advantage persuade you to use cranberries in your products? **Yes**
Would customer demand persuade you to use cranberries in your products? **Yes**
Would texture persuade you to use cranberries in your products? **No**
Would natural reasons (organic) persuade you to use cranberries in your products? **No**
Would other reasons persuade you to use cranberries in your products? **No**
Where is your company located? **Ohio**
How many employees do you have? **101-500**
What is your annual profit? .
What is your market share in the dog food manufacturing industry? .
What is your market share in the cat food manufacturing industry? .
What is your market share in the bird food manufacturing industry? .
What is your market share in the pet food manufacturing industry as a whole? .
Do you currently sell your product to small wholesalers? **Yes**
Do you currently sell your product to medium wholesalers? **Yes**
Do you currently sell your product to large wholesalers? **Yes**
Do you currently sell your product to small retailers? **Yes**
Do you currently sell your product to medium retailers? **Yes**
Do you currently sell your product to large retailers? **Yes**
Do you currently sell to other distributors? **No**
What other distributors do you sell to?
What is your opinion on cranberries being used in pet food? **Good for health benefits**

## BLUE SEAL FEEDS, INC.

| | |
|---|---|
| **Contact Information:** | Blue Seal Feeds, Inc.<br>P. O. Box 8000<br>Londonderry, NH 03053<br>(800) 367-2730<br>http://www.blueseal.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Moist Dog Food, Dry Cat Food, Moist Cat Food and Dog Treats |
| **Brand Name:** | Blue Seal, BrightLife, Nutrabeams |
| **Cranberries in Products:** | Yes (Cat & Dog) ***Cranberry Juice*** |

In 1868, Henry K Webster rented a small grist mill in Lawrence, Massachusetts, and started the H.K. Webster Company, a business that would grow into one of the largest feed manufacturing companies in the Northeast, Blue Seal Feeds, Inc.

In the early days, the emphasis of the business was on supplying horse feed. That product line has grown to include feeds for dairy cattle, beef cattle, horses, sheep, goats, llamas, pigs, deer, dogs, cats, rabbits, wild birds, caged birds, poultry, herbivore zoo animals, and fish as well as products for the lawn and garden.

Today, Blue Seal is a subsidiary of Varied Investments, Inc. of Muscatine, Iowa. Headquartered in Londonderry, New Hampshire, the company operates nine manufacturing facilities throughout the Northeast and Mid-Atlantic United States. Blue Seal enjoys a well-earned reputation for high quality, consistent feed and outstanding customer service.

At Blue Seal, we create great value for customers. We make quality products, sell at fair prices and provide unforgettable customer service. We have the courage to change. We're creative and innovative. We conduct business with integrity. We're good stewards of the environment and we're good citizens in our communities. We're committed to growth . . . growth of our employees and growth of our business.

## BREEDER'S CHOICE PET FOODS, INC.

| | |
|---|---|
| **Contact Information:** | Breeder's Choice Pet Foods, Inc.<br>P.O. Box 2005<br>Irwindale, CA 91706<br>(800) 255-4286<br>http://www.breeders-choice.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Moist Dog Food, Dry Cat Food, Moist Cat Food and Dog & Cat Treats |
| **Brand Names:** | Breeder's Choice: Avoderm, Pinnacle, Advanced Pet Diets, Select Choice, Active Care, Perfect Servings, Health Food for Dogs |
| **Cranberries in Products:** | Yes (Cat) ***Whole Cranberries*** |

Breeder's Choice
CARE • INNOVATION • PURITY

Breeder's Choice Pet Foods, Inc. has been manufacturing pet food for over 50 years. In 1947, Harold Taylor started Breeder's Choice in Southern California. Although we've expanded and improved our facility in many ways, we still remember our beginnings. Mr. Taylor was a typical American entrepreneur who saw a way to meet the needs of consumers by combining his business expertise with his love of animals. The spirit upon which he built his company has been passed down to his children Rick and Jeff Taylor, and grandchildren. Today, a third generation of Taylor's is working to take Breeder's Choice into the next century.

Although much has changed since Breeder's Choice started doing business in 1947, they continue to be committed to providing the highest level of nutrition for pets

**Breeder's Choice**

Do you manufacture dog food? **Yes**
Do you manufacture cat food? **Yes**
Do you manufacture bird food? **No**
Do you manufacture rodent food? **No**
Do you manufacture other pet food? **No**
What other type of pet food do you manufacture?
Do you use cranberries in your pet food products? **Yes**
Do you use cranberries in your pet food for health reasons? **Yes**
Do you use cranberries in your pet food for color? **No**
Do you use cranberries in your pet food for consistency? **No**
Do you use cranberries in your pet food for weight concerns? **No**
Do you use cranberries in your pet food for competitive advantage? **No**
Do you use cranberries in your pet food for texture? **No**
Do you use cranberries in your pet food for natural reasons (organic)? **No**
Where did you learn about the health benefits? **Knowledge, Trends, Competition**
What health benefits are you trying to provide in pet food by using cranberries? **UTI**
Do you use cranberries in your dog food product? **No**
Do you use cranberries in your cat food product? **Yes**
Do you use cranberries in your bird food product? **No**
Do you use cranberries in your other product? **No**
Do you use cranberry powder in your pet food? **No**
Do you use whole cranberries in your pet food? **Yes**
Do you use sliced cranberries in your pet food? **No**
Do you use dried cranberries in your pet food? **No**
Do you use sweetened cranberries in your pet food? **No**
Do you use cranberry concentrate in your pet food? **No**
Do you use other forms of cranberries in your pet food? **No**
Which products do you use cranberry powder in?
Which products do you use whole berries in? **Cat Food**
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in?
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in?
How many pounds of cranberries do you purchase a year? .
Do you plan on increasing the amount of cranberries that you use in your products? .
If definitely or probably, by how many pounds per year?
Do you use carrots? **Yes**
Do you use peas? **Yes**
Do you use beans? **No**
Do you use beats? **No**
Do you use blueberries? **No**
Do you use other fruits and vegetables? **Yes**
Do you plan on using cranberries in your products? .
If definitely or probably, do you plan on using them in dog food? .
If definitely or probably, do you plan on using them in cat food? .
If definitely or probably, do you plan on using them in bird food? .
If definitely or probably, do you plan on using them in other food? .
Do you think that using cranberries in pet food could be beneficial to your company? **Yes**
Would health benefits to pets persuade you to use cranberries in your products? .
Would price persuade you to use cranberries in your products? .
Would competitive advantage persuade you to use cranberries in your products? .
Would customer demand persuade you to use cranberries in your products? .
Would texture persuade you to use cranberries in your products? .
Would natural reasons (organic) persuade you to use cranberries in your products? .
Would other reasons persuade you to use cranberries in your products? .
Where is your company located? **California**
How many employees do you have? **1-100**
What is your annual profit? .
What is your market share in the dog food manufacturing industry? .
What is your market share in the cat food manufacturing industry? .
What is your market share in the bird food manufacturing industry? .
What is your market share in the pet food manufacturing industry as a whole? .
Do you currently sell your product to small wholesalers? **Yes**
Do you currently sell your product to medium wholesalers? **Yes**
Do you currently sell your product to large wholesalers? **Yes**
Do you currently sell your product to small retailers? **No**
Do you currently sell your product to medium retailers? **No**
Do you currently sell your product to large retailers? **No**
Do you currently sell to other distributors? **No**
What other distributors do you sell to?
What is your opinion on cranberries being used in pet food? **Good for health benefits**

## CANIDAE PET FOODS

| | |
|---|---|
| **Contact Information:** | Canidae Pet Foods<br>San Luis Obispo, CA 93403<br>(800) 398-1600<br>http://www.canidae.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Moist Dog Food, Dry Cat Food, Moist Cat Food and Dog & Cat Treats |
| **Brand Names:** | Canidae, Felidae |
| **Cranberries in Products:** | Yes (Cat & Dog) |
| **Form of Cranberry:** | Cranberry Meal |

At Canidae Pet Foods we have created an All Life Stages Formula for your dog called Canidae and an All Life Stages Formula for your cats called Felidae. Both formulas are true All Natural, All Life Stages feral type diets that provide optimum nutrition for the ones you love.

In nature, your pets couldn't choose between a puppy, kitten, or light formulation, only a diet of mainly meats and small amounts of grain. They simply eat more or less, depending on age and activity levels.

Canidae and Felidae both contain more than 50% of Human Grade Meat Meals. We have also included digestive enzymes that closely resemble those found in nature.

## CANINE COOKIE COMPANY

| | |
|---|---|
| **Contact Information:** | Canine Cookie Company<br>21527 Paine Ave.<br>Lago Vista, TX 78645<br>(512) 267-9729<br>http://www.canine-cookie.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dog Treats |
| **Brand Name:** | Canine Cookie Co. |
| **Cranberries in Products:** | No |

"CANINE COOKIE COMPANY"™

Canine Cookie Company™ recipes are oven-baked and made from all-natural, premium ingredients with no meat by-products or fillers. Our sweet treats are sweetened with corn syrup and molasses with no salt or added processed sugar. Oven baking may take a little longer, but we feel it is a better way to make your dog's gourmet treats.

If you love your dog then "treat" them right with treats from Canine Cookie Company.

## CARGILL, INC. (NUTRENA FEED DIVISION)

| | |
|---|---|
| **Contact Information:** | Cargill-Nutrena Feed<br>211 North Eureka Street<br>Goodfield, IL 61742<br>(309) 965-2591<br>http://www.nutrenaworld.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food and Dry Cat Food: can be moistened with water |
| **Brand Names:** | Nutrena: Pro Premium, River Run |
| **Cranberries in Products:** | No |

Welcome to the world of Nutrena®

As an owner of a dog or cat your biggest concern is keeping your pet healthy. At Nutrena®,we know that proper nutrition is vital to maintain an animal's health. That's why we use only the highest quality ingredients in our line of pet foods. Our nutritional experts design products that have the optimal balance of essential nutrients to help keep your pet healthy and energetic for a long and happy life.

## CASTOR & POLLUX PET WORKS

| | |
|---|---|
| **Contact Information:** | Castor & Pollux Pet Works<br>14340 SE Industrial Way<br>Clackamas, OR 97015<br>(800) 875-7518<br>http://www.castorpolluxpet.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Dry Cat Food and Dog Treats |
| **Brand Names:** | Organix, Ultramix, Good Buddy |
| **Cranberries in Products:** | Yes (Cat & Dog) |
| **Form of Cranberry:** | Dried Cranberry |

Today, it is the best of times at Castor & Pollux Pet Works, because we get to make stuff we like. Please enjoy our premium pet products and if you get the urge to name your pet Castor or Pollux, please feel free to do so. But keep in mind, there's only one Castor & Pollux Pet Works.

**Castor & Pollux Pet Works**

Do you manufacture dog food? **Yes**
Do you manufacture cat food? **Yes**
Do you manufacture bird food? **No**
Do you manufacture rodent food? **No**
Do you manufacture other pet food? **No**
What other type of pet food do you manufacture?
Do you use cranberries in your pet food products? **Yes**
Do you use cranberries in your pet food for health reasons? **Yes**
Do you use cranberries in your pet food for color? **No**
Do you use cranberries in your pet food for consistency? **No**
Do you use cranberries in your pet food for weight concerns? **No**
Do you use cranberries in your pet food for competitive advantage? **No**
Do you use cranberries in your pet food for texture? **No**
Do you use cranberries in your pet food for natural reasons (organic)? **No**
Where did you learn about the health benefits? **Veterinarians, Industry Articles**
What health benefits are you trying to provide in pet food by using cranberries? **UTI**
Do you use cranberries in your dog food product? **Yes**
Do you use cranberries in your cat food product? **Yes**
Do you use cranberries in your bird food product? **No**
Do you use cranberries in your other product? **No**
Do you use cranberry powder in your pet food? **No**
Do you use whole cranberries in your pet food? **No**
Do you use sliced cranberries in your pet food? **No**
Do you use dried cranberries in your pet food? **Yes**
Do you use sweetened cranberries in your pet food? **No**
Do you use cranberry concentrate in your pet food? **No**
Do you use other forms of cranberries in your pet food? **No**
Which products do you use cranberry powder in?
Which products do you use whole berries in?
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in? **Cat and Dog Food**
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in?
How many pounds of cranberries do you purchase a year? **.**
Do you plan on increasing the amount of cranberries that you use in your products? **Definitely**
If definitely or probably, by how many pounds per year? **Not sure**
Do you use carrots? **Yes**
Do you use peas? **No**
Do you use beans? **No**
Do you use beats? **No**
Do you use blueberries? **No**
Do you use other fruits and vegetables? **Yes**
Do you plan on using cranberries in your products? **.**
If definitely or probably, do you plan on using them in dog food? **.**
If definitely or probably, do you plan on using them in cat food? **.**
If definitely or probably, do you plan on using them in bird food? **.**
If definitely or probably, do you plan on using them in other food? **.**
Do you think that using cranberries in pet food could be beneficial to your company? **Yes**
Would health benefits to pets persuade you to use cranberries in your products? **.**
Would price persuade you to use cranberries in your products? **.**
Would competitive advantage persuade you to use cranberries in your products? **.**
Would customer demand persuade you to use cranberries in your products? **.**
Would texture persuade you to use cranberries in your products? **.**
Would natural reasons (organic) persuade you to use cranberries in your products? **.**
Would other reasons persuade you to use cranberries in your products? **.**
Where is your company located? **Oregon**
How many employees do you have? **1-100**
What is your annual profit? **.**
What is your market share in the dog food manufacturing industry? **.**
What is your market share in the cat food manufacturing industry? **.**
What is your market share in the bird food manufacturing industry? **.**
What is your market share in the pet food manufacturing industry as a whole? **.**
Do you currently sell your product to small wholesalers? **Yes**
Do you currently sell your product to medium wholesalers? **Yes**
Do you currently sell your product to large wholesalers? **Yes**
Do you currently sell your product to small retailers? **Yes**
Do you currently sell your product to medium retailers? **Yes**
Do you currently sell your product to large retailers? **Yes**
Do you currently sell to other distributors? **No**
What other distributors do you sell to?
What is your opinion on cranberries being used in pet food? **Good idea**

## CHENANGO VALLEY PET FOODS, INC.

| | |
|---|---|
| **Contact Information:** | Chenango Valley Pet Foods, Inc.<br>P.O. Box 720<br>8 W. State Street<br>Sherburne, NY 13460<br>(607) 674-2121 |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food and Dry Cat Food |
| **Brand Names:** | None Listed |
| **Cranberries in Products:** | Yes (Cat) |
| **Form of Cranberry:** | Whole Cranberries |

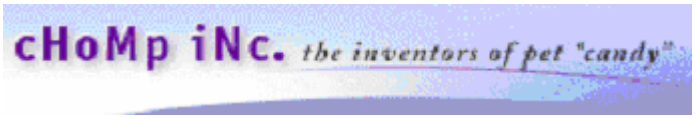
***No information available.**

**Chenango Valley Pet Food**

Do you manufacture dog food? **Yes**
Do you manufacture cat food? **Yes**
Do you manufacture bird food? **Yes**
Do you manufacture rodent food? **Yes**
Do you manufacture other pet food? **Yes**
What other type of pet food do you manufacture? **Fish**
Do you use cranberries in your pet food products? **Yes**
Do you use cranberries in your pet food for health reasons? **Yes**
Do you use cranberries in your pet food for color? **No**
Do you use cranberries in your pet food for consistency? **No**
Do you use cranberries in your pet food for weight concerns? **No**
Do you use cranberries in your pet food for competitive advantage? **No**
Do you use cranberries in your pet food for texture? **No**
Do you use cranberries in your pet food for natural reasons (organic)? **Yes**
Where did you learn about the health benefits?
What health benefits are you trying to provide in pet food by using cranberries?
Do you use cranberries in your dog food product? **No**
Do you use cranberries in your cat food product? **Yes**
Do you use cranberries in your bird food product? **No**
Do you use cranberries in your other product? **No**
Do you use cranberry powder in your pet food? **No**
Do you use whole cranberries in your pet food? **Yes**
Do you use sliced cranberries in your pet food? **No**
Do you use dried cranberries in your pet food? **No**
Do you use sweetened cranberries in your pet food? **No**
Do you use cranberry concentrate in your pet food? **No**
Do you use other forms of cranberries in your pet food? **No**
Which products do you use cranberry powder in?
Which products do you use whole berries in? **Cat Food**
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in?
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in?
How many pounds of cranberries do you purchase a year? **.**
Do you plan on increasing the amount of cranberries that you use in your products? **Probably**
If definitely or probably, by how many pounds per year?
Do you use carrots? **Yes**
Do you use peas? **No**
Do you use beans? **No**
Do you use beats? **No**
Do you use blueberries? **Yes**
Do you use other fruits and vegetables? **Yes**
Do you plan on using cranberries in your products? **.**
If definitely or probably, do you plan on using them in dog food? **.**
If definitely or probably, do you plan on using them in cat food? **.**
If definitely or probably, do you plan on using them in bird food? **.**
If definitely or probably, do you plan on using them in other food? **.**
Do you think that using cranberries in pet food could be beneficial to your company? **.**
Would health benefits to pets persuade you to use cranberries in your products? **.**
Would price persuade you to use cranberries in your products? **.**
Would competitive advantage persuade you to use cranberries in your products? **.**
Would customer demand persuade you to use cranberries in your products? **.**
Would texture persuade you to use cranberries in your products? **.**
Would natural reasons (organic) persuade you to use cranberries in your products? **.**
Would other reasons persuade you to use cranberries in your products? **.**
Where is your company located? **New York**
How many employees do you have? **.**
What is your annual profit? **.**
What is your market share in the dog food manufacturing industry? **.**
What is your market share in the cat food manufacturing industry? **.**
What is your market share in the bird food manufacturing industry? **.**
What is your market share in the pet food manufacturing industry as a whole? **.**
Do you currently sell your product to small wholesalers? **No**
Do you currently sell your product to medium wholesalers? **No**
Do you currently sell your product to large wholesalers? **No**
Do you currently sell your product to small retailers? **Yes**
Do you currently sell your product to medium retailers? **No**
Do you currently sell your product to large retailers? **No**
Do you currently sell to other distributors? **No**
What other distributors do you sell to?
What is your opinion on cranberries being used in pet food? **Good idea**

## CHOMP, INC.

| | |
|---|---|
| **Contact Information:** | Chomp, Inc.<br>74 Main St.<br>P.O. Box 965<br>Lebanon, N.J. 08833<br>(908) 437-0362<br>http://www.chompinc.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dog & Cat Treats |
| **Brand Names:** | Sniffers, YipYap, Pit'r Pat |
| **Cranberries in Products:** | No |




Founders Sarah Speare and Lesley Lutyens are sisters who share a passion for dogs. This passion led to the creation of Chomp Inc.

Chomp Inc. invented "candy" for pets and by doing so has opened a new door for people to treat pets like people! Chomp's innovative "candies" include "Yip Yap" mini bone-shaped breath freshening "mints" in a tin for dogs, "Sniffers" round and chewy beef and cheese bites in a candy pack for dogs and "Pit'r Pat" mini fish-shaped breath freshening "mints" in a tin for cats.

Chomp's founders developed pet "candy" to appeal as much to the people who buy them as to the pets who eat them. They're shaped, packaged and priced like our favorite human candy - and pets go nuts for them because they're made from their favorite pet treat ingredients. They are perfect to carry in pockets, purses or dashboards for walks, training or after a hard day on the couch.

**Chomp Inc.**

Do you manufacture dog food? **Yes**
Do you manufacture cat food? **Yes**
Do you manufacture bird food? **No**
Do you manufacture rodent food? **No**
Do you manufacture other pet food? **No**
What other type of pet food do you manufacture?
Do you use cranberries in your pet food products? **No**
Do you use cranberries in your pet food for health reasons? .
Do you use cranberries in your pet food for color? .
Do you use cranberries in your pet food for consistency? .
Do you use cranberries in your pet food for weight concerns? .
Do you use cranberries in your pet food for competitive advantage? .
Do you use cranberries in your pet food for texture? .
Do you use cranberries in your pet food for natural reasons (organic)? .
Where did you learn about the health benefits?
What health benefits are you trying to provide in pet food by using cranberries?
Do you use cranberries in your dog food product? .
Do you use cranberries in your cat food product? .
Do you use cranberries in your bird food product? .
Do you use cranberries in your other product? .
Do you use cranberry powder in your pet food? .
Do you use whole cranberries in your pet food? .
Do you use sliced cranberries in your pet food? .
Do you use dried cranberries in your pet food? .
Do you use sweetened cranberries in your pet food? .
Do you use cranberry concentrate in your pet food? .
Do you use other forms of cranberries in your pet food? .
Which products do you use cranberry powder in?
Which products do you use whole berries in?
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in?
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in?
How many pounds of cranberries do you purchase a year? .
Do you plan on increasing the amount of cranberries that you use in your products? .
If definitely or probably, by how many pounds per year?
Do you use carrots? **No**
Do you use peas? **No**
Do you use beans? **No**
Do you use beats? **No**
Do you use blueberries? **No**
Do you use other fruits and vegetables? **No**
Do you plan on using cranberries in your products? **Definitely Not**
If definitely or probably, do you plan on using them in dog food? .
If definitely or probably, do you plan on using them in cat food? .
If definitely or probably, do you plan on using them in bird food? .
If definitely or probably, do you plan on using them in other food? .
Do you think that using cranberries in pet food could be beneficial to your company? **No**
Would health benefits to pets persuade you to use cranberries in your products? **Yes**
Would price persuade you to use cranberries in your products? **No**
Would competitive advantage persuade you to use cranberries in your products? **Yes**
Would customer demand persuade you to use cranberries in your products? **Yes**
Would texture persuade you to use cranberries in your products? **No**
Would natural reasons (organic) persuade you to use cranberries in your products? **No**
Would other reasons persuade you to use cranberries in your products? **No**
Where is your company located? **New Jersey**
How many employees do you have? **1-100**
What is your annual profit? .
What is your market share in the dog food manufacturing industry? **0%-20%**
What is your market share in the cat food manufacturing industry? **0%-20%**
What is your market share in the bird food manufacturing industry? .
What is your market share in the pet food manufacturing industry as a whole? **0%-20%**
Do you currently sell your product to small wholesalers? **No**
Do you currently sell your product to medium wholesalers? **No**
Do you currently sell your product to large wholesalers? **No**
Do you currently sell your product to small retailers? **Yes**
Do you currently sell your product to medium retailers? **Yes**
Do you currently sell your product to large retailers? **Yes**
Do you currently sell to other distributors? **No**
What other distributors do you sell to?
What is your opinion on cranberries being used in pet food? **More research needed**

## CLOUD STAR CORPORATION

| | |
|---|---|
| **Contact Information:** | Cloud Star Corporation<br>P.O. Box 14437<br>San Luis Obispo, CA 93406<br>(800) 361 9079<br>http://www.cloudstar.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food and Dog Treats |
| **Brand Names:** | Cloud Star: Buddy Biscuits |
| **Cranberries in Products:** | No |

Cloud Star was founded during an evening date between newlyweds Jennifer Melton and Brennan Johnson. They didn't understand at the time --in fact, it wasn't until many months later-- that a trip to the animal shelter would change their lives forever. It wasn't long until the couple realized that their newly-adopted shelter puppy, Samantha, suffered from food allergies, a sensitive stomach, and was a finicky eater.

The original formula, with the help of many grateful tasters, has blossomed into a company whose mission is to provide tasty and wholesome products for pets everywhere. The main product, Buddy Biscuits are now manufactured in a fully-automated process.

**Cloud Star Corp.**

Do you manufacture dog food? **Yes**
Do you manufacture cat food? **No**
Do you manufacture bird food? **No**
Do you manufacture rodent food? **No**
Do you manufacture other pet food? **No**
What other type of pet food do you manufacture?
Do you use cranberries in your pet food products? **No**
Do you use cranberries in your pet food for health reasons? .
Do you use cranberries in your pet food for color? .
Do you use cranberries in your pet food for consistency? .
Do you use cranberries in your pet food for weight concerns? .
Do you use cranberries in your pet food for competitive advantage? .
Do you use cranberries in your pet food for texture? .
Do you use cranberries in your pet food for natural reasons (organic)? .
Where did you learn about the health benefits?
What health benefits are you trying to provide in pet food by using cranberries?
Do you use cranberries in your dog food product? .
Do you use cranberries in your cat food product? .
Do you use cranberries in your bird food product? .
Do you use cranberries in your other product? .
Do you use cranberry powder in your pet food? .
Do you use whole cranberries in your pet food? .
Do you use sliced cranberries in your pet food? .
Do you use dried cranberries in your pet food? .
Do you use sweetened cranberries in your pet food? .
Do you use cranberry concentrate in your pet food? .
Do you use other forms of cranberries in your pet food? .
Which products do you use cranberry powder in?
Which products do you use whole berries in?
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in?
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in?
How many pounds of cranberries do you purchase a year? .
Do you plan on increasing the amount of cranberries that you use in your products? .
If definitely or probably, by how many pounds per year?
Do you use carrots? **Yes**
Do you use peas? **Yes**
Do you use beans? **No**
Do you use beats? **No**
Do you use blueberries? **No**
Do you use other fruits and vegetables? **Yes**
Do you plan on using cranberries in your products? **Definitely Not**
If definitely or probably, do you plan on using them in dog food? .
If definitely or probably, do you plan on using them in cat food? .
If definitely or probably, do you plan on using them in bird food? .
If definitely or probably, do you plan on using them in other food? .
Do you think that using cranberries in pet food could be beneficial to your company? **No**
Would health benefits to pets persuade you to use cranberries in your products? .
Would price persuade you to use cranberries in your products? .
Would competitive advantage persuade you to use cranberries in your products? .
Would customer demand persuade you to use cranberries in your products? .
Would texture persuade you to use cranberries in your products? .
Would natural reasons (organic) persuade you to use cranberries in your products? .
Would other reasons persuade you to use cranberries in your products? .
Where is your company located? **California**
How many employees do you have? **1-100**
What is your annual profit? .
What is your market share in the dog food manufacturing industry? .
What is your market share in the cat food manufacturing industry? .
What is your market share in the bird food manufacturing industry? .
What is your market share in the pet food manufacturing industry as a whole? .
Do you currently sell your product to small wholesalers? **No**
Do you currently sell your product to medium wholesalers? **No**
Do you currently sell your product to large wholesalers? **No**
Do you currently sell your product to small retailers? **No**
Do you currently sell your product to medium retailers? **No**
Do you currently sell your product to large retailers? **No**
Do you currently sell to other distributors? **Yes**
What other distributors do you sell to? **Consumer**
What is your opinion on cranberries being used in pet food? **No opinion given**

## COHOE MICRO BAKERY

| | |
|---|---|
| **Contact Information:** | Cohoe Micro Bakery<br>Twin Rocks Enterprises<br>P.O. Box 1095<br>Kasilof, AK 99610<br>(877) 406-9895<br>http://www.alaskansalmonsnackers.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dog Treats |
| **Brand Names:** | Alaskan Salmon Snackers |
| **Cranberries in Products:** | No |

Cohoe Micro Bakery is located in the small fishing community of Kasilof on the Kenai Peninsula, three hours south of Anchorage. The area known as Cohoe adjoins the Kasilof River to the north and the teeming waters of Cook Inlet to the west. Kasilof is best known for its fishing, both sport and commercial, and for the world-class dog mushers who live in the area. Throughout the year, dog teams can be seen training on local trails for upcoming races.

Cohoe Micro Bakery developed Alaskan Salmon Snackers during the Fall of 1997 following extensive taste testing by canine friends. Our biscuits are made with all natural ingredients and contain no preservatives. The pink salmon we use in our nose twitching treats is found in great abundance in Alaskan waters. Ours is caught and processed locally, then ground and frozen for use in Alaskan Salmon Snackers.

## DAD'S PRODUCTS COMPANY, INC.

| | |
|---|---|
| **Contact Information:** | DAD'S Products Company, Inc.<br>Box 451<br>Meadville, PA 06335<br>(800) DADS-PET<br>http://www.dadspetcare.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Dry Cat Food and Dog & Cat Treats |
| **Brand Names:** | DAD'S |
| **Cranberries in Products:** | No |

In 1933, George "Dad" Lang's Springer had a surprisingly large litter of pups -- eleven! At the time, commercial dog food cost five cents a pound, and work (if you could find it) paid forty cents an hour. To avoid going broke feeding his new puppies, George tried making his own dog food. With an old peanut roaster, he combined "Dad's Health Wheat" (a product his father was selling) with meat meal. The result was a biscuit dogs thrived on, and a tradition was born. After three generations of Langs, DAD'S is still a favorite of breeders of champion dogs and cats, as well as of people who simply treasure their pets.

DAD'S Pet Care uses only the finest quality ingredients in our pet foods. DAD'S maintains a solid relationship with our suppliers. We purchase our ingredients directly from them. This direct long-term relationship means your pet gets the best possible product, and you get the best possible price.

DAD'S Pet Foods maintains a special test kitchen at our Creekside Nutrition Center, to assure us that the products we produce will help keep your dog and cat happy and healthy. DAD'S staffs our nutrition center with a team of veterinarians and nutritionists who serve the latest DAD'S dishes to some of the luckiest dogs and cats around.

**DAD'S Products Company Inc.**

Do you manufacture dog food? **Yes**
Do you manufacture cat food? **Yes**
Do you manufacture bird food? **No**
Do you manufacture rodent food? **No**
Do you manufacture other pet food? **No**
What other type of pet food do you manufacture?
Do you use cranberries in your pet food products? **No**
Do you use cranberries in your pet food for health reasons? .
Do you use cranberries in your pet food for color? .
Do you use cranberries in your pet food for consistency? .
Do you use cranberries in your pet food for weight concerns? .
Do you use cranberries in your pet food for competitive advantage? .
Do you use cranberries in your pet food for texture? .
Do you use cranberries in your pet food for natural reasons (organic)? .
Where did you learn about the health benefits?
What health benefits are you trying to provide in pet food by using cranberries?
Do you use cranberries in your dog food product? .
Do you use cranberries in your cat food product? .
Do you use cranberries in your bird food product? .
Do you use cranberries in your other product? .
Do you use cranberry powder in your pet food? .
Do you use whole cranberries in your pet food? .
Do you use sliced cranberries in your pet food? .
Do you use dried cranberries in your pet food? .
Do you use sweetened cranberries in your pet food? .
Do you use cranberry concentrate in your pet food? .
Do you use other forms of cranberries in your pet food? .
Which products do you use cranberry powder in?
Which products do you use whole berries in?
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in?
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in?
How many pounds of cranberries do you purchase a year? .
Do you plan on increasing the amount of cranberries that you use in your products? .
If definitely or probably, by how many pounds per year?
Do you use carrots? **Yes**
Do you use peas? **Yes**
Do you use beans? **No**
Do you use beats? **No**
Do you use blueberries? **No**
Do you use other fruits and vegetables? **Yes**
Do you plan on using cranberries in your products? **Probably**
If definitely or probably, do you plan on using them in dog food? **Yes**
If definitely or probably, do you plan on using them in cat food? **Yes**
If definitely or probably, do you plan on using them in bird food? **No**
If definitely or probably, do you plan on using them in other food? **No**
Do you think that using cranberries in pet food could be beneficial to your company? **Yes**
Would health benefits to pets persuade you to use cranberries in your products? **Yes**
Would price persuade you to use cranberries in your products? **No**
Would competitive advantage persuade you to use cranberries in your products? **No**
Would customer demand persuade you to use cranberries in your products? **No**
Would texture persuade you to use cranberries in your products? **No**
Would natural reasons (organic) persuade you to use cranberries in your products? **No**
Would other reasons persuade you to use cranberries in your products? **No**
Where is your company located? **Pennsylvania**
How many employees do you have? **101-500**
What is your annual profit? .
What is your market share in the dog food manufacturing industry? .
What is your market share in the cat food manufacturing industry? .
What is your market share in the bird food manufacturing industry? .
What is your market share in the pet food manufacturing industry as a whole? .
Do you currently sell your product to small wholesalers? **No**
Do you currently sell your product to medium wholesalers? **Yes**
Do you currently sell your product to large wholesalers? **Yes**
Do you currently sell your product to small retailers? **No**
Do you currently sell your product to medium retailers? **No**
Do you currently sell your product to large retailers? **No**
Do you currently sell to other distributors? **No**
What other distributors do you sell to?
What is your opinion on cranberries being used in pet food? **New Niche Novelty**

## DEL MONTE FOODS COMPANY

| | |
|---|---|
| **Contact Information:** | Del Monte Foods Company<br>One Market @ The Landmark<br>San Francisco, CA 94105<br>(415) 247-3000<br>http://www.delmonte.com |
| **Market Share:** | 7% |
| **Mergers and Acquisitions:** | **2002** - Del Monte (San Francisco, CA) acquired Heinz (St.Louis, MO) for $2.3bil. Prior to being acquired by Del Monte, Heinz purchased Quaker Oats in 1995 and Earth Elements in 1996. |
| **Product Lines:** | Dry Dog Food, Moist Dog Food, Dry Cat Food, Moist Cat Food and Dog & Cat Treats |
| **Brand Names:** | 9Lives, Cycle, Gravy Train, Reward, Skippy, Kibbles 'n Bits, Pup-Peroni, Snausages, Nawsomes!, Jerky Treats, Canine Carry-Out, Meaty Bone, Nature's Recipe, Pounce |
| **Cranberries in Products:** | No |

DEL MONTE FOODS

With historical links to California God Rush times, we're home to some of America's premier icon brands, like *Del Monte*, *StarKist*, and *9Lives*. Our brands make it easy to create great tasting, nutritious, and convenient meals for every member of your family-including your pets.

**Del Monte Foods**

Do you manufacture dog food? **Yes**
Do you manufacture cat food? **Yes**
Do you manufacture bird food? **No**
Do you manufacture rodent food? **No**
Do you manufacture other pet food? **No**
What other type of pet food do you manufacture?
Do you use cranberries in your pet food products? **No**
Do you use cranberries in your pet food for health reasons? .
Do you use cranberries in your pet food for color? .
Do you use cranberries in your pet food for consistency? .
Do you use cranberries in your pet food for weight concerns? .
Do you use cranberries in your pet food for competitive advantage? .
Do you use cranberries in your pet food for texture? .
Do you use cranberries in your pet food for natural reasons (organic)? .
Where did you learn about the health benefits?
What health benefits are you trying to provide in pet food by using cranberries?
Do you use cranberries in your dog food product? .
Do you use cranberries in your cat food product? .
Do you use cranberries in your bird food product? .
Do you use cranberries in your other product? .
Do you use cranberry powder in your pet food? .
Do you use whole cranberries in your pet food? .
Do you use sliced cranberries in your pet food? .
Do you use dried cranberries in your pet food? .
Do you use sweetened cranberries in your pet food? .
Do you use cranberry concentrate in your pet food? .
Do you use other forms of cranberries in your pet food? .
Which products do you use cranberry powder in?
Which products do you use whole berries in?
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in?
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in?
How many pounds of cranberries do you purchase a year? .
Do you plan on increasing the amount of cranberries that you use in your products? .
If definitely or probably, by how many pounds per year?
Do you use carrots? **Yes**
Do you use peas? **Yes**
Do you use beans? **No**
Do you use beats? **No**
Do you use blueberries? **No**
Do you use other fruits and vegetables? **Yes**
Do you plan on using cranberries in your products? **Probably Not**
If definitely or probably, do you plan on using them in dog food? .
If definitely or probably, do you plan on using them in cat food? .
If definitely or probably, do you plan on using them in bird food? .
If definitely or probably, do you plan on using them in other food? .
Do you think that using cranberries in pet food could be beneficial to your company? **Yes**
Would health benefits to pets persuade you to use cranberries in your products? **Yes**
Would price persuade you to use cranberries in your products? **No**
Would competitive advantage persuade you to use cranberries in your products? **Yes**
Would customer demand persuade you to use cranberries in your products? **No**
Would texture persuade you to use cranberries in your products? **No**
Would natural reasons (organic) persuade you to use cranberries in your products? **No**
Would other reasons persuade you to use cranberries in your products? **No**
Where is your company located? **Pennsylvania**
How many employees do you have? **over 1000**
What is your annual profit? .
What is your market share in the dog food manufacturing industry? .
What is your market share in the cat food manufacturing industry? .
What is your market share in the bird food manufacturing industry? .
What is your market share in the pet food manufacturing industry as a whole? .
Do you currently sell your product to small wholesalers? **Yes**
Do you currently sell your product to medium wholesalers? **Yes**
Do you currently sell your product to large wholesalers? **Yes**
Do you currently sell your product to small retailers? **Yes**
Do you currently sell your product to medium retailers? **Yes**
Do you currently sell your product to large retailers? **Yes**
Do you currently sell to other distributors? **No**
What other distributors do you sell to?
What is your opinion on cranberries being used in pet food? **Good idea**

## DESIGNING HEALTH, INC.

| | |
|---|---|
| **Contact Information:** | Designing Health, Inc.<br>28410 Witherspoon Parkway<br>Valencia, CA 91355<br>(800) 774–7387<br>http://www.designinghealth.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food and Dry Cat Food |
| **Brand Names:** | The Missing Link |
| **Cranberries in Products:** | No |

We manufacture all natural whole food supplements called The Missing Link®, specifically designed for dogs, cats, horses, and birds. We also have joint support formulas available for both dogs and horses. We even offer a vegetarian formula, which is great for most reptiles. The Missing Link® is recommended by top veterinarians, breeders, and trainers worldwide. Adding The Missing Link® to any pets' diet will ensure a healthy skin and coat, strong immune and digestive system, and promote overall health and well being.

## DIAMOND PET FOOD

| | |
|---|---|
| **Contact Information:** | Diamond Pet Food<br>P.O. Box 156<br>Meta, MO 65058<br>800-442-0402<br>http://www.diamondpetfood.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Moist Dog Food, Dry Cat Food, Moist Cat Food and Dog & Cat Treats |
| **Brand Names:** | Diamond, Premium Edge |
| **Cranberries in Products:** | Yes (Cat & Dog) |
| **Form of Cranberry:** | Cranberry Powder |

Diamond Pet Food is a privately held, family-owned enterprise, was founded in 1970 as a livestock feed company. Today, Diamond is one of the nation's leading manufacturers of super-premium dog and cat foods and is the choice of top-breeders, sporting and working dog owners, and family pet owners world wide.

Since 1986 Diamond Pet Foods has grown considerably -- exceeding the pet food industry average by a wide margin. With 105 skilled employees -- ranging from 76 in operations, 19 in administrative, nine United States sales, to five international sales -- our size allows us the ability to adapt to market changes and the quick and efficient manufacturing of super-premium pet foods.

**Diamond Pet Food**

Do you manufacture dog food? **Yes**
Do you manufacture cat food? **Yes**
Do you manufacture bird food? **No**
Do you manufacture rodent food? **No**
Do you manufacture other pet food? **No**
What other type of pet food do you manufacture?
Do you use cranberries in your pet food products? **Yes**
Do you use cranberries in your pet food for health reasons? **Yes**
Do you use cranberries in your pet food for color? **No**
Do you use cranberries in your pet food for consistency? **No**
Do you use cranberries in your pet food for weight concerns? **No**
Do you use cranberries in your pet food for competitive advantage? **No**
Do you use cranberries in your pet food for texture? **No**
Do you use cranberries in your pet food for natural reasons (organic)? **No**
Where did you learn about the health benefits? **Published research**
What health benefits are you trying to provide in pet food by using cranberries? **UTI, Prevents Bacteria**
Do you use cranberries in your dog food product? **Yes**
Do you use cranberries in your cat food product? **Yes**
Do you use cranberries in your bird food product? **No**
Do you use cranberries in your other product? **No**
Do you use cranberry powder in your pet food? **Yes**
Do you use whole cranberries in your pet food? **No**
Do you use sliced cranberries in your pet food? **No**
Do you use dried cranberries in your pet food? **No**
Do you use sweetened cranberries in your pet food? **No**
Do you use cranberry concentrate in your pet food? **No**
Do you use other forms of cranberries in your pet food? **No**
Which products do you use cranberry powder in? **Cat and Dog Food**
Which products do you use whole berries in?
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in?
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in?
How many pounds of cranberries do you purchase a year? .
Do you plan on increasing the amount of cranberries that you use in your products? **Probably Not**
If definitely or probably, by how many pounds per year?
Do you use carrots? **Yes**
Do you use peas? **Yes**
Do you use beans? **No**
Do you use beats? **No**
Do you use blueberries? **No**
Do you use other fruits and vegetables? **Yes**
Do you plan on using cranberries in your products? .
If definitely or probably, do you plan on using them in dog food? .
If definitely or probably, do you plan on using them in cat food? .
If definitely or probably, do you plan on using them in bird food? .
If definitely or probably, do you plan on using them in other food? .
Do you think that using cranberries in pet food could be beneficial to your company? **Yes**
Would health benefits to pets persuade you to use cranberries in your products? .
Would price persuade you to use cranberries in your products? .
Would competitive advantage persuade you to use cranberries in your products? .
Would customer demand persuade you to use cranberries in your products? .
Would texture persuade you to use cranberries in your products? .
Would natural reasons (organic) persuade you to use cranberries in your products? .
Would other reasons persuade you to use cranberries in your products? .
Where is your company located? **Missouri**
How many employees do you have? **101-500**
What is your annual profit? .
What is your market share in the dog food manufacturing industry? .
What is your market share in the cat food manufacturing industry? .
What is your market share in the bird food manufacturing industry? .
What is your market share in the pet food manufacturing industry as a whole? .
Do you currently sell your product to small wholesalers? **Yes**
Do you currently sell your product to medium wholesalers? **Yes**
Do you currently sell your product to large wholesalers? **Yes**
Do you currently sell your product to small retailers? **No**
Do you currently sell your product to medium retailers? **No**
Do you currently sell your product to large retailers? **No**
Do you currently sell to other distributors? **No**
What other distributors do you sell to?
What is your opinion on cranberries being used in pet food? **More research needed**

## DOANE PET CARE COMPANY

| | |
|---|---|
| **Contact Information:** | Doane Pet Care Company<br>210 Westwood Place South, Suite 400<br>Brentwood, TN 37027<br>(615) 373-7774<br>http://www.doanepetcare.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | **1998** - Doane Pet Care Co and Windy Hill Pet Food Co. completed a merger through which Windy Hill became a wholly owned subsidiary of Doane.<br>**2000** - Doane Pet Care Co acquired A/S Arovit Petfood (Esbjerg, Denmark). Doane invested about DKr1.2 bil ($149 mil) and assumed about DKr97 mil of Arovit's debt as part of the deal.<br>**2000** - Doane Pet Care Co. merged with Menu Foods Ltd, a provider of canned private label pet food in North America. |
| **Product Lines:** | Dry Dog Food, Moist Dog Food, Dry Cat Food, Moist Cat Food and Dog & Cat Treats |
| **Brand Names:** | Trail Blazer, Kozy Kitten, G. Whiskers, Bonkers, Ol'Roy |
| **Cranberries in Products:** | No |

Doane Pet Care is a young, progressive company formed in 1998 through the merger of Joplin, Missouri-based Doane Products Company and Brentwood, Tennessee-based Windy Hill Pet Food. Doane Pet Care is a leading manufacturer of dry pet food in the United States.

Generally speaking, Doane Pet Care manufactures private label products for store brands owned by its retail customers and national brands for consumer pet food companies, as well as producing and selling its own regional brands.

The Company's rapid growth and development is driven by its high-energy team of employees – guided on a day-to-day basis by the Doane Pet Care vision.

## DOGGY DELI

| | |
|---|---|
| **Contact Information:** | Doggy Deli<br>42395 Garfield Road<br>Clinton Twp., MI 48038<br>(586) 228-WOOF<br>http://www.doggydeli.hopto.org |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dog Treats |
| **Brand Names:** | Doggy Deli |
| **Cranberries in Products:** | No |

Our three dogs, Sesame, Max & P.T., are why we started baking our fresh, homemade treats! We decided to develop our own healthy, tasty treats after researching commercial treats and finding the ingredients unacceptable and hazardous to our babies health. Sesame, Max & P. T. all quickly gave these yummy new snacks "two paws up!" We knew dog-lovers everywhere would welcome this healthy alternative. That's why we created Doggy Deli.

## DR. HARVEY'S

| | |
|---|---|
| **Contact Information:** | Dr. Harvey's<br>180 Main Street<br>Keansburg, NJ 07734<br>(732) 291-8600<br>http://www.drharveys.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Dry Cat Food and Dog & Cat Treats |
| **Brand Names:** | Dr. Harvey's: Canine Health, le dogue bites, Feline Health, Whisker Smackers |
| **Cranberries in Products:** | No |

Dr. Harvey's philosophy is to provide the finest all natural products for animals available anywhere. We are dedicated to educating guardians of companion animals and our customers about the benefits of holistic ways to keep their companion animals healthy. Our utmost desire is to keep our customers and their companion animals happy and healthy. Our company is also dedicated to the rescue of animals and we help to support organizations that make the rescue and shelter of animals possible.

## DRS. FOSTER & SMITH, INC.

| | |
|---|---|
| **Contact Information:** | Drs. Foster & Smith, Inc.<br>2253 Air Park Road<br>P.O. Box 100<br>Rhinelander, WI 54501<br>(800) 381-7179<br>http://www.drsfostersmith.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Moist Dog Food, Dry Cat Food, Moist Cat Food and Dog & Cat Treats |
| **Brand Names:** | Drs. Foster and Smith and Wellness |
| **Cranberries in Products:** | Yes (Cat) |
| **Form of Cranberry:** | Whole Cranberries |

As veterinarians, we firmly believe that your pet's good health starts from the inside out. That's why in 2002 we formulated our own healthy dog and cat foods with the wholesome, delicious ingredients you can rely on for optimal nutrition in every meal. Both pet foods have earned Top 10 Healthy Foods status from Whole Dog Journal.

## EAGLE PACK PET FOODS, INC.

| | |
|---|---|
| **Contact Information:** | Eagle Pack Pet Foods, Inc.<br>1011 West 11th Street<br>Mishawaka, IN 46544<br>(574) 259-7834<br>http://www.eaglepack.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Moist Dog Food, Dry Cat Food, Moist Cat Food and Dog Treats |
| **Brand Names:** | Eagle Pack, PRISM, Hy-Ration |
| **Cranberries in Products:** | Yes (Cat) |
| **Form of Cranberry:** | Whole and Dried Cranberries |

As a family founded company, we've been producing our own pet food in our plants since 1970. We pioneered the holistic/whole-health approach to nutrition in the 1980's.

Our company takes pride in the manufacturing of our pet foods. Employees are personally involved in the world of dogs and cats. They show, field trial, and breed. One of our staff is a former AKC Judge. Many proudly include dogs and cats as members of their family. Eagle Pack Pet Foods, Inc. does not do any testing on laboratory or caged animals, nor do we have a kennel facility. Food-related palatability trials are performed as in-home trials.

We believe that pet owners are caring for their pets today as if they were their children, and the Eagle Pack family is happy to oblige. We make the food ourselves, in our own plant, so quality is personally controlled. Eagle Pack diets are all-natural and use human-grade ingredients. There is no beef in the food and there are no herbicides used on the grains.

**Eagle Pet Products**

Do you manufacture dog food? **Yes**
Do you manufacture cat food? **Yes**
Do you manufacture bird food? **No**
Do you manufacture rodent food? **No**
Do you manufacture other pet food? **Yes**
What other type of pet food do you manufacture? **Ferret**
Do you use cranberries in your pet food products? **Yes**
Do you use cranberries in your pet food for health reasons? **Yes**
Do you use cranberries in your pet food for color? **No**
Do you use cranberries in your pet food for consistency? **No**
Do you use cranberries in your pet food for weight concerns? **No**
Do you use cranberries in your pet food for competitive advantage? **No**
Do you use cranberries in your pet food for texture? **No**
Do you use cranberries in your pet food for natural reasons (organic)? **No**
Where did you learn about the health benefits? **Industry Magazines**
What health benefits are you trying to provide in pet food by using cranberries? **UTI**
Do you use cranberries in your dog food product? **No**
Do you use cranberries in your cat food product? **Yes**
Do you use cranberries in your bird food product? **No**
Do you use cranberries in your other product? **No**
Do you use cranberry powder in your pet food? **No**
Do you use whole cranberries in your pet food? **Yes**
Do you use sliced cranberries in your pet food? **No**
Do you use dried cranberries in your pet food? **Yes**
Do you use sweetened cranberries in your pet food? **No**
Do you use cranberry concentrate in your pet food? **No**
Do you use other forms of cranberries in your pet food? **No**
Which products do you use cranberry powder in?
Which products do you use whole berries in? **Cat Food**
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in? **Cat Food**
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in?
How many pounds of cranberries do you purchase a year? **Over 601 lbs**
Do you plan on increasing the amount of cranberries that you use in your products? **Definitely Not**
If definitely or probably, by how many pounds per year?
Do you use carrots? **Yes**
Do you use peas? **Yes**
Do you use beans? **No**
Do you use beats? **No**
Do you use blueberries? **Yes**
Do you use other fruits and vegetables? **Yes**
Do you plan on using cranberries in your products? **.**
If definitely or probably, do you plan on using them in dog food? **.**
If definitely or probably, do you plan on using them in cat food? **.**
If definitely or probably, do you plan on using them in bird food? **.**
If definitely or probably, do you plan on using them in other food? **.**
Do you think that using cranberries in pet food could be beneficial to your company? **Yes**
Would health benefits to pets persuade you to use cranberries in your products? **.**
Would price persuade you to use cranberries in your products? **.**
Would competitive advantage persuade you to use cranberries in your products? **.**
Would customer demand persuade you to use cranberries in your products? **.**
Would texture persuade you to use cranberries in your products? **.**
Would natural reasons (organic) persuade you to use cranberries in your products? **.**
Would other reasons persuade you to use cranberries in your products? **.**
Where is your company located? **Indiana**
How many employees do you have? **1-100**
What is your annual profit? **.**
What is your market share in the dog food manufacturing industry? **0%-20%**
What is your market share in the cat food manufacturing industry? **0%-20%**
What is your market share in the bird food manufacturing industry? **.**
What is your market share in the pet food manufacturing industry as a whole? **0%-20%**
Do you currently sell your product to small wholesalers? **Yes**
Do you currently sell your product to medium wholesalers? **Yes**
Do you currently sell your product to large wholesalers? **Yes**
Do you currently sell your product to small retailers? **No**
Do you currently sell your product to medium retailers? **No**
Do you currently sell your product to large retailers? **No**
Do you currently sell to other distributors? **No**
What other distributors do you sell to?
What is your opinion on cranberries being used in pet food? **Good idea**

## EVANGER'S DOG AND CAT FOOD COMPANY, INC.

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|---|---|
| **Contact Information:** | Evanger's Dog and Cat Food Company, Inc.<br>221 S. Wheeling Road<br>Wheeling, IL 60090<br>(847) 537-0102<br>http://www.evangersdogfood.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Moist Dog Food and Moist Cat Food |
| **Brand Names:** | Evanger's |
| **Cranberries in Products:** | Yes (Cat & Dog) |
| **Form of Cranberry:** | *Whole Cranberries* |

Since 1935, Evanger's Dog & Cat Food Company, Inc. has been the finest natural dog food company in the United States. Our founder Fred Evanger raised champion Great Danes. He was a fervent believer that his dogs' health and the health of their offspring were dependent on wholesome, nutritious dog food - dog food without any preservatives and free of harmful additives. Frustrated with the pet food available to him, Mr. Evanger built our canning factory at his kennels. Almost 70 years later, we know that he was a man ahead of his time.

**Evanger's Dog and Cat Food Company, Inc.**

Do you manufacture dog food? **Yes**
Do you manufacture cat food? **Yes**
Do you manufacture bird food? **No**
Do you manufacture rodent food? **No**
Do you manufacture other pet food? **No**
What other type of pet food do you manufacture?
Do you use cranberries in your pet food products? **Yes**
Do you use cranberries in your pet food for health reasons? **Yes**
Do you use cranberries in your pet food for color? **No**
Do you use cranberries in your pet food for consistency? **No**
Do you use cranberries in your pet food for weight concerns? **No**
Do you use cranberries in your pet food for competitive advantage? **No**
Do you use cranberries in your pet food for texture? **No**
Do you use cranberries in your pet food for natural reasons (organic)? **No**
Where did you learn about the health benefits?
What health benefits are you trying to provide in pet food by using cranberries? **UTI**
Do you use cranberries in your dog food product? **Yes**
Do you use cranberries in your cat food product? **Yes**
Do you use cranberries in your bird food product? **No**
Do you use cranberries in your other product? **No**
Do you use cranberry powder in your pet food? **No**
Do you use whole cranberries in your pet food? **Yes**
Do you use sliced cranberries in your pet food? **No**
Do you use dried cranberries in your pet food? **No**
Do you use sweetened cranberries in your pet food? **No**
Do you use cranberry concentrate in your pet food? **No**
Do you use other forms of cranberries in your pet food? **No**
Which products do you use cranberry powder in?
Which products do you use whole berries in?
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in?
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in?
How many pounds of cranberries do you purchase a year? **Over 601 lbs**
Do you plan on increasing the amount of cranberries that you use in your products? **Definitely**
If definitely or probably, by how many pounds per year?
Do you use carrots? **Yes**
Do you use peas? **Yes**
Do you use beans? **No**
Do you use beats? **No**
Do you use blueberries? **Yes**
Do you use other fruits and vegetables? **Yes**
Do you plan on using cranberries in your products? .
If definitely or probably, do you plan on using them in dog food? .
If definitely or probably, do you plan on using them in cat food? .
If definitely or probably, do you plan on using them in bird food? .
If definitely or probably, do you plan on using them in other food? .
Do you think that using cranberries in pet food could be beneficial to your company? .
Would health benefits to pets persuade you to use cranberries in your products? .
Would price persuade you to use cranberries in your products? .
Would competitive advantage persuade you to use cranberries in your products? .
Would customer demand persuade you to use cranberries in your products? .
Would texture persuade you to use cranberries in your products? .
Would natural reasons (organic) persuade you to use cranberries in your products? .
Would other reasons persuade you to use cranberries in your products? .
Where is your company located? **Illinois**
How many employees do you have? **1-100**
What is your annual profit? .
What is your market share in the dog food manufacturing industry? **0%-20%**
What is your market share in the cat food manufacturing industry? **0%-20%**
What is your market share in the bird food manufacturing industry? .
What is your market share in the pet food manufacturing industry as a whole? .
Do you currently sell your product to small wholesalers? **No**
Do you currently sell your product to medium wholesalers? **No**
Do you currently sell your product to large wholesalers? **No**
Do you currently sell your product to small retailers? **No**
Do you currently sell your product to medium retailers? **No**
Do you currently sell your product to large retailers? **No**
Do you currently sell to other distributors? **Yes**
What other distributors do you sell to? **Consumer**
What is your opinion on cranberries being used in pet food? **Intriguing Idea**

## EVERGREEN MILLS

| | |
|---|---|
| **Contact Information:** | Evergreen Mills<br>314 S Broadway Avenue, Suite 202<br>Ada, OK 74820<br>(580) 332-6611<br>http://www.evergreenmills.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food and Dry Cat Food |
| **Brand Names:** | Evergreen: Performaxx, Perfessional Choice, Pro Pak 26, Kit & Cat |
| **Cranberries in Products:** | No |

Evergreen Mills purchased Schroeder Milling Company of El Reno, Oklahoma, in 1969 and converted the flour mill to a feed mill to better serve the feed needs of the western half of Oklahoma and the Texas Panhandle. In l983 Evergreen Mills was acquired by Kent Feeds, Inc., located in Muscatine, Iowa, and has since become a division of Kent Feeds. A fire in 2000 destroyed the original Evergreen production facility in Ada, Oklahoma, and a feed manufacturing facility was purchased in Fort Worth, Texas, and began operation in 2001.

## EVOLUTION DIET PET FOOD CORPORATION

| | |
|---|---|
| **Contact Information:** | Evolution Diet Pet Food Corporation<br>287 E. 6th Street<br>St. Paul, MN 55101<br>(651) 228–0632<br>http://www.petfoodshop.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Moist Dog Food, Dry Cat Food, Moist Cat Food and Dog Treats |
| **Brand Names:** | Evolution Diet |
| **Cranberries in Products:** | Yes (Cat & Dog) |

Evolution Diet

Development for Evolution Pet Food Corporation started in 1987. Founder and CEO, Eric Weisman (vegetarian of 25 years and animal rights activist) started the company after examining what went into conventional pet foods. Eric wanted a healthy alternative for his own pets. His dogs and cats were having health issues related to the ingredients in conventional pet foods. Eric worked with Darwin Brightsman, PhD, a world renowned animal nutritionist, to formulate Evolution Diet Pet Foods.

## FARMORE MANUFACTURING, LTD.

| | |
|---|---|
| **Contact Information:** | FarMore Manufacturing, Ltd.<br>5900 Trietsch<br>Sanger, TX 76266<br>(866) 507-8255<br>http://www.farmoredogfood.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Moist Dog Food and Dog Treats |
| **Brand Names:** | FarMore |
| **Cranberries in Products:** | No |

At FarMore® our mission is to provide dog-lovers the option of feeding their dogs a health-enhancing, life-prolonging, easy-to-feed food that is carefully formulated based upon the most advanced science and principles of raw food diet preparation.

The makers of FarMore® believe in the premise that biologically appropriate food improves not only the length of life, but the quality of life for dogs. It is our mission to play an active role in the development of healthy canine companions, regardless of size, activity level or medical history.

## FLINT RIVER RANCH

| | |
|---|---|
| **Contact Information:** | Flint River Ranch<br>1243 Columbia Ave. – Suite #B7<br>Riverside, CA 92507<br>(800) 354-6858<br>http://www.flintriver-home.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Dry Cat Food and Dog & Cat Treats |
| **Brand Names:** | Flint River Ranch: Paws4Us, Natures Pet |
| **Cranberries in Products:** | No |

Flint River Ranch is a private company created and owned by Jim Flint. The business was first structured to provide the very finest feline and canine foods. The very best industry nutritionists, consultants, manufacturers, suppliers and veterinary talents and experiences were utilized in identifying the quality ingredients and manufacturing processes.

The second goal was to utilize the dynamic changes and tangible forces taking place in the market and the way people purchase products. The major shift evolved from people shopping at home to make things easier, to relieve time stress and unwanted elements in their lives.

Third, it was the goal to structure Flint River Ranch as a vehicle designed to kindle the spirit of entrepreneurship and individual opportunity with a distributor supported direct-marketing program.

Thanks to the support and interest of our dedicated distributors - along with continued improvements and development of quality products - Flint River Ranch has grown from a single California warehouse to multiple distribution centers across the United States.

**Flint River Ranch**

Do you manufacture dog food? **Yes**
Do you manufacture cat food? **Yes**
Do you manufacture bird food? **No**
Do you manufacture rodent food? **No**
Do you manufacture other pet food? **No**
What other type of pet food do you manufacture?
Do you use cranberries in your pet food products? **No**
Do you use cranberries in your pet food for health reasons? .
Do you use cranberries in your pet food for color? .
Do you use cranberries in your pet food for consistency? .
Do you use cranberries in your pet food for weight concerns? .
Do you use cranberries in your pet food for competitive advantage? .
Do you use cranberries in your pet food for texture? .
Do you use cranberries in your pet food for natural reasons (organic)? .
Where did you learn about the health benefits?
What health benefits are you trying to provide in pet food by using cranberries?
Do you use cranberries in your dog food product? .
Do you use cranberries in your cat food product? .
Do you use cranberries in your bird food product? .
Do you use cranberries in your other product? .
Do you use cranberry powder in your pet food? .
Do you use whole cranberries in your pet food? .
Do you use sliced cranberries in your pet food? .
Do you use dried cranberries in your pet food? .
Do you use sweetened cranberries in your pet food? .
Do you use cranberry concentrate in your pet food? .
Do you use other forms of cranberries in your pet food? .
Which products do you use cranberry powder in?
Which products do you use whole berries in?
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in?
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in?
How many pounds of cranberries do you purchase a year? .
Do you plan on increasing the amount of cranberries that you use in your products? .
If definitely or probably, by how many pounds per year?
Do you use carrots? **No**
Do you use peas? **No**
Do you use beans? **No**
Do you use beats? **No**
Do you use blueberries? **No**
Do you use other fruits and vegetables? **Yes**
Do you plan on using cranberries in your products? **Definitely Not**
If definitely or probably, do you plan on using them in dog food? .
If definitely or probably, do you plan on using them in cat food? .
If definitely or probably, do you plan on using them in bird food? .
If definitely or probably, do you plan on using them in other food? .
Do you think that using cranberries in pet food could be beneficial to your company? **No**
Would health benefits to pets persuade you to use cranberries in your products? **Yes**
Would price persuade you to use cranberries in your products? **No**
Would competitive advantage persuade you to use cranberries in your products? **No**
Would customer demand persuade you to use cranberries in your products? **No**
Would texture persuade you to use cranberries in your products? **No**
Would natural reasons (organic) persuade you to use cranberries in your products? **No**
Would other reasons persuade you to use cranberries in your products? **No**
Where is your company located? **Texas**
How many employees do you have? **1-100**
What is your annual profit? .
What is your market share in the dog food manufacturing industry? **0%-20%**
What is your market share in the cat food manufacturing industry? **0%-20%**
What is your market share in the bird food manufacturing industry? .
What is your market share in the pet food manufacturing industry as a whole? **0%-20%**
Do you currently sell your product to small wholesalers? **Yes**
Do you currently sell your product to medium wholesalers? **Yes**
Do you currently sell your product to large wholesalers? **No**
Do you currently sell your product to small retailers? **No**
Do you currently sell your product to medium retailers? **No**
Do you currently sell your product to large retailers? **No**
Do you currently sell to other distributors? **No**
What other distributors do you sell to?
What is your opinion on cranberries being used in pet food? **Good idea not sure if it would benefit the company**

## FROMM FAMILY FOODS

| | |
|---|---|
| **Contact Information:** | Fromm Family Foods<br>PO Box 365<br>Mequon, WI 53092<br>(800) 325-6331<br>http://www.frommfamily.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Moist Dog Food, Dry Cat Food and Dog Treats |
| **Brand Names:** | Fromm Four-Star Nutritionals |
| **Cranberries in Products:** | Yes (Cat & Dog) |
| **Form of** | Whole Cranberries |

Since 1904, The Fromm Family has maintained a tradition of quiet innovation dedicated to the health and nutrition of animals. In the 1930's, The Fromm Family introduced the first canine distemper vaccine. In 1949, we introduced the concept of premium pet food to the public. As the country's first and oldest premium pet food company, we have earned the reputation as an industry leader, producing only the highest grade pet foods with the finest natural ingredients.

In 1948, the late Dr. Willard Roberts, Ph.D. and chief nutritionist created the first generation of Fromm Family Nutritionals pet foods. Dr. Roberts is recognized as the father of modern pet foods, having pioneered the process of producing the dry, granular food that's so popular today.

Since then, we've continued to improve upon each Fromm Nutritionals recipe, while maintaining certain traditions. For example, our Classic Nutritionals line is still based on the "four-grain principle", and uses 17 different ingredients.

**GOOD DOG FOODS, INC.**

| | |
|---|---|
| **Contact Information:** | Good Dog Foods, Inc.<br>P.O. Box 655<br>Rumson, NJ 07760<br>(732) 842-4555<br>http://www.gooddogfoods.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Moist Dog Food |
| **Brand Names:** | Good Dog Foods |
| **Cranberries in Products:** | No |

# Good Dog Foods, Inc.

We use only human-grade (USDA), fresh ingredients directly from the human food supply chain. We do not overly process our food. We micro-batch our food, which assures quality control and consistency. We manufacture in a USDA facility to human consumption standards for safety and assurance. We have balanced the meals using a clinical nutrient database to assure the correct vitamin/mineral ratios. Each meal meets or exceeds AAFCO and NRC requirements. Our mixes are supported by numerous canine nutrition studies and veterinary abstracts and are recommended by vets.

## GRANDAD'S PET FOODS

| | |
|---|---|
| **Contact Information:** | Grandad's Pet Foods<br>921 E. Vine St., #A & B<br>Lodi, CA 95240<br>(209) 368-3025<br>http://www.grandadspetfoods.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Moist Dog Food and Moist Cat Food |
| **Brand Names:** | Grandad's |
| **Cranberries in Products:** | No |

Grandad's Pet Foods' predecessor provided pets with nutritious food for over 30 years. Today Grandad's is leading the "back to basics" natural method of pet nutrition. Grandad's products contain only fresh, raw, natural ingredients formulated to keep your pets healthy and happy.

Grandad's pet foods contain only ingredients that are good for your pets like 100% human-consumable grade, fresh, raw meat, raw bones, and raw vegetables. With Grandad's you won't get any preservatives, artificial additives, artificial coloring, added water, salt, or sugar. Less is more!

## GREENTRIPE.COM

| | |
|---|---|
| **Contact Information:** | GreenTripe.Com<br>P.O.Box 619<br>San Juan Bautsita, CA, 95045-0619<br>(831) 601-1004<br>http://greentripe.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Moist Dog Food and Dog Treats |
| **Brand Names:** | Green Tripe |
| **Cranberries in Products:** | No |

Welcome to GreenTripe.Com. We are a small, family owned business. What started out several years ago as a "breeder's co-op" has grown beyond belief. In September of 2000, GreenTripe.Com became a small business.

Our mission has always had two goals. The first is to help educate people about the benefits of feeding green tripe to their dogs. I've written several articles that have been published in dog magazines regarding this. Our second goal is to help people find sources for quality product at reasonable costs. We do ship nation wide, but sometimes, it is more affordable for someone to find a more local source…so that even means recommending our competitors! That's how committed we are about the benefits of feeding green tripe to the K9 members of your family.

## HALO, PURELY FOR PETS

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|---|---|
| **Contact Information:** | Halo, Purely for Pets<br>3438 East Lake Road #14 PMB 612<br>Palm Harbor, FL 34685<br>(800) 426-4256<br>http://www.halopets.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Moist Dog Food, Moist Cat Food and Dog & Cat Treats |
| **Brand Names:** | Spot's Stew, Liv-a-Littles |
| **Cranberries in Products:** | No |

Andi Brown, Director of HALO, PURELY FOR PETS advocates the importance of holistic health. Understanding the balance of Nature's Elements can significantly improve your pet's general wellness, elevate their immune system and keep them resistant to disease and degeneration, while enhancing their beauty.

Andi's interest in natural health began years ago, when her own cat "Spot" developed a digestive disorder and was unable to assimilate nutrients properly, - resulting in extreme shedding, loss of coat, skin problems, infestations and an offensive odor. Extensive study, along with a team of nutritional experts provided the input to develop truly unique, healthy food supplements and safe, effective herbal grooming aids. The introduction of these pure, chemical-free products, along with a change of "Spot's" diet, led to the emergence of a radiantly healthy, beautiful animal!

HALO'S MISSION is to provide people and their pets with honest information and wholesome products to better the lives of the animals and the people who love them.

## HAPPY DOG FOOD

| | |
|---|---|
| **Contact Information:** | Happy Dog Food<br>P. O. Box 798<br>Aromas, CA 95004<br>(800) 359-9576<br>http://www.happydogfood.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food and Dog Treats |
| **Brand Names:** | Happy Dog |
| **Cranberries in Products:** | No |

A healthy dog is a happy dog, and now it couldn't be easier to provide your dog the same kind of freshly made, all-natural whole foods that you eat yourself. Happy Dog formulas contain a nutritionally balanced blend of human-grade ingredients that work synergistically, promoting a strong immune system and the overall well-being of your pet. Only the highest quality vegetables, whole grains, herbs and nutritional supplements are used -- never any preservatives, chemicals or artificial additives. Happy Dog is fully digestible, rich in natural active enzymes and tastes delicious -- even to the most finicky eaters!

Your dog deserves to feel its best - naturally! So whether your canine companion is young or old, active or sedate, Happy Dog can bring out its best. If a freshly prepared natural food is good for you, it's good for your dog, too!

## HARBINGERS OF A NEW AGE

| | |
|---|---|
| **Contact Information:** | Harbingers of a New Age<br>717 E. Missoula Ave.<br>Troy, MT 59935<br>(406) 295-4944<br>http://www.vegepet.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food and Dry Cat Food |
| **Brand Names:** | VegeDog, VegeCat |
| **Cranberries in Products:** | No |

In 1972 a friend and James, while living in the Trinity Mountains of Northern California, began Trinity Sun Bars. Sun Bars were 100% raw vegan fruit and nut bars with a twist. Every bar had an inspiration me message inside. There were hundreds of messages on the millions of Sun Bars produced.

By 1985, James realized that there was a desperate need for vegan alternatives to the pet food.

Lynn and James spent a year in research, mostly at nearby Oregon State University (which had a School of Veterinary Medicine). They've published results of that research in the several editions of books.

With the birth of Vegecat™ in 1986 it was possible for cats to "go vegetarian". Many spiritual aspirants, for the first time, adopted cats knowing that their integrity wouldn't be compromised.

Now, many years and successes later, research continues in making it possible for people to feed their companion animals as they feed themselves, without animal products. The line of Vegepet products fulfills the needs of many who want to provide fresh vegan food for their loved ones, just as for other members of their family.

## HEALTHY PET FOODS, INC.

| | |
|---|---|
| **Contact Information:** | Healthy Pet Foods, Inc.<br>1120 Chateau Dr.<br>West Chester, PA 19382<br>(800) 542-4677<br>http://www.integratedpet.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Moist Dog Food, Dry Cat Food, Moist Cat Food and Dog Treats |
| **Brand Names:** | Lick Your Chops, Show Bound Naturals |
| **Cranberries in Products:** | No |

Healthy Pet Foods, Inc (formerly Integrated Pet Foods Inc.), was founded on the principles of natural nutrition and grew from an overwhelming love and deep concern for the health and well being of a Golden Retriever. In 1979, Dr. Robert Goldstein and his wife Susan discovered that their seven-year-old Golden Retriever, Leigh, was suffering from canine hip dysplasia and arthritis. Faced with the painful choice of major invasive surgery or euthanasia, they chose a different path.

They stopped feeding Leigh commercial dog foods and placed him on a home-cooked diet of fresh meats, whole grains, vegetables, vitamins and minerals, herbs and pure distilled water. Within six months Leigh's painful symptoms subsided and Leigh began once again a normal life.

Dr. Goldstein began recommending a nutritional approach to many clients of his veterinary hospital and suggested replacing commercial diets with "home cooked" diets. The corresponding improvements in health and vitality were so impressive that they formed a company that could provide more practical versions of these home-cooked diets.

## HILL'S PET NUTRITION, INC.

| | |
|---|---|
| **Contact Information:** | Hill's Pet Nutrition, Inc.<br>P.O. Box 148<br>Topeka, KS 66601-0148<br>(800) 445-5777<br>http://www.hillspet.com |
| **Market Share:** | 12% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Moist Dog Food, Dry Cat Food, Moist Cat Food and Dog Treats |
| **Brand Names:** | Science Diet, Prescription Diet, Natures Best |
| **Cranberries in Products:** | No |

In 1943, his ideas were visionary in veterinary medicine. Dr. Mark L. Morris, Sr., believed certain diseases in pets could be managed through carefully-formulated nutrition.

The chance to prove his theory came when a young blind man named Morris Frank asked Dr. Morris if anything could be done to save his guide dog, Buddy, who was suffering from kidney failure. The result of Dr. Morris' efforts was the nutritional formulation that would become the first Hill's® Prescription Diet® product, and the world's first pet food designed to help dogs with kidney disease. Soon after, Hill's Pet Nutrition was founded and the field of clinical nutrition was a brand new industry.

Dr Morris' commitment to Morris and Buddy became the inspiration for our company mission: to enrich and lengthen the special relationships between people and their pets.

Today, each person who works for Hill's carries on the tradition of caring that began more than 50 years ago with one remarkable veterinarian. We understand we aren't just making the highest quality pet nutrition available; we're making a difference for people and their pets.

## HUBBARD FEEDS, INC. (RIDLEY, INC.)

| | |
|---|---|
| **Contact Information:** | Hubbard Feeds, Inc. (Ridley, Inc.)<br>P.O. Box 8500<br>Mankato, MN 56002-8500<br>(507) 388-9400<br>http://www.hubbardfeeds.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | **1995 -** Hubbard Milling Co (Mankato, MN) acquired the private label dog biscuit business of Triumph Pet Industries (Hillburn, NY).<br>**1997**- In April 1997 the business was sold to Windy Hill Pet Food Co. of Nashville, Tennessee, which split the feed division from the pet food business of Hubbard and resold the feed production assets to Ridley Corporation in May 1997. |
| **Product Lines:** | Dry Dog Food, Moist Dog Food, Dry Cat Food, Moist Cat Food and Dog Treats |
| **Brand Names:** | Tradition |
| **Cranberries in Products:** | No |

With 50 production facilities and more than 1.7 million annual tons of production, the Ridley organization is one of North America's largest feed and nutrition companies. That size brings many strengths and resources to help your business grow.

Ridley manufactures and markets a broad range of complete feed rations, nutritional supplements, feeding blocks and vitamin/mineral premixes directly to livestock producers and through dealer organizations from 42 production plants in Canada and the United States.

## K-9 KRAVING DOG FOOD

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|---|---|
| **Contact Information:** | K-9 Kraving Dog Food<br>2322 Belair Road<br>Baltimore, MD 21213<br>(800) 675-1471<br>http://k-9kraving.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Moist Dog Food |
| **Brand Names:** | K-9 Kraving |
| **Cranberries in Products:** | No |

K-9 Kraving was designed to improve your dog's health by feeding a natural diet. K-9 Kraving is manufactured in a state-of-the-art USDA processing facility using only quality ingredients from USDA inspected plants.

K-9 Kraving contains no preservatives, sugar, dyes, nor chemicals. It is the only natural raw diet complete with added vitamins and minerals for your dog's every day needs.

K-9 Kraving is based on the BARF (Biologically Appropriate Raw Food) diet. This diet is about feeding your dog properly, or as Mother Nature intended. When this is done, you can maintain your pet's optimum health, longevity, and reproduction capabilities.

## KOSHERPETS, INC.

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|---|---|
| **Contact Information:** | KosherPets, Inc.<br>6278 North Federal Hwy, Suite 567<br>Fort Lauderdale, FL 33308<br>(954) 938-6270<br>http://www.kosherpets.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Moist Dog Food, Moist Cat Food and Dog Treats |
| **Brand Names:** | KosherPets |
| **Cranberries in Products:** | No |

Our products are made with carefully selected table food quality ingredients and sourced at USDA inspected and approved facilities. Furthermore, we are exposing ourselves to one of the strictest human food and ingredients inspections available – KOSHER! Kosher standards prohibit eating scavengers and mixing meat and dairy products.

No other pet food company is going through such extraordinary efforts to offer you and your pet the healthiest diet. KosherPets' products are the only ones endorsed as kosher by one of the largest and most respected kosher certifying agencies in North America.

All of KosherPets' products contain pure and natural ingredients, approved by both the USDA and the Chicago Rabbinical Council.

## KUMPI DOG FOOD

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|---|---|
| **Contact Information:** | Kumpi Dog Food (A Division of Spirit Filled Foods)<br>3173 South Nucla Street<br>Aurora, CO 80013<br>(303) 693-6533<br>http://www.kumpi.com<br>http://www.kumpikat.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food and Dry Cat Food |
| **Brand Names:** | Kumpi Real Food for Dogs, Kumpi Kat |
| **Cranberries in Products:** | Yes (Cat) |
| **Form of Cranberry:** | Dried Cranberries |

Evy Serpa, President of Kumpi Dog Food, was always investigating, searching for the best food. Not only for herself, but to refer to her clients.

In 1997, she lost her German Shepherd (Kumpel) to cancer when he was only five years old. That single event put Kumpi Dog Food into motion. She contracted with Mark Urbanosky who has worked as a multi-species nutritional consultant for almost thirty years, with one goal in mind --- to have him formulate the best dog food possible, with no profit margin in mind.

Mission accomplished. With no fancy packaging or large advertising budget, Evy Serpa has consistently kept the money where it belongs --- in the product. Kumpi Dog Food is a product backed with science and will remain a company focused with one desire --- Keep Up Making Pets Important.

None of the meat used in Kumpi Dog Food is classified 4D (dead, dying, diseased or disabled.) With BSE being a concern, we are proud to say that the meat we use passes inspection for sale to European and England's markets and additionally passes APHIS inspection as well.

## LAND O'LAKES/FARMLAND FEED

| | |
|---|---|
| **Contact Information:** | Land O' Lakes/Farmland Feed<br>800 24th Avenue NW<br>PO Box 493<br>Owatonna, MN 55060<br>(507) 451-8900<br>http://www.profilenutrition.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | **2001** - Land O'Lakes Farmland Feed added the Purina Mills brand to its products with its purchase of Purina Mills. |
| **Product Lines:** | Dry Dog Food and Dry Cat Food |
| **Brand Names:** | Profile |
| **Cranberries in Products:** | No |

The PROFILE Brand was born in the twenty-first century, but our heritage goes back many generations. Our brand has deep roots and a distinguished bloodline. Its parent, Land O' Lakes Farmland Feed, is an experienced leader in the science of animal nutrition.

PROFILE is more than just a brand. Behind the brand are people. People of the land, people who know and love animals. People like you…strong and proud.

We're people with a common mission of setting a whole new standard for nutritional excellence.

**Land of Lakes Farmland Feed**

Do you manufacture dog food? **Yes**
Do you manufacture cat food? **Yes**
Do you manufacture bird food? **No**
Do you manufacture rodent food? **No**
Do you manufacture other pet food? **No**
What other type of pet food do you manufacture?
Do you use cranberries in your pet food products? **No**
Do you use cranberries in your pet food for health reasons? .
Do you use cranberries in your pet food for color? .
Do you use cranberries in your pet food for consistency? .
Do you use cranberries in your pet food for weight concerns? .
Do you use cranberries in your pet food for competitive advantage? .
Do you use cranberries in your pet food for texture? .
Do you use cranberries in your pet food for natural reasons (organic)? .
Where did you learn about the health benefits?
What health benefits are you trying to provide in pet food by using cranberries?
Do you use cranberries in your dog food product? .
Do you use cranberries in your cat food product? .
Do you use cranberries in your bird food product? .
Do you use cranberries in your other product? .
Do you use cranberry powder in your pet food? .
Do you use whole cranberries in your pet food? .
Do you use sliced cranberries in your pet food? .
Do you use dried cranberries in your pet food? .
Do you use sweetened cranberries in your pet food? .
Do you use cranberry concentrate in your pet food? .
Do you use other forms of cranberries in your pet food? .
Which products do you use cranberry powder in?
Which products do you use whole berries in?
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in?
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in?
How many pounds of cranberries do you purchase a year? .
Do you plan on increasing the amount of cranberries that you use in your products? .
If definitely or probably, by how many pounds per year?
Do you use carrots? **No**
Do you use peas? **No**
Do you use beans? **No**
Do you use beats? **No**
Do you use blueberries? **No**
Do you use other fruits and vegetables? **No**
Do you plan on using cranberries in your products? **Definitely Not**
If definitely or probably, do you plan on using them in dog food? .
If definitely or probably, do you plan on using them in cat food? .
If definitely or probably, do you plan on using them in bird food? .
If definitely or probably, do you plan on using them in other food? .
Do you think that using cranberries in pet food could be beneficial to your company? **No**
Would health benefits to pets persuade you to use cranberries in your products? **No**
Would price persuade you to use cranberries in your products? **No**
Would competitive advantage persuade you to use cranberries in your products? **No**
Would customer demand persuade you to use cranberries in your products? **No**
Would texture persuade you to use cranberries in your products? **No**
Would natural reasons (organic) persuade you to use cranberries in your products? **No**
Would other reasons persuade you to use cranberries in your products? **No**
Where is your company located? **Minnesota**
How many employees do you have? **1-100**
What is your annual profit? .
What is your market share in the dog food manufacturing industry? .
What is your market share in the cat food manufacturing industry? .
What is your market share in the bird food manufacturing industry? .
What is your market share in the pet food manufacturing industry as a whole? .
Do you currently sell your product to small wholesalers? **Yes**
Do you currently sell your product to medium wholesalers? **Yes**
Do you currently sell your product to large wholesalers? **No**
Do you currently sell your product to small retailers? **No**
Do you currently sell your product to medium retailers? **No**
Do you currently sell your product to large retailers? **No**
Do you currently sell to other distributors? **No**
What other distributors do you sell to?

| What is your opinion on cranberries being used in pet food? **No opinion given** |
|---|

## MANNA PRO CORPORATION

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|---|---|
| **Contact Information:** | Manna Pro Corporation<br>707 Spirit 40 Park Drive<br>Suite 150<br>Chesterfield, MO 63005<br>(636) 681-1700<br>http://www.mannapro.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food and Dry Cat Food |
| **Brand Names:** | Hearty, Country Cousin |
| **Cranberries in Products:** | No |

Manna Pro Corporation, formed in 1985, has deep roots and connections to some of the feed industries pioneers who paved the way for excellence in animal nutrition. We are the successor to Carnation Company Milling Division, with a 161-year history of manufacturing and marketing diversified animal feed. E.A. Stuart founded the Carnation Company when he purchased the Pacific Coast Condensed Milk Company in 1899. Our antecedents include Albers Brothers Milling Co. and John W. Eshelman & Sons, the oldest established feed business in the US (1842).

Today, Manna Pro has developed into a multi-faceted, progressive company that stands as a leader in the fields of companion animal and livestock nutrition and management.

**MARS, INC.**
**MASTERFOODS, USA**

| | |
|---|---|
| **Contact Information:** | Mars, Inc.<br>Masterfoods USA<br>P.O. Box 58853<br>Vernon, CA 90058<br>(800) 525-5273<br>http://www.masterfoods.com |
| **Market Share:** | 11% |
| **Mergers and Acquisitions:** | **2003**- Mars Inc (McLean, VA) acquired Royal Canin SA (France) for $730 mil to acquire 56.4% stake. |
| **Product Lines:** | Dry Dog Food, Moist Dog Food, Dry Cat Food, Moist Cat Food and Dog & Cat Treats |
| **Brand Names:** | Cesar, Pedigree, Whiskas, Sheba, KiteKat |
| **Cranberries in Products:** | No |

It all started with Frank Mars back in 1911 when he and his wife Ethel started making and selling a variety of butter-cream candies from the spotless kitchen of their home in Tacoma, Washington. In 1920, after visiting a local drugstore with his son Forrest, he thought what a good idea it would be if they could produce a version of chocolate, malted milk that could be enjoyed anywhere. The result was the MILKY WAY bar - known in Europe as the MARS bar. It was an immediate success.

Over the years, Mars has built a portfolio which has few equals. From M&Ms, TWIX, MARS, and SNICKERS in snackfood, to PEDIGREE, WHISKAS, CESAR and SHEBA in petcare, and UNCLE BEN'S in food, our brands are recognized, used and trusted on every continent and in almost every country on earth.

Today Mars is a $14bn business operating in over 100 countries. Perhaps more surprisingly, and unusual for a business of our size, we are still privately owned - making us one of the largest 'small family businesses' in the world.

**Mars**

Do you manufacture dog food? **Yes**
Do you manufacture cat food? **Yes**
Do you manufacture bird food? **No**
Do you manufacture rodent food? **No**
Do you manufacture other pet food? **No**
What other type of pet food do you manufacture?
Do you use cranberries in your pet food products? **No**
Do you use cranberries in your pet food for health reasons? .
Do you use cranberries in your pet food for color? .
Do you use cranberries in your pet food for consistency? .
Do you use cranberries in your pet food for weight concerns? .
Do you use cranberries in your pet food for competitive advantage? .
Do you use cranberries in your pet food for texture? .
Do you use cranberries in your pet food for natural reasons (organic)? .
Where did you learn about the health benefits?
What health benefits are you trying to provide in pet food by using cranberries?
Do you use cranberries in your dog food product? .
Do you use cranberries in your cat food product? .
Do you use cranberries in your bird food product? .
Do you use cranberries in your other product? .
Do you use cranberry powder in your pet food? .
Do you use whole cranberries in your pet food? .
Do you use sliced cranberries in your pet food? .
Do you use dried cranberries in your pet food? .
Do you use sweetened cranberries in your pet food? .
Do you use cranberry concentrate in your pet food? .
Do you use other forms of cranberries in your pet food? .
Which products do you use cranberry powder in?
Which products do you use whole berries in?
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in?
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in?
How many pounds of cranberries do you purchase a year? .
Do you plan on increasing the amount of cranberries that you use in your products? .
If definitely or probably, by how many pounds per year?
Do you use carrots? **Yes**
Do you use peas? **Yes**
Do you use beans? **No**
Do you use beats? **No**
Do you use blueberries? **No**
Do you use other fruits and vegetables? **Yes**
Do you plan on using cranberries in your products? **Definitely**
If definitely or probably, do you plan on using them in dog food? .
If definitely or probably, do you plan on using them in cat food? .
If definitely or probably, do you plan on using them in bird food? .
If definitely or probably, do you plan on using them in other food? .
Do you think that using cranberries in pet food could be beneficial to your company? .
Would health benefits to pets persuade you to use cranberries in your products? .
Would price persuade you to use cranberries in your products? .
Would competitive advantage persuade you to use cranberries in your products? .
Would customer demand persuade you to use cranberries in your products? .
Would texture persuade you to use cranberries in your products? .
Would natural reasons (organic) persuade you to use cranberries in your products? .
Would other reasons persuade you to use cranberries in your products? .
Where is your company located? **California**
How many employees do you have? **Over 1000**
What is your annual profit? .
What is your market share in the dog food manufacturing industry? .
What is your market share in the cat food manufacturing industry? .
What is your market share in the bird food manufacturing industry? .
What is your market share in the pet food manufacturing industry as a whole? .
Do you currently sell your product to small wholesalers? .
Do you currently sell your product to medium wholesalers? .
Do you currently sell your product to large wholesalers? .
Do you currently sell your product to small retailers? .
Do you currently sell your product to medium retailers? .
Do you currently sell your product to large retailers? .
Do you currently sell to other distributors? .
What other distributors do you sell to?
What is your opinion on cranberries being used in pet food? **No opinion given**

## MARTIN'S K-9 FORMULA, LTD.

| | |
|---|---|
| **Contact Information:** | Martin's K-9 Formula, LTD<br>224 Glen Cove Ave.<br>Glen Cove, NY 11542-4142<br>(516) 671-9600<br>http://www.martinsk9formula.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Moist Dog Food and Dog Treats |
| **Brand Names:** | Martin's |
| **Cranberries in Products:** | No |

Martin's K-9 Formula, manufactures super premium dog food. We specialize in basic and advanced keeps. We also specialize in conditioning problems. The manufacturing path we have taken is one of simplicity. Canines come first! Profits second!

At Martin's K-9 Formula animals are not commodities. Our mandate becomes clearly evident when one examines product value versus price. It is this ratio that has given us paradigm status. Martin's has captured a significant share of the sporting dog market. In addition, we have garnered considerable business from nonsporting dogs.

Many people owning dogs that are more sedentary have come to realize the benefits in feeding a superior ration. Both sporting and non-sporting dogs reap the benefits of our modified natural rearing method. The method integrates the advantages of feeding green tripe and other flesh products with our dry ration.

The Martin's ideology addresses vaccination and the notion of complete and balanced dry matter feeds. Martin's K-9 Formula, will continue to assume a nutritional advantage by promulgating the teachings of Juliette De Bairacli Levy, Jarvis, MD and Whitney, DVM.

## MEOW MIX

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|---|---|
| **Contact Information:** | The Meow Mix Company<br>P.O. Box 1594<br>Secaucus, NJ 07096-1594<br>(877) Meow-Mix<br>http://www.meowmix.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | **2003 -** The Cypress Group acquired the Meow Mix Company for an estimated $425 million. |
| **Product Lines:** | Dry Cat Food and Cat Treats |
| **Brand Names:** | Meow Mix, Alley Cat |
| **Cranberries in Products:** | No |

The Meow Mix Company strives to keep cats happy by producing the best-tasting, high quality cat food in America. Producing high quality cat food is an art requiring patented formulations and a lot of expertise. The center of The Meow Mix Company's manufacturing platform consists of a company-owned, recently renovated, state-of-the-art facility located in Decatur, Alabama. This new pet food plant will be the only pet food plant in the United States that is 100% dedicated to making dry cat food.

## MERRICK PET CARE

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|---|---|
| **Contact Information:** | Merrick Pet Care<br>P.O. Box 2418<br>Hereford, TX 79045<br>(800) 664-7387<br>http://www.merrickpetcare.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Moist Dog Food, Moist Cat Food and Dog Treats |
| **Brand Names:** | Merrick |
| **Cranberries in Products:** | Yes (Cat & Dog) |
| **Form of Cranberry:** | Dried Cranberry |

Merrick Pet Care is a family-owned business that began in the mid-1980s with one goal in mind: to produce the finest quality pet foods and treats possible. Our location in Hereford, Texas, gives us access to a wide variety of some of the finest agricultural products grown anywhere in the world.

At Merrick, we strive to provide good nutrition through natural ingredients, and we do this by not adding any preservatives, additives, or artificial colors to our products. All of our Merrick canned dog foods use Human Grade ingredients including fresh vegetables and fruits, providing your dog with a complete and balanced meal. We offer canned varieties consisting of Beef, Buffalo, Chicken, Duck, Lamb, Trout, Turkey and Venison.

**Merrick**

Do you manufacture dog food? **Yes**
Do you manufacture cat food? **Yes**
Do you manufacture bird food? **No**
Do you manufacture rodent food? **Yes**
Do you manufacture other pet food? **No**
What other type of pet food do you manufacture?
Do you use cranberries in your pet food products? **Yes**
Do you use cranberries in your pet food for health reasons? **Yes**
Do you use cranberries in your pet food for color? **No**
Do you use cranberries in your pet food for consistency? **No**
Do you use cranberries in your pet food for weight concerns? **No**
Do you use cranberries in your pet food for competitive advantage? **No**
Do you use cranberries in your pet food for texture? **No**
Do you use cranberries in your pet food for natural reasons (organic)? **No**
Where did you learn about the health benefits?
What health benefits are you trying to provide in pet food by using cranberries?
Do you use cranberries in your dog food product? **Yes**
Do you use cranberries in your cat food product? **Yes**
Do you use cranberries in your bird food product? **No**
Do you use cranberries in your other product? **No**
Do you use cranberry powder in your pet food? **No**
Do you use whole cranberries in your pet food? **No**
Do you use sliced cranberries in your pet food? **No**
Do you use dried cranberries in your pet food? **Yes**
Do you use sweetened cranberries in your pet food? **No**
Do you use cranberry concentrate in your pet food? **No**
Do you use other forms of cranberries in your pet food? **No**
Which products do you use cranberry powder in?
Which products do you use whole berries in?
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in?
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in?
How many pounds of cranberries do you purchase a year? .
Do you plan on increasing the amount of cranberries that you use in your products? **Probably**
If definitely or probably, by how many pounds per year?
Do you use carrots? **Yes**
Do you use peas? **No**
Do you use beans? **Yes**
Do you use beats? **No**
Do you use blueberries? **Yes**
Do you use other fruits and vegetables? **Yes**
Do you plan on using cranberries in your products? .
If definitely or probably, do you plan on using them in dog food? .
If definitely or probably, do you plan on using them in cat food? .
If definitely or probably, do you plan on using them in bird food? .
If definitely or probably, do you plan on using them in other food? .
Do you think that using cranberries in pet food could be beneficial to your company? .
Would health benefits to pets persuade you to use cranberries in your products? .
Would price persuade you to use cranberries in your products? .
Would competitive advantage persuade you to use cranberries in your products? .
Would customer demand persuade you to use cranberries in your products? .
Would texture persuade you to use cranberries in your products? .
Would natural reasons (organic) persuade you to use cranberries in your products? .
Would other reasons persuade you to use cranberries in your products? .
Where is your company located? **Texas**
How many employees do you have? **101-500**
What is your annual profit? .
What is your market share in the dog food manufacturing industry? .
What is your market share in the cat food manufacturing industry? .
What is your market share in the bird food manufacturing industry? .
What is your market share in the pet food manufacturing industry as a whole? .
Do you currently sell your product to small wholesalers? **No**
Do you currently sell your product to medium wholesalers? **No**
Do you currently sell your product to large wholesalers? **Yes**
Do you currently sell your product to small retailers? **No**
Do you currently sell your product to medium retailers? **No**
Do you currently sell your product to large retailers? **Yes**
Do you currently sell to other distributors? **No**
What other distributors do you sell to?
What is your opinion on cranberries being used in pet food? **Good idea**

## MIDWESTERN PET FOODS, INC.

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|---|---|
| **Contact Information:** | Midwestern Pet Foods, Inc.<br>9634 Hedden Road<br>Evansville, IN 47725<br>(812) 867-7466<br>http://www.propacpetfood.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Dry Cat Food, Moist Cat Food and Dog Treats |
| **Brand Names:** | Pro Pac, Sportmix |
| **Cranberries in Products:** | No |

SPORTMiX®
PRO PAC®
PREMIUM PET FOOD

SPORTMiX® Pet Foods. What you feed your dog or cat can make a big difference in his health and overall well-being. That's why it's important to choose a food that's good for your pet and one with a taste he'll love. SPORTMiX® Pet Foods deliver all that and more.

The selected high quality ingredients in each of our SPORTMiX® formulas deliver great taste, digestibility and 100% complete and balanced pet nutrition. This special balance of protein, fats, vitamins and minerals supplies the essential nutrients needed to promote strong muscles and bones and glossy skin and coat.

Dogs and cats have different nutritional needs throughout their lives -- and we've developed a SPORTMiX® formula for every stage of life. Requirements for puppies differ from those of adult dogs or working dogs or overweight dogs. So ask which formula is right for your pet and see why millions of pets are thriving on SPORTMiX® pets foods.

## MUENSTER MILLING COMPANY

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|---|---|
| **Contact Information:** | Muenster Milling Company<br>202 S. Main<br>P.O. Box 585<br>Muenster, TX 7625<br>(940) 759-2287<br>http://www.muenstermilling.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Dry Cat Food and Dog Treats. |
| **Brand Names:** | Muenster Naturals |
| **Cranberries in Products:** | No |

Muenster Milling Co., Inc., located in Muenster, Texas, is in its third generation as a quality feed manufacturer. Muenster Milling, originally a flour mill, was purchased in 1932 by the late Joe Felderhoff who then started manufacturing farm animal feeds. In 1947, Joe's son Arthur took over the company and continued the tradition of producing quality feeds for farm animals.

In 1974, Ronnie Felderhoff joined his father, Arthur, and has worked to continue his commitment to quality, service, and customer satisfaction. Experience over the last 67 years has proven that if you want the best results, you must put the best into what you are doing. In 1989 Muenster Milling Company installed an extruder into their operations and diversified the products that it could manufacture. Products such as extruded horse feeds, pet foods, ratite feeds, llama feeds and numerous other feeds are now in-stock floor items.

New and improved feeding methods have always been of great interest to Muenster Milling Company. Research and development of better feeding methods are an integral part of the company plan. A Ph.D. nutritionist is on retainer at Muenster Milling Co., Inc. to provide complete technical service and to make sure that our company stays on top of new research and technology in the feed industry.

**Muenster Milling Co.**

Do you manufacture dog food? **Yes**
Do you manufacture cat food? **Yes**
Do you manufacture bird food? **No**
Do you manufacture rodent food?. **No**
Do you manufacture other pet food? **Yes**
What other type of pet food do you manufacture? **Horse**
Do you use cranberries in your pet food products? **No**
Do you use cranberries in your pet food for health reasons? .
Do you use cranberries in your pet food for color? .
Do you use cranberries in your pet food for consistency? .
Do you use cranberries in your pet food for weight concerns? .
Do you use cranberries in your pet food for competitive advantage? .
Do you use cranberries in your pet food for texture? .
Do you use cranberries in your pet food for natural reasons (organic)? .
Where did you learn about the health benefits?
What health benefits are you trying to provide in pet food by using cranberries?
Do you use cranberries in your dog food product? .
Do you use cranberries in your cat food product? .
Do you use cranberries in your bird food product? .
Do you use cranberries in your other product? .
Do you use cranberry powder in your pet food? .
Do you use whole cranberries in your pet food? .
Do you use sliced cranberries in your pet food? .
Do you use dried cranberries in your pet food? .
Do you use sweetened cranberries in your pet food? .
Do you use cranberry concentrate in your pet food? .
Do you use other forms of cranberries in your pet food? .
Which products do you use cranberry powder in?
Which products do you use whole berries in?
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in?
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in?
How many pounds of cranberries do you purchase a year? .
Do you plan on increasing the amount of cranberries that you use in your products? .
If definitely or probably, by how many pounds per year?
Do you use carrots? **No**
Do you use peas? **No**
Do you use beans? **Yes**
Do you use beats? **No**
Do you use blueberries? **No**
Do you use other fruits and vegetables? **Yes**
Do you plan on using cranberries in your products? **Definitely Not**
If definitely or probably, do you plan on using them in dog food? .
If definitely or probably, do you plan on using them in cat food? .
If definitely or probably, do you plan on using them in bird food? .
If definitely or probably, do you plan on using them in other food? .
Do you think that using cranberries in pet food could be beneficial to your company? **No**
Would health benefits to pets persuade you to use cranberries in your products? **Yes**
Would price persuade you to use cranberries in your products? **No**
Would competitive advantage persuade you to use cranberries in your products? **No**
Would customer demand persuade you to use cranberries in your products? **Yes**
Would texture persuade you to use cranberries in your products? **No**
Would natural reasons (organic) persuade you to use cranberries in your products? **No**
Would other reasons persuade you to use cranberries in your products? **No**
Where is your company located? **Texas**
How many employees do you have? **501-1000**
What is your annual profit? .
What is your market share in the dog food manufacturing industry? .
What is your market share in the cat food manufacturing industry? .
What is your market share in the bird food manufacturing industry? .
What is your market share in the pet food manufacturing industry as a whole? .
Do you currently sell your product to small wholesalers? **Yes**
Do you currently sell your product to medium wholesalers? **Yes**
Do you currently sell your product to large wholesalers? **Yes**
Do you currently sell your product to small retailers? **Yes**
Do you currently sell your product to medium retailers? **Yes**
Do you currently sell your product to large retailers? **Yes**
Do you currently sell to other distributors? **No**
What other distributors do you sell to?
What is your opinion on cranberries being used in pet food? **More research needed**

## NATURA PET PRODUCTS

| | |
|---|---|
| **Contact Information:** | Natura Pet Products<br>PO Box 271<br>Santa Clara, CA 95052-0271<br>(800) 532-7261<br>http://www.naturapet.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Moist Dog Food, Dry Cat Food, Moist Cat Food and Dog Treats |
| **Brand Names:** | Innova, California Natural, HealthWise |
| **Cranberries in Products:** | No |

Natura Pet Products was founded in 1989 by John and Ann Rademakers and Peter Atkins in Santa Clara, California. Dissatisfied with the unhealthy ingredients in the pet foods on the market, they consulted with veterinary nutrition experts to determine the best sources for pet food ingredients. Working with caring pet professionals -veterinarians, breeders and nutritionists, Natura asked one key question: "How do you make the healthiest pet food in the world?"

No company in the world makes pet foods like Natura. We use only ingredients you'd eat yourself: quality meats, whole grains, fresh fruits and vegetables, and complete vitamin and mineral supplements. For us humans, a diet of natural, wholesome food is essential to living a long healthy life. We believe this fundamental principle is true for your pet, too.

All of our foods are carefully cooked and tested to ensure consistent nutrient quality and enjoyable texture and taste. All of the ingredients used in our pet foods are tested to make sure they are hormone, antibiotic, and pesticide free. And we never add artificial ingredients, chemical additives, byproducts, or fillers of any kind.

## NATURAL BALANCE PET FOODS, INC.

| | |
|---|---|
| **Contact Information:** | Dick Van Patten's<br>Natural Balance Pet Foods, Inc.<br>12924 Pierce Street<br>Pacoima, California 91331<br>(800) 829-4493<br>http://www.naturalbalanceinc.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Moist Dog Food, Dry Cat Food, Moist Cat Food and Dog Treats |
| **Brand Names:** | Natural Balance |
| **Cranberries in Products:** | Yes (Cat & Dog) ***Dried Cranberries*** |

My partners and I started Natural Balance® Pet Foods 16 years ago with the intention of developing the finest, healthiest pet food on the market. We wanted a pet food based on sound scientific principles and truth, not marketing hype. We did it! Not only did we do it for dogs & cats, but for carnivores, such as lions, tigers, polar bears, and wolves in zoos and animal reserves worldwide!

My Natural Balance® Pet Food is the finest food you can buy for your pet, whether a cat or a dog, and no matter which of our products you use.

We hope you have noticed that my Natural Balance® has given you and your pet not just many "varieties" but many categories of food and treats to meet you and your companion animal's needs. We know that one type of food won't work for all animals, so we keep working to give you the best possible choices. We want to make available to you "The Food for a Lifetime" so that you know that your pet is getting the best food, no matter what category of Natural Balance® Pet Food you choose.

## NATURAL LIFE PET PRODUCTS

| | |
|---|---|
| **Contact Information:** | Natural Life Pet Products<br>412 W. St. John Street<br>Girard, KS 66743<br>(620) 724-8012<br>http://www.nlpp.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Moist Dog Food, Dry Cat Food, Moist Cat Food and Dog Treats |
| **Brand Names:** | Natural Life |
| **Cranberries in Products:** | Yes (Cat and Dog) |
| **Form of Cranberry:** | Cranberry Meal |

Natural Life Pet Products focuses on the Holistic quality of life for our household companions by developing and providing naturally healthy pet foods for dogs and cats. We do this by carefully monitoring all of the ingredients that we put into each specialty made formula; utilizing only wholesome meats and whole grains. In addition, all our formulas are fortified with Chelated Minerals and Ester C. Furthermore, our dry formulas are produced in a Certified Organic Facility approved by the USDA. All this proves you don't have to be a super sleuth to select the best pet food for your companion.

We borrowed from nature to develop a better way to nourish your pet. That means a diet closer to wholesome, unadorned food sources that are preserved and supplemented with natural vitamins and minerals. We give your pet a higher standard of nutritional value to ensure optimum growth, maintenance and condition.

## NATURE'S VARIETY

| | |
|---|---|
| **Contact Information:** | Nature's Variety<br>6200 North 56th Street<br>Lincoln, NE 68504<br>(888) 519-7387<br>http://www.naturesvariety.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Moist Dog Food, Dry Cat Food, Moist Cat Food and Dog & Cat Treats |
| **Brand Names:** | Prairie |
| **Cranberries in Products:** | Yes (Cat & Dog) |
| **Form of Cranberry:** | Whole Cranberries |

- Products developed and tested in cooperation with leading nutritionists and veterinarians
- Nature's Variety facility built to USDA human food standards
- Nature's Variety products contain certified, organic meats, fruits, vegetables, sprouts and eggs
- All products conform to AAFCO standards
- Products and process developed in association with the University of Nebraska Food Center
- Only meat products of USA origin
- HACCP programs in place

*Nature's Variety is licensed for export to EU and Asia.*

**Nature's Variety**

Do you manufacture dog food? **Yes**
Do you manufacture cat food? **Yes**
Do you manufacture bird food? **No**
Do you manufacture rodent food? **No**
Do you manufacture other pet food? **No**
What other type of pet food do you manufacture?
Do you use cranberries in your pet food products? **Yes**
Do you use cranberries in your pet food for health reasons? **Yes**
Do you use cranberries in your pet food for color? **No**
Do you use cranberries in your pet food for consistency? **No**
Do you use cranberries in your pet food for weight concerns? **No**
Do you use cranberries in your pet food for competitive advantage? **No**
Do you use cranberries in your pet food for texture? **No**
Do you use cranberries in your pet food for natural reasons (organic)? **No**
Where did you learn about the health benefits? **Nutritionist**
What health benefits are you trying to provide in pet food by using cranberries? **UTI**
Do you use cranberries in your dog food product? **Yes**
Do you use cranberries in your cat food product? **Yes**
Do you use cranberries in your bird food product? **No**
Do you use cranberries in your other product? **No**
Do you use cranberry powder in your pet food? **No**
Do you use whole cranberries in your pet food? **Yes**
Do you use sliced cranberries in your pet food? **No**
Do you use dried cranberries in your pet food? **No**
Do you use sweetened cranberries in your pet food? **No**
Do you use cranberry concentrate in your pet food? **No**
Do you use other forms of cranberries in your pet food? **No**
Which products do you use cranberry powder in?
Which products do you use whole berries in? **Cat and Dog Food**
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in?
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in?
How many pounds of cranberries do you purchase a year? **Over 601 lbs**
Do you plan on increasing the amount of cranberries that you use in your products? **Definitely**
If definitely or probably, by how many pounds per year? **Not sure**
Do you use carrots? **Yes**
Do you use peas? **Yes**
Do you use beans? **No**
Do you use beats? **No**
Do you use blueberries? **Yes**
Do you use other fruits and vegetables? **Yes**
Do you plan on using cranberries in your products? **.**
If definitely or probably, do you plan on using them in dog food? **.**
If definitely or probably, do you plan on using them in cat food? **.**
If definitely or probably, do you plan on using them in bird food? **.**
If definitely or probably, do you plan on using them in other food? **.**
Do you think that using cranberries in pet food could be beneficial to your company? **Yes**
Would health benefits to pets persuade you to use cranberries in your products? **.**
Would price persuade you to use cranberries in your products? **.**
Would competitive advantage persuade you to use cranberries in your products? **.**
Would customer demand persuade you to use cranberries in your products? **.**
Would texture persuade you to use cranberries in your products? **.**
Would natural reasons (organic) persuade you to use cranberries in your products? **.**
Would other reasons persuade you to use cranberries in your products? **.**
Where is your company located? **Nebraska**
How many employees do you have? **1-100**
What is your annual profit? **.**
What is your market share in the dog food manufacturing industry? **0%-20%**
What is your market share in the cat food manufacturing industry? **0%-20%**
What is your market share in the bird food manufacturing industry? **.**
What is your market share in the pet food manufacturing industry as a whole? **0%-20%**
Do you currently sell your product to small wholesalers? **No**
Do you currently sell your product to medium wholesalers? **Yes**
Do you currently sell your product to large wholesalers? **Yes**
Do you currently sell your product to small retailers? **No**
Do you currently sell your product to medium retailers? **No**
Do you currently sell your product to large retailers? **No**
Do you currently sell to other distributors? **No**
What other distributors do you sell to?
What is your opinion on cranberries being used in pet food? **Good for health benefits**

## NESTLE PURINA PETCARE COMPANY

| | |
|---|---|
| **Contact Information:** | Nestle Purina Petcare Company<br>Checkerboard Square<br>St. Louis, MO 63164<br>(314) 982-1000<br>http://www.Purina.com/us/home.asp |
| **Market Share:** | 30% |
| **Mergers and Acquisitions:** | **1995** – The US Federal Trade Commission (FTC) approved the acquisition of Alpo by Nestle USA.<br>**1995** – Ralston Purina Co. acquired Golden Cat Corp., including Tidy Cat, Kitty Litter Maxx and Scamp brands.<br>**1997** – Chemical firm DuPont bought Ralston Purina's soy unit for $1.5 bil in stock and assumed debt.<br>**1997** – Ralston Purina Co. acquired Edward Baker Petfoods, Britain's leading maker of dry dog and cat foods.<br>**2000** – Ralston Purina Co (St Louis, MO) bought Bonnie Pet Foods' (Dubbo, New South Wales, Australia) dry pet food operations.<br>**2001**- Nestlé S. A. (Vevey, Switzerland) purchased Ralston Purina<br>(St. Louis, MO) for $10.3 billion. They merged to form Nestle Purina Petcare Co. |
| **Product Lines:** | Dry Dog Food, Moist Dog Food, Dry Cat Food, Moist Cat Food and Dog & Cat Treats |
| **Brand Names:** | **Dog Foods:**<br>Alpo, Beneful, Come 'N Get It, Dog Chow, Mighty Dog, Pro Plan, Puppy Chow, Purina HiPro, Purina Kibbles and Chunks, Purina Moist & Meaty, Purina One, Purina Veterinary Diets<br>**Cat Foods:**<br>Cat Chow, Chef's Blend, Deli-Cat, Fancy Feast, Friskies, Kit 'N Kaboodle, Kitten Chow, Purina One, Pro Plan, Purina Veterinary Diets, Tender Vittles<br>**Dog Treats:**<br>Beggin' Strips, Busy Bone, Cheweez, Chew-rific, Dogwiches, Purina Essentials, T Bonz<br>**Cat Treats:**<br>AquariYums, Purina Essentials, Whisker Lickin's |
| **Cranberries in Products:** | No |

Nestlé Purina PetCare Company is a leader in the pet products industry, dedicated to improving the lives of cats and dogs through quality nutrition and care. Core philosophies include promoting responsible pet care, humane education, community involvement, and the positive bond between people and their pets.

Nestlé Purina was formed when Friskies PetCare Company and Ralston Purina merged in December 2001. The new organization combines their rich histories, diverse resources and complimentary strengths, offering pets and their owners a wide variety of innovative, high-quality and nutritious products.

**Nestle Purina**

Do you manufacture dog food? **Yes**
Do you manufacture cat food? **Yes**
Do you manufacture bird food? **No**
Do you manufacture rodent food? **No**
Do you manufacture other pet food? **No**
What other type of pet food do you manufacture?
Do you use cranberries in your pet food products? **No**
Do you use cranberries in your pet food for health reasons? .
Do you use cranberries in your pet food for color? .
Do you use cranberries in your pet food for consistency? .
Do you use cranberries in your pet food for weight concerns? .
Do you use cranberries in your pet food for competitive advantage? .
Do you use cranberries in your pet food for texture? .
Do you use cranberries in your pet food for natural reasons (organic)? .
Where did you learn about the health benefits?
What health benefits are you trying to provide in pet food by using cranberries?
Do you use cranberries in your dog food product? .
Do you use cranberries in your cat food product? .
Do you use cranberries in your bird food product? .
Do you use cranberries in your other product? .
Do you use cranberry powder in your pet food? .
Do you use whole cranberries in your pet food? .
Do you use sliced cranberries in your pet food? .
Do you use dried cranberries in your pet food? .
Do you use sweetened cranberries in your pet food? .
Do you use cranberry concentrate in your pet food? .
Do you use other forms of cranberries in your pet food? .
Which products do you use cranberry powder in?
Which products do you use whole berries in?
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in?
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in?
How many pounds of cranberries do you purchase a year? .
Do you plan on increasing the amount of cranberries that you use in your products? .
If definitely or probably, by how many pounds per year?
Do you use carrots? **Yes**
Do you use peas? **Yes**
Do you use beans? **No**
Do you use beats? **Yes**
Do you use blueberries? **No**
Do you use other fruits and vegetables? **Yes**
Do you plan on using cranberries in your products? **Probably Not**
If definitely or probably, do you plan on using them in dog food? .
If definitely or probably, do you plan on using them in cat food? .
If definitely or probably, do you plan on using them in bird food? .
If definitely or probably, do you plan on using them in other food? .
Do you think that using cranberries in pet food could be beneficial to your company? .
Would health benefits to pets persuade you to use cranberries in your products? **Yes**
Would price persuade you to use cranberries in your products? **No**
Would competitive advantage persuade you to use cranberries in your products? **Yes**
Would customer demand persuade you to use cranberries in your products? **Yes**
Would texture persuade you to use cranberries in your products? **No**
Would natural reasons (organic) persuade you to use cranberries in your products? **No**
Would other reasons persuade you to use cranberries in your products? **No**
Where is your company located? **Missouri**
How many employees do you have? **Over 1000**
What is your annual profit? .
What is your market share in the dog food manufacturing industry? .
What is your market share in the cat food manufacturing industry? .
What is your market share in the bird food manufacturing industry? .
What is your market share in the pet food manufacturing industry as a whole? .
Do you currently sell your product to small wholesalers? **Yes**
Do you currently sell your product to medium wholesalers? **Yes**
Do you currently sell your product to large wholesalers? **Yes**
Do you currently sell your product to small retailers? **Yes**
Do you currently sell your product to medium retailers? **Yes**
Do you currently sell your product to large retailers? **Yes**
Do you currently sell to other distributors? **Yes**
What other distributors do you sell to?
What is your opinion on cranberries being used in pet food? **More research needed**

## NEWMAN'S OWN ORGANIC

| | |
|---|---|
| **Contact Information:** | Newman's Own Organic<br>Po Box 2098<br>Aptos, CA 95001<br>(831) 685-2866<br>http://www.newmansownorganics.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Moist Dog Food, Dry Cat Food and Moist Cat Food |
| **Brand Name:** | Newman's Own Organic |
| **Cranberries in Products:** | No |

NEWMAN'S OWN®
Shameless Exploitation In Pursuit Of The Common Good.

Newman's Own Organics was established as a division of Newman's Own in 1993, and became a separate company in late 2001. Paul Newman donates all of the royalty he receives after taxes to educational and charitable purposes.

**Newman's Own Organic**

Do you manufacture dog food? **Yes**
Do you manufacture cat food? **Yes**
Do you manufacture bird food? **No**
Do you manufacture rodent food? **No**
Do you manufacture other pet food? **No**
What other type of pet food do you manufacture?
Do you use cranberries in your pet food products? **No**
Do you use cranberries in your pet food for health reasons? .
Do you use cranberries in your pet food for color? .
Do you use cranberries in your pet food for consistency? .
Do you use cranberries in your pet food for weight concerns? .
Do you use cranberries in your pet food for competitive advantage? .
Do you use cranberries in your pet food for texture? .
Do you use cranberries in your pet food for natural reasons (organic)? .
Where did you learn about the health benefits?
What health benefits are you trying to provide in pet food by using cranberries?
Do you use cranberries in your dog food product? .
Do you use cranberries in your cat food product? .
Do you use cranberries in your bird food product? .
Do you use cranberries in your other product? .
Do you use cranberry powder in your pet food? .
Do you use whole cranberries in your pet food? .
Do you use sliced cranberries in your pet food? .
Do you use dried cranberries in your pet food? .
Do you use sweetened cranberries in your pet food? .
Do you use cranberry concentrate in your pet food? .
Do you use other forms of cranberries in your pet food? .
Which products do you use cranberry powder in?
Which products do you use whole berries in?
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in?
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in?
How many pounds of cranberries do you purchase a year? .
Do you plan on increasing the amount of cranberries that you use in your products? .
If definitely or probably, by how many pounds per year?
Do you use carrots? **Yes**
Do you use peas? **No**
Do you use beans? **No**
Do you use beats? **No**
Do you use blueberries? **No**
Do you use other fruits and vegetables? **Yes**
Do you plan on using cranberries in your products? **Definitely**
If definitely or probably, do you plan on using them in dog food? **Yes**
If definitely or probably, do you plan on using them in cat food? **Yes**
If definitely or probably, do you plan on using them in bird food? **No**
If definitely or probably, do you plan on using them in other food? **No**
Do you think that using cranberries in pet food could be beneficial to your company? **Yes**
Would health benefits to pets persuade you to use cranberries in your products? **Yes**
Would price persuade you to use cranberries in your products? **No**
Would competitive advantage persuade you to use cranberries in your products? **No**
Would customer demand persuade you to use cranberries in your products? **Yes**
Would texture persuade you to use cranberries in your products? **No**
Would natural reasons (organic) persuade you to use cranberries in your products? **No**
Would other reasons persuade you to use cranberries in your products? **No**
Where is your company located? **California**
How many employees do you have? **1-100**
What is your annual profit? .
What is your market share in the dog food manufacturing industry? .
What is your market share in the cat food manufacturing industry? .
What is your market share in the bird food manufacturing industry? .
What is your market share in the pet food manufacturing industry as a whole? .
Do you currently sell your product to small wholesalers? **Yes**
Do you currently sell your product to medium wholesalers? **Yes**
Do you currently sell your product to large wholesalers? **Yes**
Do you currently sell your product to small retailers? **No**
Do you currently sell your product to medium retailers? **No**
Do you currently sell your product to large retailers? **No**
Do you currently sell to other distributors? **No**
What other distributors do you sell to?
What is your opinion on cranberries being used in pet food? **No opinion given**

## NUTRO PRODUCTS, INC.

| | |
|---|---|
| **Contact Information:** | Nutro Products, Inc<br>445 Wilson Way<br>City of Industry, CA 91744<br>(800) 833-5330<br>http://www.nutroproducts.com |
| **Market Share:** | 4% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Moist Dog Food, Dry Cat Food and Moist Cat Food |
| **Brand Names:** | Nutro, Natural Choice, Max, Max Cat |
| **Cranberries in Products:** | Yes (Dog) |
| **Form of Cranberry:** | Cranberry Powder |

At Nutro Products we have more than 75 years of experience creating great-tasting, nutritious pet foods. We understand that your pets aren't just companions—they're important members of your family. That's why we've created premium pet foods made from quality ingredients for every life stage.

**Nutro Products Inc.**

Do you manufacture dog food? **Yes**
Do you manufacture cat food? **Yes**
Do you manufacture bird food? **No**
Do you manufacture rodent food? **No**
Do you manufacture other pet food? **No**
What other type of pet food do you manufacture?
Do you use cranberries in your pet food products? **Yes**
Do you use cranberries in your pet food for health reasons? **Yes**
Do you use cranberries in your pet food for color? **No**
Do you use cranberries in your pet food for consistency? **No**
Do you use cranberries in your pet food for weight concerns? **No**
Do you use cranberries in your pet food for competitive advantage? **No**
Do you use cranberries in your pet food for texture? **No**
Do you use cranberries in your pet food for natural reasons (organic)? **No**
Where did you learn about the health benefits?
What health benefits are you trying to provide in pet food by using cranberries? **UTI**
Do you use cranberries in your dog food product? **Yes**
Do you use cranberries in your cat food product? **No**
Do you use cranberries in your bird food product? **No**
Do you use cranberries in your other product? **No**
Do you use cranberry powder in your pet food? .
Do you use whole cranberries in your pet food? .
Do you use sliced cranberries in your pet food? .
Do you use dried cranberries in your pet food? .
Do you use sweetened cranberries in your pet food? .
Do you use cranberry concentrate in your pet food? .
Do you use other forms of cranberries in your pet food? .
Which products do you use cranberry powder in?
Which products do you use whole berries in?
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in?
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in?
How many pounds of cranberries do you purchase a year? .
Do you plan on increasing the amount of cranberries that you use in your products? **Probably**
If definitely or probably, by how many pounds per year?
Do you use carrots? **No**
Do you use peas? **No**
Do you use beans? **No**
Do you use beats? **No**
Do you use blueberries? **No**
Do you use other fruits and vegetables? **Yes**
Do you plan on using cranberries in your products? .
If definitely or probably, do you plan on using them in dog food? .
If definitely or probably, do you plan on using them in cat food? .
If definitely or probably, do you plan on using them in bird food? .
If definitely or probably, do you plan on using them in other food? .
Do you think that using cranberries in pet food could be beneficial to your company? **Yes**
Would health benefits to pets persuade you to use cranberries in your products? .
Would price persuade you to use cranberries in your products? .
Would competitive advantage persuade you to use cranberries in your products? .
Would customer demand persuade you to use cranberries in your products? .
Would texture persuade you to use cranberries in your products? .
Would natural reasons (organic) persuade you to use cranberries in your products? .
Would other reasons persuade you to use cranberries in your products? .
Where is your company located? **California**
How many employees do you have? .
What is your annual profit? .
What is your market share in the dog food manufacturing industry? .
What is your market share in the cat food manufacturing industry? .
What is your market share in the bird food manufacturing industry? .
What is your market share in the pet food manufacturing industry as a whole? .
Do you currently sell your product to small wholesalers? **Yes**
Do you currently sell your product to medium wholesalers? **Yes**
Do you currently sell your product to large wholesalers? **Yes**
Do you currently sell your product to small retailers? **Yes**
Do you currently sell your product to medium retailers? **Yes**
Do you currently sell your product to large retailers? **Yes**
Do you currently sell to other distributors? **No**
What other distributors do you sell to?
What is your opinion on cranberries being used in pet food? **No opinion given**

## OHIO PET FOODS, INC.

| | |
|---|---|
| **Contact Information:** | Ohio Pet Foods, Inc.<br>38251 Industrial Park Road<br>Lisbon, OH 44432<br>(330) 424-1431<br>http://www.ohiopetfoods.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food and Dry Cat Food |
| **Brand Names:** | Master & Pet, Makin' Trax |
| **Cranberries in Products:** | No |

Since 1978, Ohio Pet Foods has been manufacturing high quality pet foods for both domestic and international customers and is an EU (European Union) certified facility. OPF (Ohio Pet Foods) is a privately held corporation specializing in high quality, special formulation, and private label pet foods.

Since January 2002, none of OPF's pet foods have contained beef or beef by-products. All poultry and other meat proteins are purchased from vendors on the basis of quality - not price - to ensure that all our pet foods meet our own high quality standards. In addition, due to consumer perception, OPF products contain no soybean meal and are preserved with natural mixed tocopherols (Vitamin E) and have proteinated (chelated) minerals.

In addition to our own brands, Master & Pet and Makin' Trax, Ohio Pet Foods specializes in custom formulation and private label (OEM) pet foods. Our production process is handled by a customized Anderson extruder and pre-conditioner.

**Ohio Pet Foods Inc.**

Do you manufacture dog food? **Yes**
Do you manufacture cat food? **Yes**
Do you manufacture bird food? **No**
Do you manufacture rodent food? **Yes**
Do you manufacture other pet food? **Yes**
What other type of pet food do you manufacture? **Monkey, Horse**
Do you use cranberries in your pet food products? **No**
Do you use cranberries in your pet food for health reasons? .
Do you use cranberries in your pet food for color? .
Do you use cranberries in your pet food for consistency? .
Do you use cranberries in your pet food for weight concerns? .
Do you use cranberries in your pet food for competitive advantage? .
Do you use cranberries in your pet food for texture? .
Do you use cranberries in your pet food for natural reasons (organic)? .
Where did you learn about the health benefits?
What health benefits are you trying to provide in pet food by using cranberries?
Do you use cranberries in your dog food product? .
Do you use cranberries in your cat food product? .
Do you use cranberries in your bird food product? .
Do you use cranberries in your other product? .
Do you use cranberry powder in your pet food? .
Do you use whole cranberries in your pet food? .
Do you use sliced cranberries in your pet food? .
Do you use dried cranberries in your pet food? .
Do you use sweetened cranberries in your pet food? .
Do you use cranberry concentrate in your pet food? .
Do you use other forms of cranberries in your pet food? .
Which products do you use cranberry powder in?
Which products do you use whole berries in?
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in?
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in?
How many pounds of cranberries do you purchase a year? .
Do you plan on increasing the amount of cranberries that you use in your products? .
If definitely or probably, by how many pounds per year?
Do you use carrots? .
Do you use peas? .
Do you use beans? .
Do you use beats? .
Do you use blueberries? .
Do you use other fruits and vegetables? .
Do you plan on using cranberries in your products? **Probably**
If definitely or probably, do you plan on using them in dog food? **Yes**
If definitely or probably, do you plan on using them in cat food? **Yes**
If definitely or probably, do you plan on using them in bird food? **No**
If definitely or probably, do you plan on using them in other food? **No**
Do you think that using cranberries in pet food could be beneficial to your company? **Yes**
Would health benefits to pets persuade you to use cranberries in your products? **No**
Would price persuade you to use cranberries in your products? **No**
Would competitive advantage persuade you to use cranberries in your products? **No**
Would customer demand persuade you to use cranberries in your products? **Yes**
Would texture persuade you to use cranberries in your products? **No**
Would natural reasons (organic) persuade you to use cranberries in your products? **No**
Would other reasons persuade you to use cranberries in your products? **No**
Where is your company located? **Ohio**
How many employees do you have? **1-100**
What is your annual profit? .
What is your market share in the dog food manufacturing industry? **0%-20%**
What is your market share in the cat food manufacturing industry? **0%-20%**
What is your market share in the bird food manufacturing industry? .
What is your market share in the pet food manufacturing industry as a whole? **0%-20%**
Do you currently sell your product to small wholesalers? .
Do you currently sell your product to medium wholesalers? .
Do you currently sell your product to large wholesalers? .
Do you currently sell your product to small retailers? .
Do you currently sell your product to medium retailers? .
Do you currently sell your product to large retailers? .
Do you currently sell to other distributors? .
What other distributors do you sell to?
What is your opinion on cranberries being used in pet food? **No opinion given**

## OLD MOTHER HUBBARD

| | |
|---|---|
| **Contact Information:** | Old Mother Hubbard<br>P.O. Box 1719<br>Lowell, MA 01853-1719<br>(800) 225-0904<br>http://www.oldmotherhubbard.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Moist Dog Food, Dry Cat Food, Moist Cat Food and Dog & Cat Treats |
| **Brand Names:** | Wellness, Neura |
| **Cranberries in Products:** | Yes (Cat and Dog) |
| **Form of Cranberry:** | Whole Cranberries |

OMH was founded in 1926, but its roots extend back to the A. Hubbard and Sons bakery in Gloucester, Massachusetts, makers of hard tack sea biscuits. One day a local sailor threw a biscuit to his dog that happily gobbled it up. The rest, as they say, is history. Upon its establishment in 1926, Old Mother Hubbard began baking dog biscuits for distribution throughout the Northeast.

In 1961, the company was purchased by Jim Scott, Sr., a professional in animal nutrition with a commitment to developing highly nutritious products for animals. As the company began to grow, Mr. Scott moved its headquarters from the original Gloucester location to its current facilities in Lowell, Massachusetts. Today, under the leadership of a second generation, Old Mother Hubbard offers a complete line of top quality baked dog biscuits and gourmet treats, as well as its revolutionary new Wellness product line of dog and cat foods.

## OWEN & MANDEVILLE PET PRODCUTS, INC.

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|---|---|
| **Contact Information:** | Owen & Mandeville Pet Products, Inc.<br>115 Hurley Road<br>Suite 6F<br>Oxford, CT 06478<br>(888) 881-7703<br>http://www.ompetproducts.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Dry Cat Food and Dog Treats |
| **Brand Names:** | Owen & Mandeville: VIP, Prime Life Plus, Puppy Pride, Trim & Active |
| **Cranberries in Products:** | Yes (Dog) |
| **Form of Cranberry:** | Whole Cranberries |

Owen & Mandeville was founded in February of 1998 after successful negotiation with Sirius Corporation in Canada. Sirius had been in the Canadian market for four years and had a proven track record with the formula's success. We saw the difference in our own pets coats and health.

The formula is the most important thing a food manufacturer has to offer. An international nutritionist from Canada, Dr. Glinski, developed the formula O&M uses today. He had this formula for a number of years, but could not interest the pet food companies to manufacture the food because of the cost. Using their present food distribution system, the cost would have been too high for the average consumer to purchase.

At the onset, O&M went to Dr. Tobin, a past president of the Holistic Veterinarians Association, and asked him to be their spokesperson. Dr. Tobin says: "If you can't cook for your pets, including the necessary meats and supplements, then you should feed them Owen & Mandeville."

Owen & Mandeville is in the business of making the finest pet food available commercially. Our dedication to the animals is to supply a nutrition level that assures a long and active life, free from degenerative diseases. We pledge our dedication to maintain our outstanding food for the good of all.

## PETGUARD, INC.

| | |
|---|---|
| **Contact Information:** | PetGuard, Inc<br>P.O. Box 668<br>Green Cove Springs, FL 32043<br>(904) 863-1010<br>http://www.petguard.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Moist Dog Food, Dry Cat Food, Moist Cat Food and Dog & Cat Treats |
| **Brand Names:** | PetGuard |
| **Cranberries in Products:** | Yes (Cat and Dog) |
| **Form of Cranberry:** | Organic Cranberries |

People today are concerned with the important relationship between nutrition and their health. We are all concerned about the actual ingredient sources, seeking products free of artificial ingredients, colors, preservatives, excess sugars and salt. At PetGuard, our concern for minimizing toxic chemicals in our environment and sensitivity for improving our lifestyles extends to our pets as well.

Preventive health care can help add to the length and quality of your pet's life too. All pets deserve the benefits from a lifestyle of optimum nutrition, exercise and regular veterinary visits. The PetGuard philosophy embodies a commitment to you and your pets to provide only natural alternatives for a healthier environment and lifestyle. Our complete line of pet care products offer discriminating pet owners the opportunity to provide their pets with the same healthy benefits that we all seek for ourselves.

PetGuard has been providing a natural alternative for your pet's needs since 1979. We are very concerned about the well being of your pet and encourage you to contact us if you have any questions regarding our products or natural pet care.

## PHD PRODUCTS, INC.

| | |
|---|---|
| **Contact Information:** | PHD Products, Inc.<br>404 Irvington Street<br>Pleasantville, NY 10570<br>(800) 743-1502<br>http://phdproducts.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Dry Cat Food and Dog Treats |
| **Brand Names:** | PHD |
| **Cranberries in Products:** | No |

We're a small "Mom & Pop" company that is first and foremost comprised of pet lovers and pet advocates. We've been in business for seven years and in that time have seen some amazing results. Our commitment to high quality ingredients is as unfailing as our commitment to you our customers.

Our holistic approach is not meant to totally replace medical and veterinary science. Having said that, many of our customers have achieved significant results using our methods and products, which eliminates the need for surgical intervention or long-term drug therapy.

**PHD Products Inc.**

Do you manufacture dog food? **Yes**
Do you manufacture cat food? **Yes**
Do you manufacture bird food? **No**
Do you manufacture rodent food? **No**
Do you manufacture other pet food? **No**
What other type of pet food do you manufacture?
Do you use cranberries in your pet food products? **No**
Do you use cranberries in your pet food for health reasons? .
Do you use cranberries in your pet food for color? .
Do you use cranberries in your pet food for consistency? .
Do you use cranberries in your pet food for weight concerns? .
Do you use cranberries in your pet food for competitive advantage? .
Do you use cranberries in your pet food for texture? .
Do you use cranberries in your pet food for natural reasons (organic)? .
Where did you learn about the health benefits?
What health benefits are you trying to provide in pet food by using cranberries?
Do you use cranberries in your dog food product? .
Do you use cranberries in your cat food product? .
Do you use cranberries in your bird food product? .
Do you use cranberries in your other product? .
Do you use cranberry powder in your pet food? .
Do you use whole cranberries in your pet food? .
Do you use sliced cranberries in your pet food? .
Do you use dried cranberries in your pet food? .
Do you use sweetened cranberries in your pet food? .
Do you use cranberry concentrate in your pet food? .
Do you use other forms of cranberries in your pet food? .
Which products do you use cranberry powder in?
Which products do you use whole berries in?
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in?
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in?
How many pounds of cranberries do you purchase a year? .
Do you plan on increasing the amount of cranberries that you use in your products? .
If definitely or probably, by how many pounds per year?
Do you use carrots? **No**
Do you use peas? **No**
Do you use beans? **No**
Do you use beats? **No**
Do you use blueberries? **No**
Do you use other fruits and vegetables? **Yes**
Do you plan on using cranberries in your products? **Probably Not**
If definitely or probably, do you plan on using them in dog food? .
If definitely or probably, do you plan on using them in cat food? .
If definitely or probably, do you plan on using them in bird food? .
If definitely or probably, do you plan on using them in other food? .
Do you think that using cranberries in pet food could be beneficial to your company? .
Would health benefits to pets persuade you to use cranberries in your products? **Yes**
Would price persuade you to use cranberries in your products? **Yes**
Would competitive advantage persuade you to use cranberries in your products? **Yes**
Would customer demand persuade you to use cranberries in your products? **Yes**
Would texture persuade you to use cranberries in your products? **Yes**
Would natural reasons (organic) persuade you to use cranberries in your products? **Yes**
Would other reasons persuade you to use cranberries in your products? .
Where is your company located? **New York**
How many employees do you have? **1-100**
What is your annual profit? .
What is your market share in the dog food manufacturing industry? **0%-20%**
What is your market share in the cat food manufacturing industry? **0%-20%**
What is your market share in the bird food manufacturing industry? .
What is your market share in the pet food manufacturing industry as a whole? **0%-20%**
Do you currently sell your product to small wholesalers? **No**
Do you currently sell your product to medium wholesalers? **No**
Do you currently sell your product to large wholesalers? **No**
Do you currently sell your product to small retailers? **Yes**
Do you currently sell your product to medium retailers? **No**
Do you currently sell your product to large retailers? **No**
Do you currently sell to other distributors? **Yes**
What other distributors do you sell to? **Consumer**
What is your opinion on cranberries being used in pet food? **No opinion given**

## PRECISE PET PRODUCTS

| | |
|---|---|
| **Contact Information:** | Precise Pet Products<br>P.O. Box 63009<br>Nacogdoches, TX 75963<br>(888) 477-3247<br>http://www.precisepet.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Moist Dog Food, Dry Cat Food, Moist Cat Food and Dog Treats |
| **Brand Names:** | Precise |
| **Cranberries in Products:** | Yes (Cat & Dog) ***Dried Cranberries*** |

Precise is a natural pet food. We have more than 15 years of experience in formulating natural foods for companion animals. Some of the bigger brands recently added natural products to their lines. But they aren't committed to natural food and, side by side, they still make foods preserved with artificial chemicals. At Precise, every food we make is preserved with natural vitamins.

In our plant, we have quality control procedures second to none. We inspect each ingredient that we buy and each batch of food that we make many times each day with equipment rivaling that used in the most modern research laboratories.

Our standards are so high that should an ingredient or batch not meet our specifications, it is rejected. Period.

Our formulas are designed to give your pet an ideal standard of nutritional excellence. As a result, some of the ingredients in Precise formulas are more expensive than those used by our competitors. But because Precise formulas cost no more to feed than the competition, you get a better value for your pet.

**Precise Pet Products**

Do you manufacture dog food? **Yes**
Do you manufacture cat food? **Yes**
Do you manufacture bird food? **No**
Do you manufacture rodent food? **No**
Do you manufacture other pet food? **Yes**
What other type of pet food do you manufacture? **Cattle, Horse, Rabbit**
Do you use cranberries in your pet food products? **Yes**
Do you use cranberries in your pet food for health reasons? **Yes**
Do you use cranberries in your pet food for color? **No**
Do you use cranberries in your pet food for consistency? **No**
Do you use cranberries in your pet food for weight concerns? **No**
Do you use cranberries in your pet food for competitive advantage? **No**
Do you use cranberries in your pet food for texture? **No**
Do you use cranberries in your pet food for natural reasons (organic)? **No**
Where did you learn about the health benefits? **Vice President of Company and Nutritonist**
What health benefits are you trying to provide in pet food by using cranberries? **UTI**
Do you use cranberries in your dog food product? **Yes**
Do you use cranberries in your cat food product? **Yes**
Do you use cranberries in your bird food product? **No**
Do you use cranberries in your other product? **No**
Do you use cranberry powder in your pet food? **No**
Do you use whole cranberries in your pet food? **No**
Do you use sliced cranberries in your pet food? **No**
Do you use dried cranberries in your pet food? **Yes**
Do you use sweetened cranberries in your pet food? **No**
Do you use cranberry concentrate in your pet food? **No**
Do you use other forms of cranberries in your pet food? **No**
Which products do you use cranberry powder in?
Which products do you use whole berries in?
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in? **Cat and Dog Food**
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in?
How many pounds of cranberries do you purchase a year? .
Do you plan on increasing the amount of cranberries that you use in your products? **Probably Not**
If definitely or probably, by how many pounds per year?
Do you use carrots? **Yes**
Do you use peas? **No**
Do you use beans? **No**
Do you use beats? **Yes**
Do you use blueberries? **No**
Do you use other fruits and vegetables? **No**
Do you plan on using cranberries in your products? .
If definitely or probably, do you plan on using them in dog food? .
If definitely or probably, do you plan on using them in cat food? .
If definitely or probably, do you plan on using them in bird food? .
If definitely or probably, do you plan on using them in other food? .
Do you think that using cranberries in pet food could be beneficial to your company? .
Would health benefits to pets persuade you to use cranberries in your products? .
Would price persuade you to use cranberries in your products? .
Would competitive advantage persuade you to use cranberries in your products? .
Would customer demand persuade you to use cranberries in your products? .
Would texture persuade you to use cranberries in your products? .
Would natural reasons (organic) persuade you to use cranberries in your products? .
Would other reasons persuade you to use cranberries in your products? .
Where is your company located? **Texas**
How many employees do you have? **101-500**
What is your annual profit? .
What is your market share in the dog food manufacturing industry? .
What is your market share in the cat food manufacturing industry? .
What is your market share in the bird food manufacturing industry? .
What is your market share in the pet food manufacturing industry as a whole? .
Do you currently sell your product to small wholesalers? **Yes**
Do you currently sell your product to medium wholesalers? **Yes**
Do you currently sell your product to large wholesalers? **Yes**
Do you currently sell your product to small retailers? **Yes**
Do you currently sell your product to medium retailers? **Yes**
Do you currently sell your product to large retailers? **Yes**
Do you currently sell to other distributors? **No**
What other distributors do you sell to?
What is your opinion on cranberries being used in pet food? **Good for health benefits**

## PROCTOR & GAMBLE (THE IAMS COMPANY)

| | |
|---|---|
| **Contact Information:** | The Iams Company<br>7250 Poe Avenue<br>Dayton, OH 45414<br>(800) 675-3849<br>http://www.iamsco.com |
| **Market Share:** | 12% |
| **Mergers and Acquisitions:** | **1999** - Procter & Gamble Co (Cincinnati, OH) acquired Iams Co (Dayton, OH) for $2.05 bil. |
| **Product Lines:** | Dry Dog Food, Moist Dog Food, Dry Cat Food, Moist Cat Food and Dog & Cat Treats |
| **Brand Names:** | Eukanuba, Iams |
| **Cranberries in Products:** | No |

Animal nutritionist Paul Iams founded The Iams Company in 1946 in a small feed mill near Dayton, Ohio. Clay Mathile joined Iams in 1970 and purchased the company in 1982. Paul Iams established the company's nutritional foundation, and Clay Mathile provided the vision to enable The Iams Company to become a world leader in dog and cat nutrition.

The Procter & Gamble Company (P&G) acquired Iams in September 1999. Iams joined P&G's Health Care global business unit.

The Iams Company sells Eukanuba® and Iams® premium dog and cat foods (dry and canned) in 70 countries. Iams employs more than 2500 people.

The mission of The Iams Company is to enhance the well-being of dogs and cats by providing world-class quality foods and pet care products.

**Proctor & Gamble: Iams**

Do you manufacture dog food? **Yes**
Do you manufacture cat food? **Yes**
Do you manufacture bird food? **No**
Do you manufacture rodent food? **No**
Do you manufacture other pet food? **No**
What other type of pet food do you manufacture?
Do you use cranberries in your pet food products? **No**
Do you use cranberries in your pet food for health reasons? .
Do you use cranberries in your pet food for color? .
Do you use cranberries in your pet food for consistency? .
Do you use cranberries in your pet food for weight concerns? .
Do you use cranberries in your pet food for competitive advantage? .
Do you use cranberries in your pet food for texture? .
Do you use cranberries in your pet food for natural reasons (organic)? .
Where did you learn about the health benefits?
What health benefits are you trying to provide in pet food by using cranberries?
Do you use cranberries in your dog food product? .
Do you use cranberries in your cat food product? .
Do you use cranberries in your bird food product? .
Do you use cranberries in your other product? .
Do you use cranberry powder in your pet food? .
Do you use whole cranberries in your pet food? .
Do you use sliced cranberries in your pet food? .
Do you use dried cranberries in your pet food? .
Do you use sweetened cranberries in your pet food? .
Do you use cranberry concentrate in your pet food? .
Do you use other forms of cranberries in your pet food? .
Which products do you use cranberry powder in?
Which products do you use whole berries in?
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in?
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in?
How many pounds of cranberries do you purchase a year? .
Do you plan on increasing the amount of cranberries that you use in your products? .
If definitely or probably, by how many pounds per year?
Do you use carrots? **No**
Do you use peas? **No**
Do you use beans? **No**
Do you use beats? **No**
Do you use blueberries? **No**
Do you use other fruits and vegetables? **Yes**
Do you plan on using cranberries in your products? **Probably Not**
If definitely or probably, do you plan on using them in dog food? .
If definitely or probably, do you plan on using them in cat food? .
If definitely or probably, do you plan on using them in bird food? .
If definitely or probably, do you plan on using them in other food? .
Do you think that using cranberries in pet food could be beneficial to your company? **No**
Would health benefits to pets persuade you to use cranberries in your products? **Yes**
Would price persuade you to use cranberries in your products? **No**
Would competitive advantage persuade you to use cranberries in your products? **No**
Would customer demand persuade you to use cranberries in your products? **Yes**
Would texture persuade you to use cranberries in your products? **No**
Would natural reasons (organic) persuade you to use cranberries in your products? **No**
Would other reasons persuade you to use cranberries in your products? **No**
Where is your company located? **Ohio**
How many employees do you have? **Over 1000**
What is your annual profit? .
What is your market share in the dog food manufacturing industry? .
What is your market share in the cat food manufacturing industry? .
What is your market share in the bird food manufacturing industry? .
What is your market share in the pet food manufacturing industry as a whole? .
Do you currently sell your product to small wholesalers? **Yes**
Do you currently sell your product to medium wholesalers? **Yes**
Do you currently sell your product to large wholesalers? **Yes**
Do you currently sell your product to small retailers? **Yes**
Do you currently sell your product to medium retailers? **Yes**
Do you currently sell your product to large retailers? **Yes**
Do you currently sell to other distributors? .
What other distributors do you sell to?
What is your opinion on cranberries being used in pet food? **Sugar in fruits are not good for pets. We would consider using them if health benifits can be shown.**

## PROFESSIONAL PET FOODS

| | |
|---|---|
| **Contact Information:** | Professional Pet Foods<br>St. Thomas, MO 65076<br>(800) 342-4808<br>http://www.professionalpetfood.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food and Dry Cat Food |
| **Brand Names:** | Professional |
| **Cranberries in Products:** | Yes (Dog) |
| **Form of Cranberry:** | Cranberry Powder |

Professional®
The Science of Complete and Balanced Pet Nutrition

Professional Pet Foods formulas are scientifically formulated to provide your pet the complete and balanced nutrition required to maintain proper health. And, with the benefits of diets containing Glucosamine and Chondroitin, proper Omega-6 to Omega-3 ratios, and controlled ash levels in all formulas, you can be assured of continued nutritional excellence for your pet from weaning to adulthood.

More Guaranteed Nutrient Levels because we control all aspects of the formula—from raw product to final mixing and cooking—Professional Pet Foods is proud to display more Guaranteed Analysis levels than most super-premium pet foods.

The Professional Pet Foods Difference
• The finest, highest quality ingredients available.
• Fresh meat is the first ingredient—second in our low-fat diet.
• Adult Dog Formulas enhanced with Glucosamine and Chondroitin.
• Enhanced with Omega-3 (linolenic acid) fatty acids to insure the proper Omega-6 to Omega-3 ratio—and we guarantee the levels.
• Controlled Ash levels on all products—guaranteed.
• Health benefits of whole grains, oatmeal, and egg protein.
• Naturally preserved with vitamin E.
• Adult Cat Formulas that are pH balanced and magnesium controlled to promote urinary tract health.

## Q C PLUS PET PRODUCTS

| | |
|---|---|
| **Contact Information:** | Q C Plus Pet Products<br>P.O. Box 1475<br>Battle Creek, MI 49016<br>(800) 915-7387<br>http://www.qcplus.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food and Dry Cat Food |
| **Brand Names:** | QC + |
| **Cranberries in Products:** | No |

We at QC+ do care for pets and are really dedicated to preparing exceptional companion pet foods with superior taste and value. Quality companion pet foods is our only business and we invite you to compare QC+ to other super premium pet foods. You will find QC+ meets or exceeds the nutritional and performance profiles of the leading super premium pet foods.

The companies' objective is to make available a dog and cat food that is second to none and delivers significant and unquestionable short and long-term health benefits at an affordable price. This is accomplished by using high levels of fresh de-boned chicken and wholesome high quality carbohydrates and fats naturally preserved, without the use of artificial colors and flavors. All products are full feeding and function under the QC+ umbrella of the Nutritional Management Care System. This system is designed to directly influence body condition. QC+ is dedicated to your pets quality of life. It's nutrition is worth looking into, so we invite you to take the QC+ challenge and see the difference our products can make.

## RAW ADVANTAGE PET FOOD

| | |
|---|---|
| **Contact Information:** | Raw Advantage Pet Food<br>PO Box 837<br>Stanwood, WA 98292<br>(360) 387-5185<br>http://www.rawadvantagepetfood.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Moist Dog Food, Moist Cat Food and Dog & Cat Treats |
| **Brand Names:** | Raw Advantage |
| **Cranberries in Products:** | No |

Raw Advantage makes our quality raw pet foods using only organic, hormone free, chemical free and pesticide free ingredients. Our ingredients include organic turkey, chicken and beef, including ground in bone, and all organic grains, herbs and vegetables. This insures than no unwanted chemicals are being introduced in your pets' diet!

All of our meat products are fresh frozen from the farm and are handled with the same or higher level of care that would be given to food products in a plant that prepares food for human consumption. Every product is manufactured under completely sanitary conditions and kept frozen from the farm to your pet's dish.

Even though there is no government regulations dictating that this level of care need be taken in pet food manufacture. We feel that it is our responsibility to our distributors, customers and their pets that the same kind of care and standards that apply to manufacturing food for human consumption be applied to food production for our companion animals.

## REDBARN PET PRODUCTS

| | |
|---|---|
| **Contact Information:** | Redbarn Pet Products<br>2148 West 16th Street<br>Long Beach, CA 90813<br>(562) 495-7315<br>http://www.redbarninc.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Moist Dog Food and Dog Treats |
| **Brand Names:** | Redbarn |
| **Cranberries in Products:** | No |

Feed your pet with confidence, each and every meal! At Redbarn quality is #1. We have strict control specifications in our factories to ensure the freshest product goes out our doors every day for your dog to enjoy.

Redbarn Pet Products was started by two friends who believed that there was a better alternative to feeding your dog dry food. They felt that the natural proteins found in fresh meat were important to a dog's health and well-being and set out to develop a food that was meat based, preserved naturally and convenient to use. The result was the Redbarn Premium Food for Dogs in the roll format.

With the aid of food nutritionists, the food was perfected and now includes Beef, Chicken & Liver and Wheat free Lamb & Rice flavors.

With the success of the food under their belt, the next step was to complete the line by adding an assortment of premium quality treats. The result is a full selection of natural body parts and a range of exciting and unique treats.

The Redbarn team has since grown to include food scientists who work solely at developing new wholesome products for your dog to enjoy!

**Redbarn Pet Products**

Do you manufacture dog food? **Yes**
Do you manufacture cat food? **No**
Do you manufacture bird food? **No**
Do you manufacture rodent food? **No**
Do you manufacture other pet food? **No**
What other type of pet food do you manufacture?
Do you use cranberries in your pet food products? **No**
Do you use cranberries in your pet food for health reasons? .
Do you use cranberries in your pet food for color? .
Do you use cranberries in your pet food for consistency? .
Do you use cranberries in your pet food for weight concerns? .
Do you use cranberries in your pet food for competitive advantage? .
Do you use cranberries in your pet food for texture? .
Do you use cranberries in your pet food for natural reasons (organic)? .
Where did you learn about the health benefits?
What health benefits are you trying to provide in pet food by using cranberries?
Do you use cranberries in your dog food product? .
Do you use cranberries in your cat food product? .
Do you use cranberries in your bird food product? .
Do you use cranberries in your other product? .
Do you use cranberry powder in your pet food? .
Do you use whole cranberries in your pet food? .
Do you use sliced cranberries in your pet food? .
Do you use dried cranberries in your pet food? .
Do you use sweetened cranberries in your pet food? .
Do you use cranberry concentrate in your pet food? .
Do you use other forms of cranberries in your pet food? .
Which products do you use cranberry powder in?
Which products do you use whole berries in?
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in?
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in?
How many pounds of cranberries do you purchase a year? .
Do you plan on increasing the amount of cranberries that you use in your products? .
If definitely or probably, by how many pounds per year?
Do you use carrots? **Yes**
Do you use peas? **Yes**
Do you use beans? **No**
Do you use beats? **No**
Do you use blueberries? **No**
Do you use other fruits and vegetables? **No**
Do you plan on using cranberries in your products? **Definitely Not**
If definitely or probably, do you plan on using them in dog food? .
If definitely or probably, do you plan on using them in cat food? .
If definitely or probably, do you plan on using them in bird food? .
If definitely or probably, do you plan on using them in other food? .
Do you think that using cranberries in pet food could be beneficial to your company? **No**
Would health benefits to pets persuade you to use cranberries in your products? .
Would price persuade you to use cranberries in your products? .
Would competitive advantage persuade you to use cranberries in your products? .
Would customer demand persuade you to use cranberries in your products? .
Would texture persuade you to use cranberries in your products? .
Would natural reasons (organic) persuade you to use cranberries in your products? .
Would other reasons persuade you to use cranberries in your products? .
Where is your company located? **California**
How many employees do you have? **101-500**
What is your annual profit? .
What is your market share in the dog food manufacturing industry? **0-20%**
What is your market share in the cat food manufacturing industry? .
What is your market share in the bird food manufacturing industry? .
What is your market share in the pet food manufacturing industry as a whole? .
Do you currently sell your product to small wholesalers? **Yes**
Do you currently sell your product to medium wholesalers? **Yes**
Do you currently sell your product to large wholesalers? **Yes**
Do you currently sell your product to small retailers? **No**
Do you currently sell your product to medium retailers? **No**
Do you currently sell your product to large retailers? **No**
Do you currently sell to other distributors? **No**
What other distributors do you sell to?
What is your opinion on cranberries being used in pet food? **No opinion given**

## REGAL PET FOODS

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|---|---|
| **Contact Information:** | Regal Pet Foods<br>P.O.Box 216<br>Lutherville, MD 21094<br>(800) 638-7006<br>http://www.regalpetfoods.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Moist Dog Food, Dry Cat Food and Moist Cat Food |
| **Brand Names:** | Regal |
| **Cranberries in Products:** | No |

U.S.Grain Company was founded in 1974 and utilized manufacturing plants in Colorado, Michigan, Minnesota, Ohio, and North Dakota. U.S.Grain Company has expertise in the purchase and selling of high quality grain. Its specialty, prior to the entry into the Super Premium Pet Food Industry, was marketing premium horse feed for the special needs of the race horse industry.

In January 1991, U.S.Grain Company started work on product development and market strategy for a new line of super premium pet foods. U.S.Grain Company was looking to develop a superior line of super premium "The Next Generation" dog and cat foods for the professional dog and cat lover. U.S. Grain contracted Dr. Tom Willard, Ph.D. of Path Nutritional Consultants, for development of this new line. He teamed together with Dr. Warren Kirkley, DVM, to develop a full line of optimally balanced, super-premium, dry dog and cat foods. Collectively combining over sixty (60) years of experience, they originated a select product line featuring turkey as its main ingredient.

In April of 1992, U.S.Grain Company launched Regal Pet Foods - "The Next Generation" of super premium products by being the first company to introduce the concept of "Turkey & Rice" - Nutrition Made Simple!

## ROYAL CANIN USA, INC.

| | |
|---|---|
| **Contact Information:** | Royal Canin USA, Inc.<br>500 Fountain Lakes Blvd, Suite 100<br>St. Charles, MO 63301<br>(800) 592-6687<br>http://www.royalcanin.us |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | **2003**- Mars Inc (McLean, VA) acquired Royal Canin SA (France) for $730 mil to acquire 56.4% stake. |
| **Product Lines:** | Dry Dog Food, Moist Dog Food, Dry Cat Food, Moist Cat Food and Dog Treats |
| **Brand Names:** | Waltham, Sensible Choice, Excel, Wayne, Mini/Maxi- Canine Health Nutrition, Size Nutrition, Feline Breed Nutrition, Natural Blend, Kasco Pet Foods |
| **Cranberries in Products:** | No |

Respect for animals implies a number of duties. Having a thorough knowledge of animals is the first one.

This knowledge is completed by the daily experience of partner breeders, of veterinary nutritionists, and by the observations of scientists at the Royal Canin Research department. This original method has allowed Royal Canin, better than any other company, to really stand at the cutting edge of nutritional innovation and to spread this knowledge through reference books such as the Dog Encyclopedia and Cat Encyclopedia, practical guides on breeding, training and diseases of animals, and the Book of Nutrients.

For over 30 years Royal Canin has remained faithful to these fundamentals. As far as canine and feline nutrition is concerned most of the other brands on the market put the emphasis on the owners and use them as a starting point and mirror for any innovation.

On the contrary, at Royal Canin, animals are the source, the starting point and point of arrival for any innovation: it's only by understanding and taking into account the specific morphological, physiological and nutritional features of the animals that one can provide and guarantee a diet that takes the animals' true nutritional requirements into consideration.

**Royal Canin USA, Inc.**

Do you manufacture dog food? **Yes**
Do you manufacture cat food? **Yes**
Do you manufacture bird food? **No**
Do you manufacture rodent food? **No**
Do you manufacture other pet food? **No**
What other type of pet food do you manufacture?
Do you use cranberries in your pet food products? **No**
Do you use cranberries in your pet food for health reasons? .
Do you use cranberries in your pet food for color? .
Do you use cranberries in your pet food for consistency? .
Do you use cranberries in your pet food for weight concerns? .
Do you use cranberries in your pet food for competitive advantage? .
Do you use cranberries in your pet food for texture? .
Do you use cranberries in your pet food for natural reasons (organic)? .
Where did you learn about the health benefits?
What health benefits are you trying to provide in pet food by using cranberries?
Do you use cranberries in your dog food product? .
Do you use cranberries in your cat food product? .
Do you use cranberries in your bird food product? .
Do you use cranberries in your other product? .
Do you use cranberry powder in your pet food? .
Do you use whole cranberries in your pet food? .
Do you use sliced cranberries in your pet food? .
Do you use dried cranberries in your pet food? .
Do you use sweetened cranberries in your pet food? .
Do you use cranberry concentrate in your pet food? .
Do you use other forms of cranberries in your pet food? .
Which products do you use cranberry powder in?
Which products do you use whole berries in?
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in?
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in?
How many pounds of cranberries do you purchase a year? .
Do you plan on increasing the amount of cranberries that you use in your products? .
If definitely or probably, by how many pounds per year?
Do you use carrots? **No**
Do you use peas? **No**
Do you use beans? **No**
Do you use beats? **No**
Do you use blueberries? **Yes**
Do you use other fruits and vegetables? **Yes**
Do you plan on using cranberries in your products? **Probably Not**
If definitely or probably, do you plan on using them in dog food? .
If definitely or probably, do you plan on using them in cat food? .
If definitely or probably, do you plan on using them in bird food? .
If definitely or probably, do you plan on using them in other food? .
Do you think that using cranberries in pet food could be beneficial to your company? **Yes**
Would health benefits to pets persuade you to use cranberries in your products? **Yes**
Would price persuade you to use cranberries in your products? **No**
Would competitive advantage persuade you to use cranberries in your products? **Yes**
Would customer demand persuade you to use cranberries in your products? **Yes**
Would texture persuade you to use cranberries in your products? **No**
Would natural reasons (organic) persuade you to use cranberries in your products? **No**
Would other reasons persuade you to use cranberries in your products? **No**
Where is your company located? **Missouri**
How many employees do you have? **Over 1000**
What is your annual profit? .
What is your market share in the dog food manufacturing industry? .
What is your market share in the cat food manufacturing industry? .
What is your market share in the bird food manufacturing industry? .
What is your market share in the pet food manufacturing industry as a whole? .
Do you currently sell your product to small wholesalers? **No**
Do you currently sell your product to medium wholesalers? **No**
Do you currently sell your product to large wholesalers? **No**
Do you currently sell your product to small retailers? **Yes**
Do you currently sell your product to medium retailers? **Yes**
Do you currently sell your product to large retailers? **Yes**
Do you currently sell to other distributors? **No**
What other distributors do you sell to?
What is your opinion on cranberries being used in pet food? **Customers have asked about**

## SAMMY SNACKS

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|---|---|
| **Contact Information:** | Sammy Snacks<br>P.O. Box 63<br>Charlottesville, VA 22902<br>(434) 984-5941<br>https://www.sammysnacks.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Dry Cat Food and Dog Treats |
| **Brand Names:** | Sammy Snacks: CranOat, GarlicCheese, CarobChip |
| **Cranberries in Products:** | Yes (Dog Treats) |
| **Form of Cranberry:** | Dried Cranberries |

Sammy Snacks provides all natural dog food, cat food and treats with only human food ingredients. Reward your pet with healthy food for long life.

Sammy Snacks premium dog and cat food formulas meet a 16-point checklist of standards that we faithfully adhere to in our goal of producing the highest quality, most nutrition's, and freshest kibble. We urge you to take the Sammy Snacks Checklist Challenge today! See how your current food compares to Sammy Snacks 93% digestible, cooked-in-under-six-seconds kibble.

For between meals, try the original line of Sammy Snacks dog treats. Made with human-grade ingredients and available in four different flavors, our dog treats will please both you and your dog!

## SAUDER FEEDS

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|---|---|
| **Contact Information:** | Sauder Feeds<br>Box 130<br>14033 Grabill Rd.<br>Grabill, IN 46741<br>(219) 627-2196<br>http://www.sauderfeeds.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food |
| **Brand Names:** | Sauder Feed's |
| **Cranberries in Products:** | No |

Sauder Feeds is a family owned company that has enjoyed consistent ownership and innovative management up to the present day. Sauder Feeds began on a small scale in the early 1900's and has grown into a medium sized family operation. Three generations of Sauders have been involved with the feed manufacturing business. Jerry H. Sauder (deceased) started a hatchery on his father's farm in the 1910's. He realized a need to manufacture feed for the chicks hatched, so a feed manufacturing plant was built in the 1930's.

Carlton Sauder, son of the founder, expanded the business and currently serves as president of the firm. Jerry I. Sauder, Carlton's son, carries on the tradition and currently is general manager of the plant. Diverse products make Sauder Feeds unique in the area. Selling feed products to farm accounts throughout the tri-state area, Sauder's clientele ranges from large livestock operations to owners of family pets. The mill produces feed not only for cattle, pigs, horses, and poultry, but also feeds for rabbits, guinea pigs, game birds, ducks, llamas, ostrich and rheas. Many of the feeds are formulated to specific requirements of individual livestock operations.

Sauder's success has come from its ability to produce a finished feed from raw materials. Their pelleting operations enables them to customize feed for customer's specific requirements. Storage capacity for 150,000 bushels of corn plus grain drying equipment facilitates the manufacture of 300 to 400 tons per week. Fifteen full-time employees keep the operation running smoothly.

## SHOW COAT & STRONGPOINT NATURAL PET FOOD

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|---|---|
| **Contact Information:** | Show Coat & Strongpoint Natural Pet Food<br>2010 Highway 190 West, Suite 120<br>Livingston, TX 77351<br>(936) 646-3148<br>http://www.showcoat.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food and Dry Cat Food |
| **Brand Names:** | Show Coat, Strongpoint |
| **Cranberries in Products:** | Yes (Cat & Dog) |
| **Form of Cranberry:** | Dried Cranberries |

Take a look at all of the products Show Coat & Strongpoint has to offer! We are committed to providing the best all natural pet food you can feed using only the highest quality ingredients. Purchase immediately online by clicking on our Product Line.

With the expertise of nutritionists and veterinarians from around the world Strongpoint & Show Coat have developed a formula that will keep your pet enjoying his or her food, while delivering a total nutrition.

**Show Coat & Strongpoint Natural Pet Food**

Do you manufacture dog food? **Yes**
Do you manufacture cat food? **Yes**
Do you manufacture bird food? **No**
Do you manufacture rodent food? **No**
Do you manufacture other pet food? **No**
What other type of pet food do you manufacture?
Do you use cranberries in your pet food products? **Yes**
Do you use cranberries in your pet food for health reasons? **Yes**
Do you use cranberries in your pet food for color? **No**
Do you use cranberries in your pet food for consistency? **No**
Do you use cranberries in your pet food for weight concerns? **No**
Do you use cranberries in your pet food for competitive advantage? **No**
Do you use cranberries in your pet food for texture? **No**
Do you use cranberries in your pet food for natural reasons (organic)? **No**
Where did you learn about the health benefits? **Nutritionist**
What health benefits are you trying to provide in pet food by using cranberries? **UTI**
Do you use cranberries in your dog food product? **Yes**
Do you use cranberries in your cat food product? **Yes**
Do you use cranberries in your bird food product? **No**
Do you use cranberries in your other product? **No**
Do you use cranberry powder in your pet food? **No**
Do you use whole cranberries in your pet food? **No**
Do you use sliced cranberries in your pet food? **No**
Do you use dried cranberries in your pet food? **Yes**
Do you use sweetened cranberries in your pet food? **No**
Do you use cranberry concentrate in your pet food? **No**
Do you use other forms of cranberries in your pet food? **Yes**
Which products do you use cranberry powder in?
Which products do you use whole berries in?
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in? **Cat and Dog Food**
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in? **Cat and Dog Food**
How many pounds of cranberries do you purchase a year? **.**
Do you plan on increasing the amount of cranberries that you use in your products? **Probably**
If definitely or probably, by how many pounds per year? **As upgrades in formula happen use will increase**
Do you use carrots? **Yes**
Do you use peas? **No**
Do you use beans? **No**
Do you use beats? **No**
Do you use blueberries? **No**
Do you use other fruits and vegetables? **Yes**
Do you plan on using cranberries in your products? **.**
If definitely or probably, do you plan on using them in dog food? **.**
If definitely or probably, do you plan on using them in cat food? **.**
If definitely or probably, do you plan on using them in bird food? **.**
If definitely or probably, do you plan on using them in other food? **.**
Do you think that using cranberries in pet food could be beneficial to your company? **.**
Would health benefits to pets persuade you to use cranberries in your products? **.**
Would price persuade you to use cranberries in your products? **.**
Would competitive advantage persuade you to use cranberries in your products? **.**
Would customer demand persuade you to use cranberries in your products? **.**
Would texture persuade you to use cranberries in your products? **.**
Would natural reasons (organic) persuade you to use cranberries in your products? **.**
Would other reasons persuade you to use cranberries in your products? **.**
Where is your company located? **Texas**
How many employees do you have? **1-100**
What is your annual profit? **.**
What is your market share in the dog food manufacturing industry? **.**
What is your market share in the cat food manufacturing industry? **.**
What is your market share in the bird food manufacturing industry? **.**
What is your market share in the pet food manufacturing industry as a whole? **.**
Do you currently sell your product to small wholesalers? **Yes**
Do you currently sell your product to medium wholesalers? **Yes**
Do you currently sell your product to large wholesalers? **Yes**
Do you currently sell your product to small retailers? **Yes**
Do you currently sell your product to medium retailers? **Yes**
Do you currently sell your product to large retailers? **Yes**
Do you currently sell to other distributors? **No**
What other distributors do you sell to?
What is your opinion on cranberries being used in pet food? **Good for health benefits**

## SOLID GOLD HEALTH PRODUCTS FOR PETS, INC.

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|---|---|
| **Contact Information:** | Solid Gold Health Products for Pets, Inc.<br>900 Vernon Way, #101<br>El Cajon, CA 92020<br>(800) 364-4863<br>http://www.solidgoldhealth.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Moist Dog Food, Dry Cat Food, Moist Cat Food and Dog Treats |
| **Brand Names:** | Solid Gold |
| **Cranberries in Products:** | Yes (Dog & Cat) |
| **Form of Cranberry** | Cranberry Meal and Cranberry Powder |

Solid Gold Health Products For Pets, Inc., has been a pioneer of natural, holistic animal nutrition since 1974. We now have a line of six dry foods, including "Millennia" and "Holistique Blendz," our two brand new formulas for dogs. We also have a line of canned foods as well as nutritional supplements, treats and topical products.

We specialize in the development of "non-allergenic" products, which work together to enhance total health, boost up the immune system and protect against disease. We always use wholesome USDA Choice lamb and beef meal, USDA grade I and II grains, and healthful monounsaturated and polyunsaturated oils.

We never use chemical preservatives such as BHA, BHT and Ethoxyquin, which may be related to some diseases in pets. We never use wheat, corn or soy, which are often genetically modified and common allergens for dogs, causing them to have uncomfortable skin disorders, chew incessantly at their feet or suffer from chronic problems such as ear infections. We never add animal or poultry fat to our products, as these are saturated fats that may contribute to heart disease and certain types of cancer.

Solid Gold is also an industry leader in the use of revolutionary foil "barrier" packaging for all our dry food products, which means we don't have to use chemical preservatives or flavor enhancers. Barrier packaging keeps food fresher for longer, maintains palatability and helps to sustain the potency of valuable vitamins and other nutrients, which may deplete over time with conventional paper bags.

**Solid Gold Health Products for Pets, Inc.**

Do you manufacture dog food? **Yes**
Do you manufacture cat food? **Yes**
Do you manufacture bird food? **No**
Do you manufacture rodent food? **No**
Do you manufacture other pet food? **Yes**
What other type of pet food do you manufacture? **Horse**
Do you use cranberries in your pet food products? **Yes**
Do you use cranberries in your pet food for health reasons? **Yes**
Do you use cranberries in your pet food for color? **No**
Do you use cranberries in your pet food for consistency? **No**
Do you use cranberries in your pet food for weight concerns? **No**
Do you use cranberries in your pet food for competitive advantage? **No**
Do you use cranberries in your pet food for texture? **No**
Do you use cranberries in your pet food for natural reasons (organic)? **No**
Where did you learn about the health benefits? **Research**
What health benefits are you trying to provide in pet food by using cranberries? **UTI**
Do you use cranberries in your dog food product? **Yes**
Do you use cranberries in your cat food product? **Yes**
Do you use cranberries in your bird food product? **No**
Do you use cranberries in your other product? **No**
Do you use cranberry powder in your pet food? **Yes**
Do you use whole cranberries in your pet food? **No**
Do you use sliced cranberries in your pet food? **No**
Do you use dried cranberries in your pet food? **No**
Do you use sweetened cranberries in your pet food? **No**
Do you use cranberry concentrate in your pet food? **No**
Do you use other forms of cranberries in your pet food? **No**
Which products do you use cranberry powder in? **Cat and Dog Food**
Which products do you use whole berries in?
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in?
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in?
How many pounds of cranberries do you purchase a year? .
Do you plan on increasing the amount of cranberries that you use in your products? **Probably Not**
If definitely or probably, by how many pounds per year?
Do you use carrots? .
Do you use peas? .
Do you use beans? .
Do you use beats? .
Do you use blueberries? .
Do you use other fruits and vegetables? .
Do you plan on using cranberries in your products? .
If definitely or probably, do you plan on using them in dog food? .
If definitely or probably, do you plan on using them in cat food? .
If definitely or probably, do you plan on using them in bird food? .
If definitely or probably, do you plan on using them in other food? .
Do you think that using cranberries in pet food could be beneficial to your company? .
Would health benefits to pets persuade you to use cranberries in your products? .
Would price persuade you to use cranberries in your products? .
Would competitive advantage persuade you to use cranberries in your products? .
Would customer demand persuade you to use cranberries in your products? .
Would texture persuade you to use cranberries in your products? .
Would natural reasons (organic) persuade you to use cranberries in your products? .
Would other reasons persuade you to use cranberries in your products? .
Where is your company located? **California**
How many employees do you have? **1-100**
What is your annual profit? .
What is your market share in the dog food manufacturing industry? .
What is your market share in the cat food manufacturing industry? .
What is your market share in the bird food manufacturing industry? .
What is your market share in the pet food manufacturing industry as a whole? .
Do you currently sell your product to small wholesalers? **Yes**
Do you currently sell your product to medium wholesalers? **Yes**
Do you currently sell your product to large wholesalers? **Yes**
Do you currently sell your product to small retailers? **No**
Do you currently sell your product to medium retailers? **No**
Do you currently sell your product to large retailers? **No**
Do you currently sell to other distributors? **No**
What other distributors do you sell to?
What is your opinion on cranberries being used in pet food? **Good for health benefits**

## SPECIALTY FEEDS, INC.

| | |
|---|---|
| **Contact Information:** | Specialty Feeds, Inc.<br>2301 Latham Street<br>Memphis, TN 38109<br>(901) 774-9080<br>http://www.specialty-feeds.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Moist Dog Food, Dry Cat Food and Moist Cat Food |
| **Brand Names:** | Caliber, Rex, Tops, Gayoso Farms Valu-Pak, Purr-Fect Choice |
| **Cranberries in Products:** | No |

Specialty Feeds, Inc. is a manufacturer and distributor of quality pet food and catfish food. All of our pet products meet or exceed AAFCO nutritional guidelines and are backed by our 100% satisfaction guarantee. We are committed to pets and their owners. Try us and see why we boldly proclaim that Special Pets deserve *SPECIALTY FEEDS!*

**Specialty Feeds Inc.**

Do you manufacture dog food? **Yes**
Do you manufacture cat food? **Yes**
Do you manufacture bird food? **No**
Do you manufacture rodent food? **No**
Do you manufacture other pet food? **Yes**
What other type of pet food do you manufacture? **Catfish**
Do you use cranberries in your pet food products? **No**
Do you use cranberries in your pet food for health reasons? .
Do you use cranberries in your pet food for color? .
Do you use cranberries in your pet food for consistency? .
Do you use cranberries in your pet food for weight concerns? .
Do you use cranberries in your pet food for competitive advantage? .
Do you use cranberries in your pet food for texture? .
Do you use cranberries in your pet food for natural reasons (organic)? .
Where did you learn about the health benefits?
What health benefits are you trying to provide in pet food by using cranberries?
Do you use cranberries in your dog food product? .
Do you use cranberries in your cat food product? .
Do you use cranberries in your bird food product? .
Do you use cranberries in your other product? .
Do you use cranberry powder in your pet food? .
Do you use whole cranberries in your pet food? .
Do you use sliced cranberries in your pet food? .
Do you use dried cranberries in your pet food? .
Do you use sweetened cranberries in your pet food? .
Do you use cranberry concentrate in your pet food? .
Do you use other forms of cranberries in your pet food? .
Which products do you use cranberry powder in?
Which products do you use whole berries in?
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in?
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in?
How many pounds of cranberries do you purchase a year? .
Do you plan on increasing the amount of cranberries that you use in your products? .
If definitely or probably, by how many pounds per year?
Do you use carrots? .
Do you use peas? .
Do you use beans? .
Do you use beats? .
Do you use blueberries? .
Do you use other fruits and vegetables? .
Do you plan on using cranberries in your products? **Definitely Not**
If definitely or probably, do you plan on using them in dog food? .
If definitely or probably, do you plan on using them in cat food? .
If definitely or probably, do you plan on using them in bird food? .
If definitely or probably, do you plan on using them in other food? .
Do you think that using cranberries in pet food could be beneficial to your company? **No**
Would health benefits to pets persuade you to use cranberries in your products? .
Would price persuade you to use cranberries in your products? .
Would competitive advantage persuade you to use cranberries in your products? .
Would customer demand persuade you to use cranberries in your products? .
Would texture persuade you to use cranberries in your products? .
Would natural reasons (organic) persuade you to use cranberries in your products? .
Would other reasons persuade you to use cranberries in your products? .
Where is your company located? **Tennessee**
How many employees do you have? **1-100**
What is your annual profit? .
What is your market share in the dog food manufacturing industry? **0%-20%**
What is your market share in the cat food manufacturing industry? **0%-20%**
What is your market share in the bird food manufacturing industry? .
What is your market share in the pet food manufacturing industry as a whole? .
Do you currently sell your product to small wholesalers? **No**
Do you currently sell your product to medium wholesalers? **Yes**
Do you currently sell your product to large wholesalers? **No**
Do you currently sell your product to small retailers? **No**
Do you currently sell your product to medium retailers? **Yes**
Do you currently sell your product to large retailers? **No**
Do you currently sell to other distributors? **No**
What other distributors do you sell to?
What is your opinion on cranberries being used in pet food? **No opinion given**

## STELLA & CHEWY'S FARM FRESH PET FOOD

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|---|---|
| **Contact Information:** | Stella & Chewy's Farm Fresh Pet Food<br>5 Delevan Street<br>Brooklyn, NY 11231<br>(718) 522-9673<br>http://www.stellaandchewys.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Moist Dog Food and Moist Cat Food |
| **Brand Names:** | Stella & Chewy's Farm Fresh |
| **Cranberries in Products:** | No |

Stella & Chewy's Farm Fresh Pet Food is an all-natural, frozen-fresh pet food made from free-range meats, ground bones and fresh vegetables. We at Stella & Chewy's believe that all pets deserve to thrive on real, raw food- the way nature intended. We have taken the freshest farm-grown ingredients, organic where possible, to a panel of animal nutritionists and veterinarians. Together, we formulated the most nutritional food for the optimum health of animals in all stages of life.

We know that animals fed fresh, natural foods live longer and healthier lives, so we are committed to providing a helathy alternative to regular, processed pet food.

**Stella & Chewy's Farm Fresh Pet Food**

Do you manufacture dog food? **Yes**
Do you manufacture cat food? **Yes**
Do you manufacture bird food? **No**
Do you manufacture rodent food? **No**
Do you manufacture other pet food? **No**
What other type of pet food do you manufacture?
Do you use cranberries in your pet food products? **No**
Do you use cranberries in your pet food for health reasons? .
Do you use cranberries in your pet food for color? .
Do you use cranberries in your pet food for consistency? .
Do you use cranberries in your pet food for weight concerns? .
Do you use cranberries in your pet food for competitive advantage? .
Do you use cranberries in your pet food for texture? .
Do you use cranberries in your pet food for natural reasons (organic)? .
Where did you learn about the health benefits?
What health benefits are you trying to provide in pet food by using cranberries?
Do you use cranberries in your dog food product? .
Do you use cranberries in your cat food product? .
Do you use cranberries in your bird food product? .
Do you use cranberries in your other product? .
Do you use cranberry powder in your pet food? .
Do you use whole cranberries in your pet food? .
Do you use sliced cranberries in your pet food? .
Do you use dried cranberries in your pet food? .
Do you use sweetened cranberries in your pet food? .
Do you use cranberry concentrate in your pet food? .
Do you use other forms of cranberries in your pet food? .
Which products do you use cranberry powder in?
Which products do you use whole berries in?
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in?
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in?
How many pounds of cranberries do you purchase a year? .
Do you plan on increasing the amount of cranberries that you use in your products? .
If definitely or probably, by how many pounds per year?
Do you use carrots? **No**
Do you use peas? **No**
Do you use beans? **No**
Do you use beats? **No**
Do you use blueberries? **Yes**
Do you use other fruits and vegetables? **Yes**
Do you plan on using cranberries in your products? **Probably Not**
If definitely or probably, do you plan on using them in dog food? .
If definitely or probably, do you plan on using them in cat food? .
If definitely or probably, do you plan on using them in bird food? .
If definitely or probably, do you plan on using them in other food? .
Do you think that using cranberries in pet food could be beneficial to your company? **Yes**
Would health benefits to pets persuade you to use cranberries in your products? **Yes**
Would price persuade you to use cranberries in your products? **No**
Would competitive advantage persuade you to use cranberries in your products? **No**
Would customer demand persuade you to use cranberries in your products? **Yes**
Would texture persuade you to use cranberries in your products? **No**
Would natural reasons (organic) persuade you to use cranberries in your products? **No**
Would other reasons persuade you to use cranberries in your products? **No**
Where is your company located? **New York**
How many employees do you have? **1-100**
What is your annual profit? .
What is your market share in the dog food manufacturing industry? **0%-20%**
What is your market share in the cat food manufacturing industry? **0%-20%**
What is your market share in the bird food manufacturing industry? .
What is your market share in the pet food manufacturing industry as a whole? **0%-20%**
Do you currently sell your product to small wholesalers? **No**
Do you currently sell your product to medium wholesalers? **No**
Do you currently sell your product to large wholesalers? **No**
Do you currently sell your product to small retailers? **Yes**
Do you currently sell your product to medium retailers? **Yes**
Do you currently sell your product to large retailers? **Yes**
Do you currently sell to other distributors? **No**
What other distributors do you sell to?
What is your opinion on cranberries being used in pet food? **Good idea**

## STEVE'S REAL FOOD FOR PETS

| | |
|---|---|
| **Contact Information:** | Steve's Real Food for Pets<br>1848 Pearl Street<br>Eugene, OR 97401<br>(888) 526-1900<br>http://www.stevesrealfood.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Moist Dog Food and Moist Cat Food |
| **Brand Names:** | Steve's Real Food |
| **Cranberries in Products:** | No |

Steve's Real Food for Pets is a tasty, nutritious, raw meat, fruit and vegetable-based food for pets using 100% human quality ingredients! Fully prepared, easy-to-feed, a complete and balanced diet for all stages of your pets life.

To provide the natural proteins, antioxidants, enzymes, vitamins and minerals Real Food For Pets is made with hormone-free, human-edible raw chicken or turkey, or select beef. All varieties are mixed with fresh raw vegetables and fruits, we then blend in natural "functional foods" like vitamin E, tuna oil and flaxseed for the important Omega-3 & 6 fatty acids, and kelp for trace minerals. These delicious morsels are then Instant Quick Frozen (IQF) to seal in all the freshness and nutrition.

## SUNSHINE MILLS, INC.

| | |
|---|---|
| **Contact Information:** | Sunshine Mills, Inc.<br>100 Salishan Drive<br>Halifax, VA 24558<br>(434) 476-1451<br>http://www.sunshinemills.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Moist Dog Food, Dry Cat Food, Moist Cat Food and Dog & Cat Treats |
| **Brand Names:** | Sunshine, Field Trial, Cat Café, Principle, Gourmet Gravy, Deli Chunks, George Jones, Nurture, Chatham, Nourish, Champ, Thrifty, Hunter's Special, Puffs n' Purrs, Crunchin' Bones and Jerky, Pup Corn and Meaty Treats |
| **Cranberries in Products:** | No |

Sunshine Pet Treats, Inc. is a manufacturer of premium dog snacks and treats, including the very popular Pup Corn® low-fat low-calorie dog snacks and the extremely satisfying Meaty Treats® jerky dog snacks.

You will be hard pressed to find more rewarding or more exciting products for your pets on the market today.

**Sunshine Mills Inc.**

Do you manufacture dog food? **Yes**
Do you manufacture cat food? **Yes**
Do you manufacture bird food? **No**
Do you manufacture rodent food? **No**
Do you manufacture other pet food? **No**
What other type of pet food do you manufacture?
Do you use cranberries in your pet food products? **No**
Do you use cranberries in your pet food for health reasons? .
Do you use cranberries in your pet food for color? .
Do you use cranberries in your pet food for consistency? .
Do you use cranberries in your pet food for weight concerns? .
Do you use cranberries in your pet food for competitive advantage? .
Do you use cranberries in your pet food for texture? .
Do you use cranberries in your pet food for natural reasons (organic)? .
Where did you learn about the health benefits?
What health benefits are you trying to provide in pet food by using cranberries?
Do you use cranberries in your dog food product? .
Do you use cranberries in your cat food product? .
Do you use cranberries in your bird food product? .
Do you use cranberries in your other product? .
Do you use cranberry powder in your pet food? .
Do you use whole cranberries in your pet food? .
Do you use sliced cranberries in your pet food? .
Do you use dried cranberries in your pet food? .
Do you use sweetened cranberries in your pet food? .
Do you use cranberry concentrate in your pet food? .
Do you use other forms of cranberries in your pet food? .
Which products do you use cranberry powder in?
Which products do you use whole berries in?
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in?
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in?
How many pounds of cranberries do you purchase a year? .
Do you plan on increasing the amount of cranberries that you use in your products? .
If definitely or probably, by how many pounds per year?
Do you use carrots? .
Do you use peas? .
Do you use beans? .
Do you use beats? .
Do you use blueberries? .
Do you use other fruits and vegetables? .
Do you plan on using cranberries in your products? **Probably Not**
If definitely or probably, do you plan on using them in dog food? .
If definitely or probably, do you plan on using them in cat food? .
If definitely or probably, do you plan on using them in bird food? .
If definitely or probably, do you plan on using them in other food? .
Do you think that using cranberries in pet food could be beneficial to your company? **No**
Would health benefits to pets persuade you to use cranberries in your products? .
Would price persuade you to use cranberries in your products? .
Would competitive advantage persuade you to use cranberries in your products? .
Would customer demand persuade you to use cranberries in your products? .
Would texture persuade you to use cranberries in your products? .
Would natural reasons (organic) persuade you to use cranberries in your products? .
Would other reasons persuade you to use cranberries in your products? .
Where is your company located? **Virginia**
How many employees do you have? **101-500**
What is your annual profit? .
What is your market share in the dog food manufacturing industry? .
What is your market share in the cat food manufacturing industry? .
What is your market share in the bird food manufacturing industry? .
What is your market share in the pet food manufacturing industry as a whole? .
Do you currently sell your product to small wholesalers? **No**
Do you currently sell your product to medium wholesalers? **Yes**
Do you currently sell your product to large wholesalers? **No**
Do you currently sell your product to small retailers? **No**
Do you currently sell your product to medium retailers? **Yes**
Do you currently sell your product to large retailers? **No**
Do you currently sell to other distributors? **No**
What other distributors do you sell to?
What is your opinion on cranberries being used in pet food? **No opinion given**

## THE HONEST KITCHEN

| | |
|---|---|
| **Contact Information:** | The Honest Kitchen<br>1804 Garnet Avenue, # 201<br>San Diego, CA 92109<br>(858) 483-5995<br>www.thehonestkitchen.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food and Dog Treats |
| **Brand Names:** | Verve, Force, Double Pack, Embark, Smooches |
| **Cranberries in Products:** | Yes (Dog) |
| **Form of Cranberry:** | Dried Cranberries |

The genesis of the Honest Kitchen was the search for a human grade food that would be good enough for our team's own pets to eat; one that resembles a home made diet in quality, encompasses variety, is economical, nutritionally balanced, and quick and easy to prepare. The assurance of 'nutritional completeness' and considerable time savings (vs 100% home prepared diets).

**The Honest Kitchen**

Do you manufacture dog food? **Yes**
Do you manufacture cat food? **No**
Do you manufacture bird food? **No**
Do you manufacture rodent food? **No**
Do you manufacture other pet food? **No**
What other type of pet food do you manufacture?
Do you use cranberries in your pet food products? **Yes**
Do you use cranberries in your pet food for health reasons? **Yes**
Do you use cranberries in your pet food for color? **No**
Do you use cranberries in your pet food for consistency? **No**
Do you use cranberries in your pet food for weight concerns? **No**
Do you use cranberries in your pet food for competitive advantage? **No**
Do you use cranberries in your pet food for texture? **No**
Do you use cranberries in your pet food for natural reasons (organic)? **No**
Where did you learn about the health benefits? **Nutritionist and Studies**
What health benefits are you trying to provide in pet food by using cranberries? **Vitamin C, Antibacterial, and Digestive System**
Do you use cranberries in your dog food product? **Yes**
Do you use cranberries in your cat food product? **No**
Do you use cranberries in your bird food product? **No**
Do you use cranberries in your other product? **No**
Do you use cranberry powder in your pet food? **No**
Do you use whole cranberries in your pet food? **No**
Do you use sliced cranberries in your pet food? **No**
Do you use dried cranberries in your pet food? **Yes**
Do you use sweetened cranberries in your pet food? **No**
Do you use cranberry concentrate in your pet food? **No**
Do you use other forms of cranberries in your pet food? **No**
Which products do you use cranberry powder in?
Which products do you use whole berries in?
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in?
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in?
How many pounds of cranberries do you purchase a year? .
Do you plan on increasing the amount of cranberries that you use in your products? **Probably Not**
If definitely or probably, by how many pounds per year?
Do you use carrots? **No**
Do you use peas? **No**
Do you use beans? **Yes**
Do you use beats? **No**
Do you use blueberries? **No**
Do you use other fruits and vegetables? **Yes**
Do you plan on using cranberries in your products? .
If definitely or probably, do you plan on using them in dog food? .
If definitely or probably, do you plan on using them in cat food? .
If definitely or probably, do you plan on using them in bird food? .
If definitely or probably, do you plan on using them in other food? .
Do you think that using cranberries in pet food could be beneficial to your company? .
Would health benefits to pets persuade you to use cranberries in your products? .
Would price persuade you to use cranberries in your products? .
Would competitive advantage persuade you to use cranberries in your products? .
Would customer demand persuade you to use cranberries in your products? .
Would texture persuade you to use cranberries in your products? .
Would natural reasons (organic) persuade you to use cranberries in your products? .
Would other reasons persuade you to use cranberries in your products? .
Where is your company located? **California**
How many employees do you have? **1-100**
What is your annual profit? **$401,000-$500,000**
What is your market share in the dog food manufacturing industry? .
What is your market share in the cat food manufacturing industry? .
What is your market share in the bird food manufacturing industry? .
What is your market share in the pet food manufacturing industry as a whole? .
Do you currently sell your product to small wholesalers? **No**
Do you currently sell your product to medium wholesalers? **No**
Do you currently sell your product to large wholesalers? **No**
Do you currently sell your product to small retailers? **Yes**
Do you currently sell your product to medium retailers? **Yes**
Do you currently sell your product to large retailers? **Yes**
Do you currently sell to other distributors? **No**
What other distributors do you sell to?
What is your opinion on cranberries being used in pet food? **Great idea**

## THE PUREBRED COMPANY

| | |
|---|---|
| **Contact Information:** | The Purebred Company<br>P.O. Box 370122<br>Denver, CO 80237<br>(303) 750-2600<br>http://www.americanet.com/Purebred/index.htm |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Moist Dog Food, Dry Cat Food, Moist Cat Food and Dog Treats |
| **Brand Names:** | Purebred |
| **Cranberries in Products:** | No |

The Purebred difference results from using only the finest-quality ingredients available and, more importantly, blending those ingredients in the proper amounts to achieve the perfect balance of available nutrients.

All Purebred formulas maintain their ingredient content in exact amounts regardless of the market costs of the ingredients. This provides the consistent quality serious pet owners are looking for.

## TRIUMPH PET INDUSTRIES, INC.

| | |
|---|---|
| **Contact Information:** | Triumph Pet Industries, Inc.<br>7 Lake Station Road<br>Warwick, NY 10990<br>(800) 331-5144<br>http://www.triumphpet.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Moist Dog Food, Dry Cat Food, Moist Cat Food and Dog Treats |
| **Brand Names:** | Triumph, Evolve, Hi-Tor |
| **Cranberries in Products:** | Yes (Cat) |
| **Form of Cranberry** | Whole Cranberries |

Triumph Pet Industries has been producing the finest quality pet foods for breeders and pet owners for more than 60 years. Our current line of foods has been developed with one thought in mind - the health and vitality of your pet.

Whether you choose dry food, canned food or treats, you can be confident that your pet will be eating a product made from the highest quality ingredients available. Triumph formulas provide a carefully balanced combination of high quality protein, fats and carbohydrates combined with essential vitamins and minerals to ensure that your pet receives the nutrients needed for health and vitality.

The TRIUMPH product line includes natural biscuits and natural dry and canned food for all life stages of your dog or cat.

**Triumph Pet Products**

Do you manufacture dog food? **Yes**
Do you manufacture cat food? **Yes**
Do you manufacture bird food? **No**
Do you manufacture rodent food? **No**
Do you manufacture other pet food? **No**
What other type of pet food do you manufacture?
Do you use cranberries in your pet food products? **Yes**
Do you use cranberries in your pet food for health reasons? **Yes**
Do you use cranberries in your pet food for color? **No**
Do you use cranberries in your pet food for consistency? **No**
Do you use cranberries in your pet food for weight concerns? **No**
Do you use cranberries in your pet food for competitive advantage? **No**
Do you use cranberries in your pet food for texture? **No**
Do you use cranberries in your pet food for natural reasons (organic)? **No**
Where did you learn about the health benefits?
What health benefits are you trying to provide in pet food by using cranberries? **UTI**
Do you use cranberries in your dog food product? **No**
Do you use cranberries in your cat food product? **Yes**
Do you use cranberries in your bird food product? **No**
Do you use cranberries in your other product? **No**
Do you use cranberry powder in your pet food? **No**
Do you use whole cranberries in your pet food? **Yes**
Do you use sliced cranberries in your pet food? **No**
Do you use dried cranberries in your pet food? **No**
Do you use sweetened cranberries in your pet food? **No**
Do you use cranberry concentrate in your pet food? **No**
Do you use other forms of cranberries in your pet food? **No**
Which products do you use cranberry powder in?
Which products do you use whole berries in? **Cat Food**
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in?
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in?
How many pounds of cranberries do you purchase a year? .
Do you plan on increasing the amount of cranberries that you use in your products? **Definitely Not**
If definitely or probably, by how many pounds per year?
Do you use carrots? **No**
Do you use peas? **Yes**
Do you use beans? **No**
Do you use beats? **Yes**
Do you use blueberries? **Yes**
Do you use other fruits and vegetables? **Yes**
Do you plan on using cranberries in your products? .
If definitely or probably, do you plan on using them in dog food? .
If definitely or probably, do you plan on using them in cat food? .
If definitely or probably, do you plan on using them in bird food? .
If definitely or probably, do you plan on using them in other food? .
Do you think that using cranberries in pet food could be beneficial to your company? .
Would health benefits to pets persuade you to use cranberries in your products? .
Would price persuade you to use cranberries in your products? .
Would competitive advantage persuade you to use cranberries in your products? .
Would customer demand persuade you to use cranberries in your products? .
Would texture persuade you to use cranberries in your products? .
Would natural reasons (organic) persuade you to use cranberries in your products? .
Would other reasons persuade you to use cranberries in your products? .
Where is your company located? **New York**
How many employees do you have? **1-100**
What is your annual profit? .
What is your market share in the dog food manufacturing industry? **0%-20%**
What is your market share in the cat food manufacturing industry? **0%-20%**
What is your market share in the bird food manufacturing industry? .
What is your market share in the pet food manufacturing industry as a whole? **0%-20%**
Do you currently sell your product to small wholesalers? **No**
Do you currently sell your product to medium wholesalers? **Yes**
Do you currently sell your product to large wholesalers? **Yes**
Do you currently sell your product to small retailers? **No**
Do you currently sell your product to medium retailers? **Yes**
Do you currently sell your product to large retailers? **Yes**
Do you currently sell to other distributors? **No**
What other distributors do you sell to?
What is your opinion on cranberries being used in pet food? **No opinion given**

## TUFFY'S PET FOODS, INC.

| | |
|---|---|
| **Contact Information:** | Tuffy's Pet Foods, Inc.<br>P.O. Box 190<br>Perham, MN 56573<br>(218) 346-7500<br>http://www.tuffyspetfoods.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | **1996 -** Star-Kist Foods sold the Tuffy's pet food plant to Windy Hill Pet Food Company.<br>**1998 -** Windy Hill Pet Food Company merged with Doane Pet Care, and Tuffy's pet food plant became known as Doane Pet Care.<br>**2001 -** KLN Enterprises purchased the pet food manufacturing facility in Perham from Doane Pet Care and formed Tuffy's Pet Foods, Inc. |
| **Product Lines:** | Dry Dog Food, Moist Dog Food, Dry Cat Food and Dog Treats |
| **Brand Names:** | Tuffy's, Supreme, Gold, Nutri Source |
| **Cranberries in Products:** | Yes (Cat & Dog) |
| **Form of Cranberry:** | Cranberry Powder |

For over 35 years, dog and cat owners have trusted Tuffy's Pet Foods to be fresh and wholesome.

Using only high quality ingredients, each Tuffy's formula is carefully blended to provide a savory and nutritious meal. Tuffy's is 100% nutritionally complete and balanced and remains one of the best values in pet food today.

All Tuffy's products are formulated to meet the nutritional levels established by the AAFCO dog or cat food nutrient profile for all life stages.

**Tuffy's Pet Foods, Inc.**

Do you manufacture dog food? **Yes**
Do you manufacture cat food? **Yes**
Do you manufacture bird food? **No**
Do you manufacture rodent food? **No**
Do you manufacture other pet food? **No**
What other type of pet food do you manufacture?
Do you use cranberries in your pet food products? **Yes**
Do you use cranberries in your pet food for health reasons? **Yes**
Do you use cranberries in your pet food for color? **No**
Do you use cranberries in your pet food for consistency? **No**
Do you use cranberries in your pet food for weight concerns? **No**
Do you use cranberries in your pet food for competitive advantage? **No**
Do you use cranberries in your pet food for texture? **No**
Do you use cranberries in your pet food for natural reasons (organic)? **No**
Where did you learn about the health benefits? **Nutritionist**
What health benefits are you trying to provide in pet food by using cranberries? **Unknown**
Do you use cranberries in your dog food product? **Yes**
Do you use cranberries in your cat food product? **No**
Do you use cranberries in your bird food product? **No**
Do you use cranberries in your other product? **No**
Do you use cranberry powder in your pet food? .
Do you use whole cranberries in your pet food? .
Do you use sliced cranberries in your pet food? .
Do you use dried cranberries in your pet food? .
Do you use sweetened cranberries in your pet food? .
Do you use cranberry concentrate in your pet food? .
Do you use other forms of cranberries in your pet food? .
Which products do you use cranberry powder in?
Which products do you use whole berries in?
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in?
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in?
How many pounds of cranberries do you purchase a year? .
Do you plan on increasing the amount of cranberries that you use in your products? .
If definitely or probably, by how many pounds per year?
Do you use carrots? **Yes**
Do you use peas? **Yes**
Do you use beans? **No**
Do you use beats? **No**
Do you use blueberries? **No**
Do you use other fruits and vegetables? **Yes**
Do you plan on using cranberries in your products? .
If definitely or probably, do you plan on using them in dog food? .
If definitely or probably, do you plan on using them in cat food? .
If definitely or probably, do you plan on using them in bird food? .
If definitely or probably, do you plan on using them in other food? .
Do you think that using cranberries in pet food could be beneficial to your company? .
Would health benefits to pets persuade you to use cranberries in your products? .
Would price persuade you to use cranberries in your products? .
Would competitive advantage persuade you to use cranberries in your products? .
Would customer demand persuade you to use cranberries in your products? .
Would texture persuade you to use cranberries in your products? .
Would natural reasons (organic) persuade you to use cranberries in your products? .
Would other reasons persuade you to use cranberries in your products? .
Where is your company located? **Minnesota**
How many employees do you have? **1-100**
What is your annual profit? .
What is your market share in the dog food manufacturing industry? .
What is your market share in the cat food manufacturing industry? .
What is your market share in the bird food manufacturing industry? .
What is your market share in the pet food manufacturing industry as a whole? .
Do you currently sell your product to small wholesalers? **Yes**
Do you currently sell your product to medium wholesalers? **Yes**
Do you currently sell your product to large wholesalers? **Yes**
Do you currently sell your product to small retailers? **No**
Do you currently sell your product to medium retailers? **No**
Do you currently sell your product to large retailers? **No**
Do you currently sell to other distributors? **No**
What other distributors do you sell to?
What is your opinion on cranberries being used in pet food? **No opinion given**

## VERUS PET FOODS

| | |
|---|---|
| **Contact Information:** | VeRUS Pet Foods<br>P.O. Box 239<br>Abingdon, MD 21009-0239<br>(888) 828-3787<br>http://www.veruspetfoods.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Moist Dog Food and Dry Cat Food |
| **Brand Names:** | VeRUS |
| **Cranberries in Products:** | Yes (Cat) ***Dried Cranberries*** |

***No information available.**

## WILLARD MILLING COMPANY, INC.

| | |
|---|---|
| **Contact Information:** | Willard Milling Company, Inc.<br>P.O. Box 129<br>Willard, KY 41181<br>(606) 474-5754<br>http://www.sextonsdogfood.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food |
| **Brand Names:** | Sexton Brothers |
| **Cranberries in Products:** | No |

Willard Milling Co., Inc., the home of Sexton Brothers Dog Food was founded in 1986 by David, Freeman, and Floyd Sexton with the idea of manufacturing a better dog food at a low competitive price.

Freeman Sexton, a Fox Hunter himself, took up the idea and formulated our different proteins of dog food. Freeman says, "Our dog food is formulated for the working dog-and dog food that can keep up fox dogs can keep up any dog."

Sexton Brothers Dog Food is highly digestible, and made with quality ingredients to assure that your dog gets the proper nutrition it deserves. You'll find all the essential vitamins and minerals that your dog needs for a well balanced diet.

Some dog's are more active than others that's why Sexton Brothers Dog Food offer's an assortment of protein's and fat, so you can choose the formula that best suits your dog's individual needs.

**Willard Milling Inc.**

Do you manufacture dog food? **Yes**
Do you manufacture cat food? **No**
Do you manufacture bird food? **No**
Do you manufacture rodent food? **No**
Do you manufacture other pet food? **No**
What other type of pet food do you manufacture?
Do you use cranberries in your pet food products? **No**
Do you use cranberries in your pet food for health reasons? .
Do you use cranberries in your pet food for color? .
Do you use cranberries in your pet food for consistency? .
Do you use cranberries in your pet food for weight concerns? .
Do you use cranberries in your pet food for competitive advantage? .
Do you use cranberries in your pet food for texture? .
Do you use cranberries in your pet food for natural reasons (organic)? .
Where did you learn about the health benefits?
What health benefits are you trying to provide in pet food by using cranberries?
Do you use cranberries in your dog food product? .
Do you use cranberries in your cat food product? .
Do you use cranberries in your bird food product? .
Do you use cranberries in your other product? .
Do you use cranberry powder in your pet food? .
Do you use whole cranberries in your pet food? .
Do you use sliced cranberries in your pet food? .
Do you use dried cranberries in your pet food? .
Do you use sweetened cranberries in your pet food? .
Do you use cranberry concentrate in your pet food? .
Do you use other forms of cranberries in your pet food? .
Which products do you use cranberry powder in?
Which products do you use whole berries in?
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in?
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in?
How many pounds of cranberries do you purchase a year? .
Do you plan on increasing the amount of cranberries that you use in your products? .
If definitely or probably, by how many pounds per year?
Do you use carrots? **No**
Do you use peas? **No**
Do you use beans? **No**
Do you use beats? **No**
Do you use blueberries? **No**
Do you use other fruits and vegetables? **Yes**
Do you plan on using cranberries in your products? **Probably Not**
If definitely or probably, do you plan on using them in dog food? .
If definitely or probably, do you plan on using them in cat food? .
If definitely or probably, do you plan on using them in bird food? .
If definitely or probably, do you plan on using them in other food? .
Do you think that using cranberries in pet food could be beneficial to your company? **No**
Would health benefits to pets persuade you to use cranberries in your products? **No**
Would price persuade you to use cranberries in your products? **No**
Would competitive advantage persuade you to use cranberries in your products? **No**
Would customer demand persuade you to use cranberries in your products? **No**
Would texture persuade you to use cranberries in your products? **No**
Would natural reasons (organic) persuade you to use cranberries in your products? **No**
Would other reasons persuade you to use cranberries in your products? **No**
Where is your company located? **Kentucky**
How many employees do you have? **1-100**
What is your annual profit? .
What is your market share in the dog food manufacturing industry? **0%-20%**
What is your market share in the cat food manufacturing industry? .
What is your market share in the bird food manufacturing industry? .
What is your market share in the pet food manufacturing industry as a whole? .
Do you currently sell your product to small wholesalers? **Yes**
Do you currently sell your product to medium wholesalers? **No**
Do you currently sell your product to large wholesalers? **No**
Do you currently sell your product to small retailers? **No**
Do you currently sell your product to medium retailers? **No**
Do you currently sell your product to large retailers? **No**
Do you currently sell to other distributors? **No**
What other distributors do you sell to?
What is your opinion on cranberries being used in pet food? **No opinion given**

## WOW BOW DISTRIBUTORS

| | |
|---|---|
| **Contact Information:** | Wow Bow Distributors<br>13B Lucon Drive<br>Deer Park, NY 11729<br>(631) 254-6064<br>http://www.wow-bow.com |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dog and Cat Treats |
| **Brand Names:** | Wow-Bow |
| **Cranberries in Products:** | Yes (Cat & Dog) |
| **Form of Cranberry:** | Whole Cranberries |

Vegetarian Pet Food Since 1985:

Vegetarian pet food is for pet owners who want to do the right thing. Today's pet owners believe that it is better for their pets to eat a diet of vegetables and grains, fruits, nuts, and seeds, with or without eggs and dairy products.

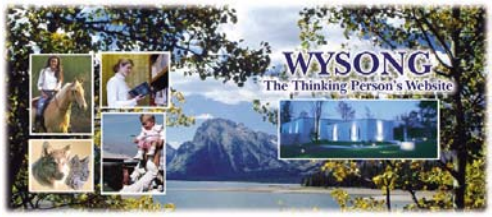
Doing the right thing isn't just a trend. Since our inception in 1985, we've focused our efforts, our resources and our hearts to just one goal…The health and well-being of all animals.

**Wow Bow Distributors**

Do you manufacture dog food? **Yes**
Do you manufacture cat food? **Yes**
Do you manufacture bird food? **No**
Do you manufacture rodent food? **No**
Do you manufacture other pet food? **Yes**
What other type of pet food do you manufacture? **Horse**
Do you use cranberries in your pet food products? **Yes**
Do you use cranberries in your pet food for health reasons? **Yes**
Do you use cranberries in your pet food for color? **No**
Do you use cranberries in your pet food for consistency? **No**
Do you use cranberries in your pet food for weight concerns? **No**
Do you use cranberries in your pet food for competitive advantage? **Yes**
Do you use cranberries in your pet food for texture? **No**
Do you use cranberries in your pet food for natural reasons (organic)? **No**
Where did you learn about the health benefits?
What health benefits are you trying to provide in pet food by using cranberries? **UTI**
Do you use cranberries in your dog food product? **Yes**
Do you use cranberries in your cat food product? **Yes**
Do you use cranberries in your bird food product? **No**
Do you use cranberries in your other product? **Yes**
Do you use cranberry powder in your pet food? **No**
Do you use whole cranberries in your pet food? **Yes**
Do you use sliced cranberries in your pet food? **No**
Do you use dried cranberries in your pet food? **No**
Do you use sweetened cranberries in your pet food? **No**
Do you use cranberry concentrate in your pet food? **No**
Do you use other forms of cranberries in your pet food? **No**
Which products do you use cranberry powder in?
Which products do you use whole berries in? **Cat, Dog and Horse Food**
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in?
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in?
How many pounds of cranberries do you purchase a year? .
Do you plan on increasing the amount of cranberries that you use in your products? **Probably**
If definitely or probably, by how many pounds per year?
Do you use carrots? **No**
Do you use peas? **No**
Do you use beans? **Yes**
Do you use beats? **No**
Do you use blueberries? **No**
Do you use other fruits and vegetables? **No**
Do you plan on using cranberries in your products? .
If definitely or probably, do you plan on using them in dog food? .
If definitely or probably, do you plan on using them in cat food? .
If definitely or probably, do you plan on using them in bird food? .
If definitely or probably, do you plan on using them in other food? .
Do you think that using cranberries in pet food could be beneficial to your company? **Yes**
Would health benefits to pets persuade you to use cranberries in your products? .
Would price persuade you to use cranberries in your products? .
Would competitive advantage persuade you to use cranberries in your products? .
Would customer demand persuade you to use cranberries in your products? .
Would texture persuade you to use cranberries in your products? .
Would natural reasons (organic) persuade you to use cranberries in your products? .
Would other reasons persuade you to use cranberries in your products? .
Where is your company located? **New York**
How many employees do you have? **1-100**
What is your annual profit? .
What is your market share in the dog food manufacturing industry? **0-20%**
What is your market share in the cat food manufacturing industry? .
What is your market share in the bird food manufacturing industry? .
What is your market share in the pet food manufacturing industry as a whole? .
Do you currently sell your product to small wholesalers? .
Do you currently sell your product to medium wholesalers? .
Do you currently sell your product to large wholesalers? .
Do you currently sell your product to small retailers? .
Do you currently sell your product to medium retailers? .
Do you currently sell your product to large retailers? .
Do you currently sell to other distributors? .
What other distributors do you sell to?
What is your opinion on cranberries being used in pet food? **No opinion given**

## WYSONG PRODUCTS

| | |
|---|---|
| **Contact Information:** | Wysong Products<br>1880 North Eastman Road<br>Midland, MI 48642-7779<br>(989) 631-0009<br>http://www.wysong.net |
| **Market Share:** | Less than 1% |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Moist Dog Food, Dry Cat Food, Moist Cat Food and Dog & Cat Treats |
| **Brand Names:** | Wysong |
| **Cranberries in Products:** | Yes (Cat & Dog) |
| **Form of Cranberry:** | Whole Cranberries |




Since about 1979. Dr. Wysong began with clinical and surgical inventions, and branched into the various facets you see today as his research demonstrated the problems in conventional medicine and the importance of prevention.

Dr. Wysong has a B.S. in biology and chemistry and a doctorate in veterinary surgery and medicine. He has taught university human anatomy and physiology, origin of life courses, and published numerous scientific articles and books in the field of human and animal health and nutrition. For the past 20 years he has engaged in research, surgical and clinical product development, teaching, and writing. The Wysong catalog of products and educational materials will give you a partial glimpse of the scope of his work. The testimonials demonstrate the benefits derived (request copy). Publications include technical journal articles on nutrition, health care, embryology, and surgical techniques. He has authored a monthly health newsletter since 1987. His 1975 book, The Creation-Evolution Controversy, is in its eleventh printing and has a readership around the world. It is additionally used as a college text. His book, Lipid Nutrition – Understanding Fats and Oils in Health and Disease, is a significant contribution to the nutritional and health care literature. His most recent works include The Synorgon Diet – Achieving Healthy Weight in a World of Excess, which provides a new look at and solution to the epidemic of obesity, Rationale for Animal Nutrition, and The Truth About Pet Foods, both of which expose myths and misconceptions, setting a new standard for animal care and feeding.

**Wysong Products**

Do you manufacture dog food? **Yes**
Do you manufacture cat food? **Yes**
Do you manufacture bird food? **No**
Do you manufacture rodent food? **Yes**
Do you manufacture other pet food? **Yes**
What other type of pet food do you manufacture? **Horse, Ferrett**
Do you use cranberries in your pet food products? **Yes**
Do you use cranberries in your pet food for health reasons? **Yes**
Do you use cranberries in your pet food for color? **No**
Do you use cranberries in your pet food for consistency? **No**
Do you use cranberries in your pet food for weight concerns? **No**
Do you use cranberries in your pet food for competitive advantage? **No**
Do you use cranberries in your pet food for texture? **No**
Do you use cranberries in your pet food for natural reasons (organic)? **No**
Where did you learn about the health benefits? **Own studies**
What health benefits are you trying to provide in pet food by using cranberries? **UTI**
Do you use cranberries in your dog food product? **Yes**
Do you use cranberries in your cat food product? **Yes**
Do you use cranberries in your bird food product? **No**
Do you use cranberries in your other product? **Yes**
Do you use cranberry powder in your pet food? **No**
Do you use whole cranberries in your pet food? **Yes**
Do you use sliced cranberries in your pet food? **No**
Do you use dried cranberries in your pet food? **No**
Do you use sweetened cranberries in your pet food? **No**
Do you use cranberry concentrate in your pet food? **No**
Do you use other forms of cranberries in your pet food? **Yes**
Which products do you use cranberry powder in?
Which products do you use whole berries in? **Cat and Dog Food**
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in?
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in? **Supplements**
How many pounds of cranberries do you purchase a year? **0-200 lbs**
Do you plan on increasing the amount of cranberries that you use in your products? **Probably**
If definitely or probably, by how many pounds per year?
Do you use carrots? **Yes**
Do you use peas? **No**
Do you use beans? **No**
Do you use beats? **No**
Do you use blueberries? **Yes**
Do you use other fruits and vegetables? **Yes**
Do you plan on using cranberries in your products? .
If definitely or probably, do you plan on using them in dog food? .
If definitely or probably, do you plan on using them in cat food? .
If definitely or probably, do you plan on using them in bird food? .
If definitely or probably, do you plan on using them in other food? .
Do you think that using cranberries in pet food could be beneficial to your company? .
Would health benefits to pets persuade you to use cranberries in your products? .
Would price persuade you to use cranberries in your products? .
Would competitive advantage persuade you to use cranberries in your products? .
Would customer demand persuade you to use cranberries in your products? .
Would texture persuade you to use cranberries in your products? .
Would natural reasons (organic) persuade you to use cranberries in your products? .
Would other reasons persuade you to use cranberries in your products? .
Where is your company located? **Michigan**
How many employees do you have? **1-100**
What is your annual profit? .
What is your market share in the dog food manufacturing industry? .
What is your market share in the cat food manufacturing industry? .
What is your market share in the bird food manufacturing industry? .
What is your market share in the pet food manufacturing industry as a whole? .
Do you currently sell your product to small wholesalers? **Yes**
Do you currently sell your product to medium wholesalers? **Yes**
Do you currently sell your product to large wholesalers? **Yes**
Do you currently sell your product to small retailers? **Yes**
Do you currently sell your product to medium retailers? **No**
Do you currently sell your product to large retailers? **No**
Do you currently sell to other distributors? **Yes**
What other distributors do you sell to? **Consumer**
What is your opinion on cranberries being used in pet food? **Good idea**

# Profile of Canadian Pet Food Manufacturers

## HOLISTIC BLEND

| | |
|---|---|
| **Contact Information:** | Holistic Blend<br>1222 Fewster Drive, Unit 3<br>Mississauga, Ontario, Canada L4W 1A1<br>(800) 954-1117<br>http://www.holisticblend.com |
| **Market Share:** | N/A |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food, Dry Cat Food and Dog Treats |
| **Brand Names:** | Holistic Blend |
| **Cranberries in Products:** | Yes (Cat) |
| **Form of Cranberry:** | Whole Cranberries |

Holistic Blend® is more than just a premium holistic-natural ingredient pet food supplier. We pride ourselves in providing high quality food, supplements, and treats from today's leading Canadian manufacturers; on top of that we offer them at outstanding prices. With several years of retail experience you can have confidence that when you enter our site you are receiving the best products at the best prices.

We are a Canadian company that opened our doors as a family business several years ago. By offering quality selection, low prices, and expert advise our company has blossomed from a single store to a multi province chain serving Canada and the United States.

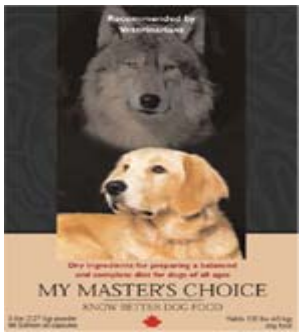
Holistic Blend® is a truly all-natural product line designed for your companion animals. You won't find it in our advertising, but a commitment to quality, value and service that comes from the heart is in every product we offer. We offer a full line of holistic pet products that are minimally processed, organically grown, cruelty-free and environmentally safe to provide "The Best For Your Pets - Naturally!"

**Holistic Blend**

Do you manufacture dog food? **Yes**
Do you manufacture cat food? **Yes**
Do you manufacture bird food? **No**
Do you manufacture rodent food? **No**
Do you manufacture other pet food? **No**
What other type of pet food do you manufacture?
Do you use cranberries in your pet food products? **Yes**
Do you use cranberries in your pet food for health reasons? **Yes**
Do you use cranberries in your pet food for color? **No**
Do you use cranberries in your pet food for consistency? **No**
Do you use cranberries in your pet food for weight concerns? **No**
Do you use cranberries in your pet food for competitive advantage? **No**
Do you use cranberries in your pet food for texture? **No**
Do you use cranberries in your pet food for natural reasons (organic)? **Yes**
Where did you learn about the health benefits?
What health benefits are you trying to provide in pet food by using cranberries? **UTI**
Do you use cranberries in your dog food product? **No**
Do you use cranberries in your cat food product? **Yes**
Do you use cranberries in your bird food product? **No**
Do you use cranberries in your other product? **No**
Do you use cranberry powder in your pet food? **No**
Do you use whole cranberries in your pet food? **Yes**
Do you use sliced cranberries in your pet food? **No**
Do you use dried cranberries in your pet food? **No**
Do you use sweetened cranberries in your pet food? **No**
Do you use cranberry concentrate in your pet food? **No**
Do you use other forms of cranberries in your pet food? **No**
Which products do you use cranberry powder in?
Which products do you use whole berries in? **Cat Food**
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in?
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in?
How many pounds of cranberries do you purchase a year? .
Do you plan on increasing the amount of cranberries that you use in your products? .
If definitely or probably, by how many pounds per year?
Do you use carrots? **Yes**
Do you use peas? **No**
Do you use beans? **No**
Do you use beats? **No**
Do you use blueberries? **No**
Do you use other fruits and vegetables? **Yes**
Do you plan on using cranberries in your products? .
If definitely or probably, do you plan on using them in dog food? .
If definitely or probably, do you plan on using them in cat food? .
If definitely or probably, do you plan on using them in bird food? .
If definitely or probably, do you plan on using them in other food? .
Do you think that using cranberries in pet food could be beneficial to your company? .
Would health benefits to pets persuade you to use cranberries in your products? .
Would price persuade you to use cranberries in your products? .
Would competitive advantage persuade you to use cranberries in your products? .
Would customer demand persuade you to use cranberries in your products? .
Would texture persuade you to use cranberries in your products? .
Would natural reasons (organic) persuade you to use cranberries in your products? .
Would other reasons persuade you to use cranberries in your products? .
Where is your company located? **Ontario**
How many employees do you have? .
What is your annual profit? .
What is your market share in the dog food manufacturing industry? .
What is your market share in the cat food manufacturing industry? .
What is your market share in the bird food manufacturing industry? .
What is your market share in the pet food manufacturing industry as a whole? .
Do you currently sell your product to small wholesalers? .
Do you currently sell your product to medium wholesalers? .
Do you currently sell your product to large wholesalers? .
Do you currently sell your product to small retailers? .
Do you currently sell your product to medium retailers? .
Do you currently sell your product to large retailers? .
Do you currently sell to other distributors? .
What other distributors do you sell to?
What is your opinion on cranberries being used in pet food? **No opinion given**

## KNOW BETTER DOG FOOD

| | |
|---|---|
| **Contact Information:** | Know Better Dog Food<br>PO Box 387<br>Salt Spring Island, BC Canada V8K2W1<br>(866) 922-6463<br>http://www.knowbetterdogfood.com |
| **Market Share:** | N/A |
| **Mergers and Acquisitions:** | N/A |
| **Product Lines:** | Dry Dog Food and Dog Treats |
| **Brand Names:** | Know Better Dog Food: My Master's Choice, Trax Bar |
| **Cranberries in Products:** | No |




Health is a most precious possession, both for ourselves and the animals for whom we are responsible. Nutrition, exercise, a healthy environment, and above all, knowledge are the crucial factors in maintaining good health and longevity.

Our philosophy is firmly based in the belief that nature provides us with optimal ingredients for maintaining perfect health and vitality, and it is also our opinion that we owe to our canine companions the best possible opportunity to remain healthy and vital.

The ingredients in MY MASTER'S CHOICE were developed to replicate the nutritional content that nature originally intended for dogs - a diet based on raw meat. We have, therefore, been led away from the cereal-based, highly processed commercial foods, toward a more biologically appropriate dog food diet.

**Know Better Dog Food**

Do you manufacture dog food? **Yes**
Do you manufacture cat food? **Yes**
Do you manufacture bird food? **No**
Do you manufacture rodent food? **No**
Do you manufacture other pet food? **No**
What other type of pet food do you manufacture?
Do you use cranberries in your pet food products? **No**
Do you use cranberries in your pet food for health reasons? .
Do you use cranberries in your pet food for color? .
Do you use cranberries in your pet food for consistency? .
Do you use cranberries in your pet food for weight concerns? .
Do you use cranberries in your pet food for competitive advantage? .
Do you use cranberries in your pet food for texture? .
Do you use cranberries in your pet food for natural reasons (organic)? .
Where did you learn about the health benefits?
What health benefits are you trying to provide in pet food by using cranberries?
Do you use cranberries in your dog food product? .
Do you use cranberries in your cat food product? .
Do you use cranberries in your bird food product? .
Do you use cranberries in your other product? .
Do you use cranberry powder in your pet food? .
Do you use whole cranberries in your pet food? .
Do you use sliced cranberries in your pet food? .
Do you use dried cranberries in your pet food? .
Do you use sweetened cranberries in your pet food? .
Do you use cranberry concentrate in your pet food? .
Do you use other forms of cranberries in your pet food? .
Which products do you use cranberry powder in?
Which products do you use whole berries in?
Which products do you use sliced cranberries in?
Which products do you use dried cranberries in?
Which products do you use sweetened cranberries in?
Which products do you use cranberry concentrate in?
Which products do you use other forms of cranberries in?
How many pounds of cranberries do you purchase a year? .
Do you plan on increasing the amount of cranberries that you use in your products? .
If definitely or probably, by how many pounds per year?
Do you use carrots? .
Do you use peas? .
Do you use beans? .
Do you use beats? .
Do you use blueberries? .
Do you use other fruits and vegetables? .
Do you plan on using cranberries in your products? **Definitely Not**
If definitely or probably, do you plan on using them in dog food? .
If definitely or probably, do you plan on using them in cat food? .
If definitely or probably, do you plan on using them in bird food? .
If definitely or probably, do you plan on using them in other food? .
Do you think that using cranberries in pet food could be beneficial to your company? **No**
Would health benefits to pets persuade you to use cranberries in your products? .
Would price persuade you to use cranberries in your products? .
Would competitive advantage persuade you to use cranberries in your products? .
Would customer demand persuade you to use cranberries in your products? .
Would texture persuade you to use cranberries in your products? .
Would natural reasons (organic) persuade you to use cranberries in your products? .
Would other reasons persuade you to use cranberries in your products? .
Where is your company located? **British Columbia**
How many employees do you have? **1-100**
What is your annual profit? .
What is your market share in the dog food manufacturing industry? **0%-20%**
What is your market share in the cat food manufacturing industry? **0%-20%**
What is your market share in the bird food manufacturing industry? .
What is your market share in the pet food manufacturing industry as a whole? .
Do you currently sell your product to small wholesalers? **No**
Do you currently sell your product to medium wholesalers? **No**
Do you currently sell your product to large wholesalers? **No**
Do you currently sell your product to small retailers? **Yes**
Do you currently sell your product to medium retailers? **No**
Do you currently sell your product to large retailers? **No**
Do you currently sell to other distributors? **No**
What other distributors do you sell to?
What is your opinion on cranberries being used in pet food? **No opinion given**

## US MANUFACTURERS USING CRANBERRIES IN PET FOOD

| COMPANY | LOCATION | PRODUCT LINE | CRANBERRY FORM |
|---|---|---|---|
| Artemis Company | California | Dog and Cat | Powder |
| Bench & Field | Indiana | Dog and Cat | Powder |
| Blue Seal Feeds | New Hampshire | Dog and Cat | Juice |
| Breeder's Choice | California | Cat | Whole |
| Canidae Pet Foods | California | Dog and Cat | Meal |
| Castor & Pollux Pet Works | Oregon | Dog and Cat | Dried |
| Chenango Valley Pet Foods | New York | Cat | Whole |
| Diamond Pet Food | Missouri | Dog and Cat | Powder |
| Drs. Foster & Smith | Wisconsin | Cat | Whole |
| Eagle Pack Pet Products | Indiana | Cat | Whole/Dried |
| Evanger's Dog and Cat Food Company | Illinois | Dog and Cat | Whole |
| Evolution Diet Pet Food Corp. | Minnesota | Dog and Cat | Did not indicate |
| Fromm Family Foods | Wisconsin | Dog and Cat | Whole |
| Kumpi Dog Food | Colorado | Cat | Dried |
| Merrick Pet Care | Texas | Dog and Cat | Dried |
| Natural Balance Pet Foods | California | Dog and Cat | Dried |
| Natural Life Pet Products | Kansas | Dog and Cat | Meal |
| Nature's Variety | Nebraska | Dog and Cat | Whole |
| Nutro Products | California | Dog and Cat | Powder |
| Old Mother Hubbard | Massachusetts | Dog and Cat | Whole |
| Owen & Mandeville Pet Products | Connecticut | Dog | Whole |
| PetGuard | Florida | Dog and Cat | Organic |
| Precise Pet Products | Texas | Dog and Cat | Dried |
| Professional Pet Foods | Missouri | Dog | Powder |
| Sammy Snacks | Virginia | Dog | Dried |
| Show Coat & Strongpoint Natural Pet Food | Texas | Dog and Cat | Dried |
| Solid Gold Health Products for Pets | California | Dog and Cat | Meal |
| The Honest Kitchen | California | Dog | Dried |
| Triumph Pet Industries | New York | Cat | Whole |
| Tuffy's | Minnesota | Dog and Cat | Powder |
| VeRUS Pet Foods | Maryland | Cat | Dried |
| Wow-Bow Distributors | New York | Dog and Cat | Whole |
| Wysong Products | Michigan | Dog and Cat | Whole |

| | | | |
|---|---|---|---|
| Holistic Blend | Ontario | Cat | Whole |

## ANALYSIS OF PROMOTIONAL CLAIMS *

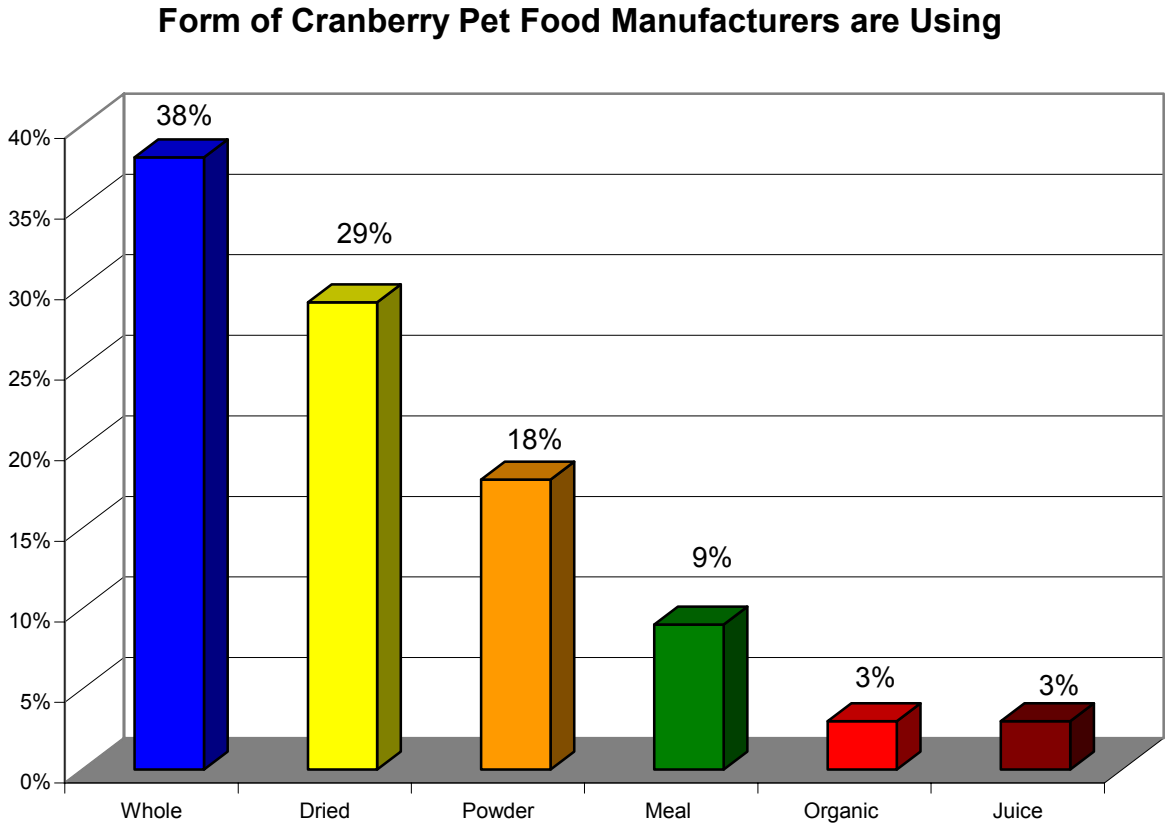
| Company | Key Words | Promotional Claims Regarding Cranberries |
|---|---|---|
| Artemis Company | Natural, Human Grade, No By-Products, Holistic | Cranberries prevent bladder infections, and they clean the urinary tract. |
| Bench & Field Pet Foods | Natural, Organic, Health, Holistic | |
| Blue Seal Feeds | Natural, Health | |
| Breeder's Choice | Natural, Health | |
| Canidae Pet Foods | Natural, Human Grade, Holistic | |
| Castor & Pollux | Organic, Health | |
| Drs. Foster & Smith | Antioxidants, Natural, Health, No By-Products | Cranberries help maintain urinary tract health. |
| Eagle Pack Pet Products | Antioxidants, Natural, Health, Holistic | Orchard and herb garden ingredients include cranberries, which aids in maintaining a healthy urinary tract, urinary pH, and acts as a taste stimulant. |
| Evanger's Dog & Cat Food Company | Natural, Health | |
| Evolution Diet | Natural, Health, Human Grade | |
| Fromm Family Foods | Natural, Health, Human Grade | Cranberries are used for kidney or urinary tract infection caused by bacteria, usually E. coli. This beneficial action on the urinary system is the result of its vitamin C and flavonoids content. |
| Holistic Blend | Antioxidants, Natural, Health, Human Grade, Holistic | Cranberries are high in vitamin C. It's properties have been known to help cleanse the urinary tract by fighting bacterial infections, and to help heal wounds. |
| Kumpi Dog Food | Natural, Health, No-By Products | |
| Merrick Pet Care | Natural, Human Grade, Holistic | |
| Natural Balance Pet Foods | Natural, Organic, Health | |
| Natural Life | Antioxidants, Natural, Health, Holistic | |

| | | |
|---|---|---|
| Nature's Variety | Natural, Health, Organic, Human Grade | |
| Nutro Products | Natural, Health | Cranberry powder helps promote healthy gums & fresh breath. |
| Old Mother Hubbard | Health, Human Grade, No By-Products | |
| Owen & Mandeville Pet Products | Natural, Health, Holistic | |
| Pet Guard | Natural, Health, Holistic, No By-Products, Organic | Organic |
| Precise Pet Products | Natural, Health | Cranberries contribute to a healthy urinary tract by binding harmful bacteria in the bladder. |
| Professional Pet Foods | Health | |
| Sammy Snacks | Natural, Human Grade, No-By Products | |
| Show Coat & Strongpoint Natural Pet Food | Antioxidants, Natural, Health, No By-Products | |
| Solid Gold Health Products for Pets | Natural, Health, Holistic | |
| The Honest Kitchen | Natural, Health, Human Grade, Organic | |
| Triumph Pet Industries | Natural, Health, Holistic, Human Grade, No By-Products | Cranberries are a source of soluble fiber that helps acidify urine. |
| Tuffy's Pet Foods | Health | |
| VeRUS Pet Foods | Natural | |
| Wow-Bow Distributors | Natural, Health | Cranberries inhibit bacterial growth in urinary tract, and are a good source of vitamin C. |
| Wysong Products | Natural, Health, Organic | |

* All above information is based on content analysis of the manufacturers web site.

Note: All these manufactures stress nutrition and the importance of high quality ingredients.

What form of cranberry are you using in pet food?
***(Please check all that apply)***




Thirty-eight percent of pet food manufacturers using cranberries are using whole cranberries, 29% are using dried cranberries, 18% are using cranberry powder, 9% are using cranberry meal, 3% are using organic cranberry and 3% of pet food manufacturers using cranberries are using cranberry juice.

# CHAPTER 4: HIGHLIGHTS OF INTERVIEWS WITH PET FOOD MANUFACTURERS

## METHODOLOGY

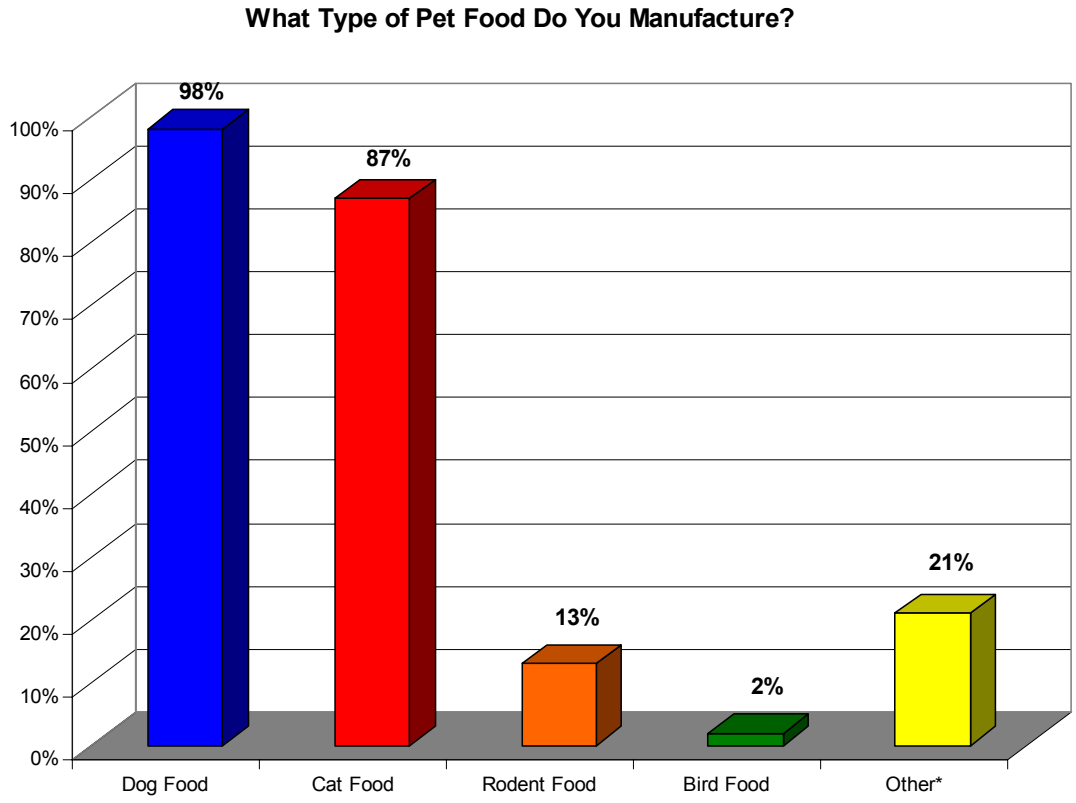
A list of US Pet Food Manufacturers was compiled from a number of directories, on line sources, and association databases. A random sample of 42 US manufacturers and 2 Canadian companies from that list were selected and interviewed. A range of information was sought including products manufactured, use of cranberries, attitudes, and opinions about the value of cranberries and projections for their future use.

Highlights of those interviews follow. The complete study is available from the Cape Cod Cranberry Growers' Association (CCCGA) on their web site at www.cranberries.org.

## SUMMARY OF HIGHLIGHTS

- The majority of pet food manufacturers surveyed make dog and cat food.
- Thirty-eight percent of pet food manufacturers surveyed are currently using cranberries in their products.
- Almost ninety percent of those surveyed cite health reasons for the inclusion of cranberries in their products. Other reasons include for natural products, for color and for competitive advantage.
- An equal number of manufacturers surveyed using cranberries, are using them in dog food and cat food.
- Over half the manufacturers interviewed who used cranberries reported using whole berries, 35% use dried, 18% use powder. Those reporting other cranberry forms included paste and organic. (Note: in our expanded research of the industry, many forms of cranberries are used including juice and meal-although whole, dried and powder do predominate).
- Sixty percent of manufacturers surveyed plan to increase the amount of cranberries they use.
- Factors that would persuade manufacturers to use cranberries include documented health benefits for pets, consumer demand, competitive advantage, price, texture, and natural reasons.
- Pet food manufacturers utilize both wholesale distributors as well as selling directly to retail outlets.

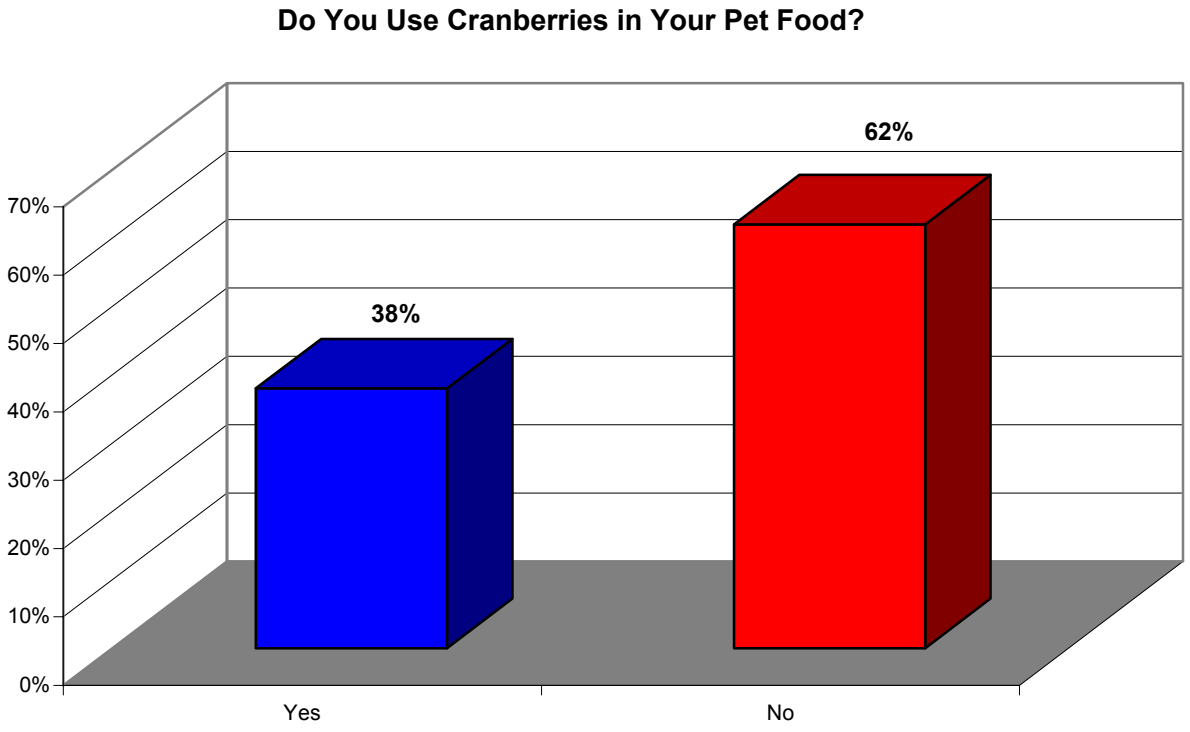
What type of pet food do you manufacture?
***(Please check all that apply)***




Ninety-eight percent of pet food manufacturers surveyed manufacture dog food, 87% manufacture cat food, 13% manufacture rodent food, 2% manufacture bird food and 21% manufacture something other than those already mentioned.*

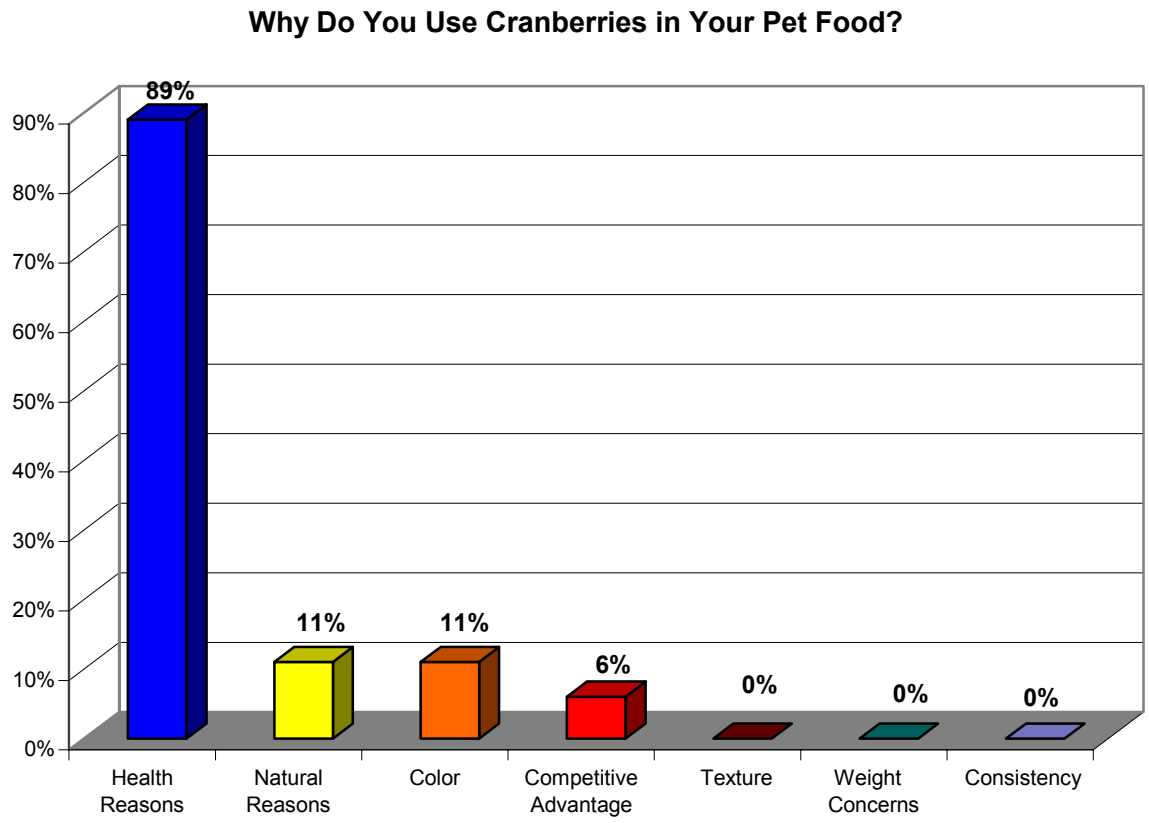
* The other category consisted of horse (6), catfish (1), cattle (1), deer (1), fish (1), monkey (1), rabbit (1) and turtle (1).

Do you use cranberries in your pet food?



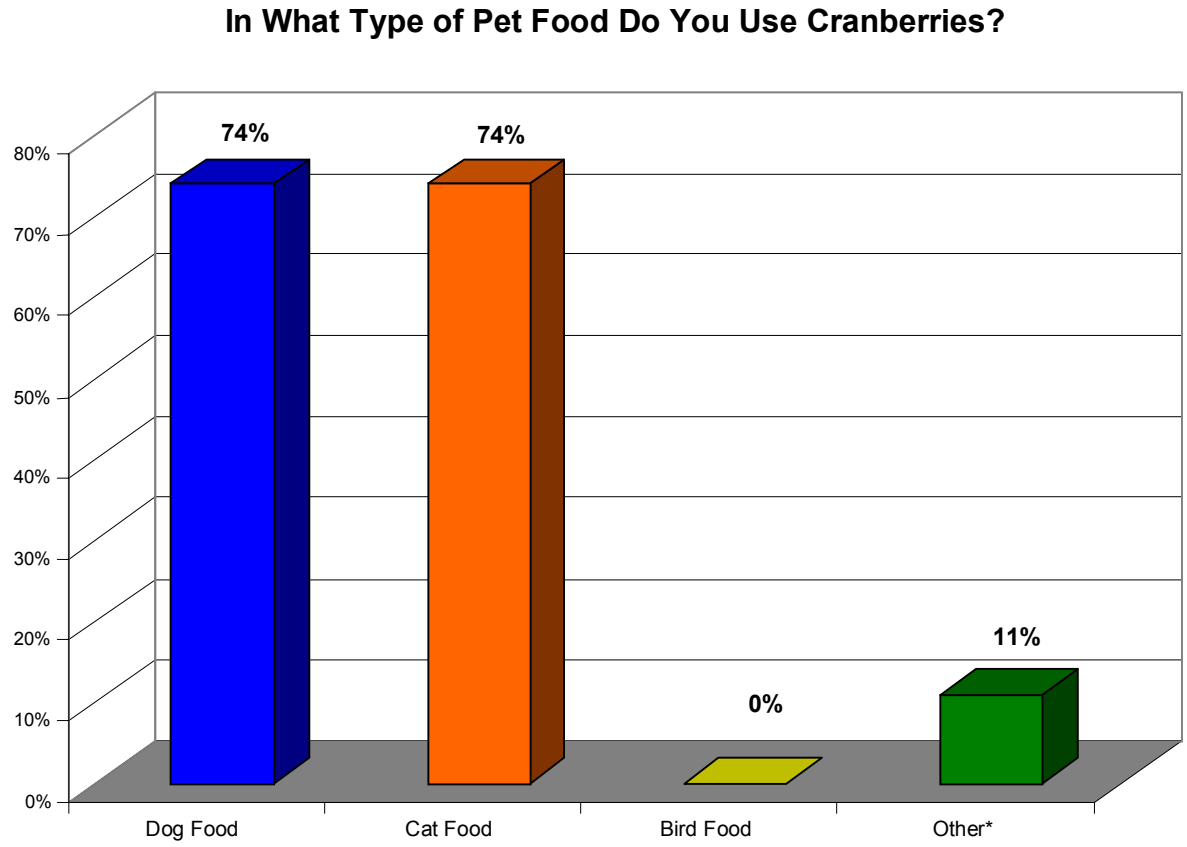

Thirty-eight percent of manufacturers surveyed use cranberries in their pet food.

Why do you use cranberries in your pet food?
***(Please check all that apply)***




Eighty-nine percent of manufacturers surveyed use cranberries in their pet food for health reasons, 11% for natural reasons or color, 6% for competitive advantage and no one surveyed mentioned they use cranberries in pet food for texture, weight concerns or consistency.

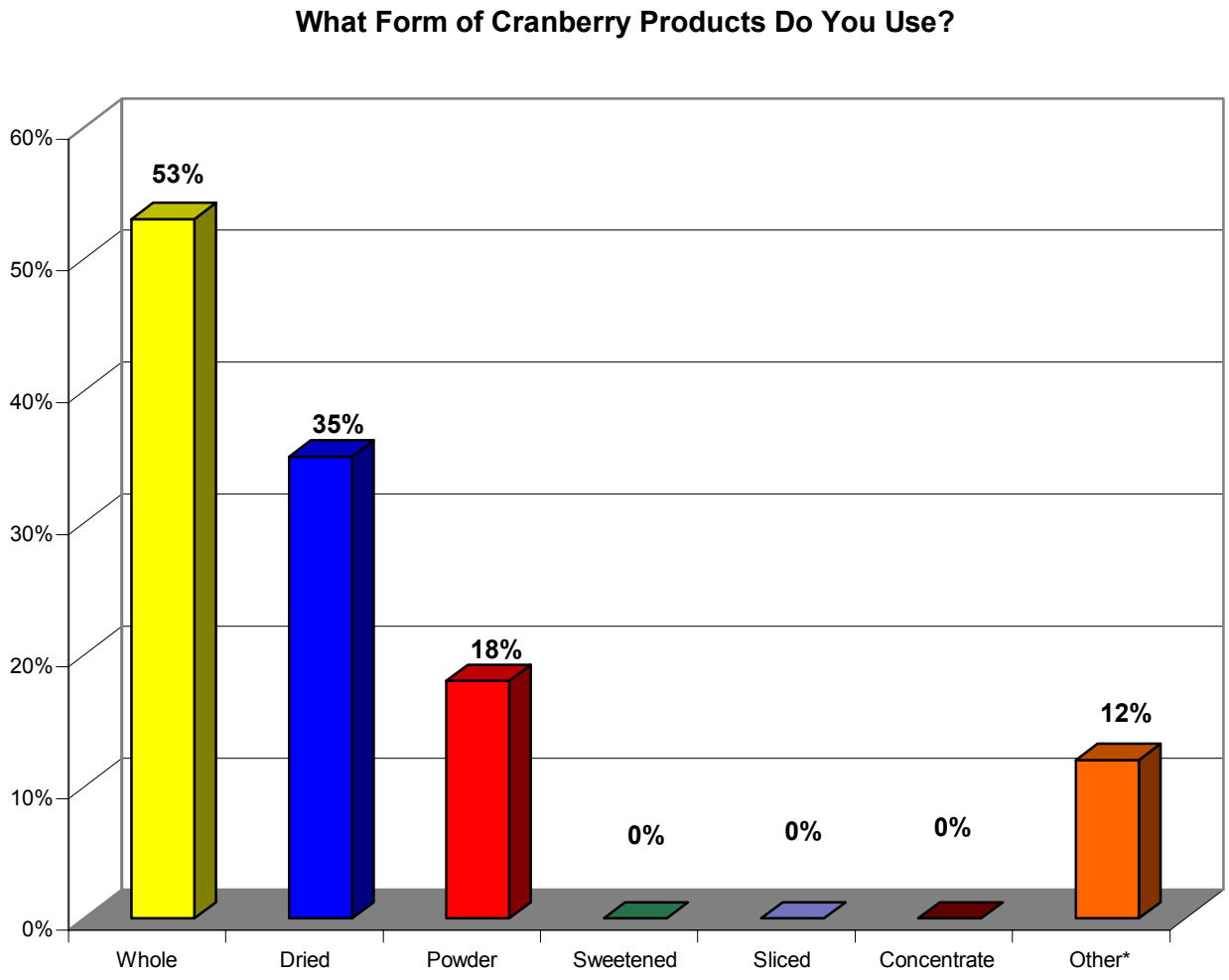
In what type of pet food do you use cranberries?
***(Please check all that apply)***




Seventy-four percent of pet food manufacturers surveyed that are using cranberries in their products use it in dog food, 74% use cranberries in cat food and 11% use cranberries in other products than those already mentioned.*

* No specific responses were given in the "other" category.

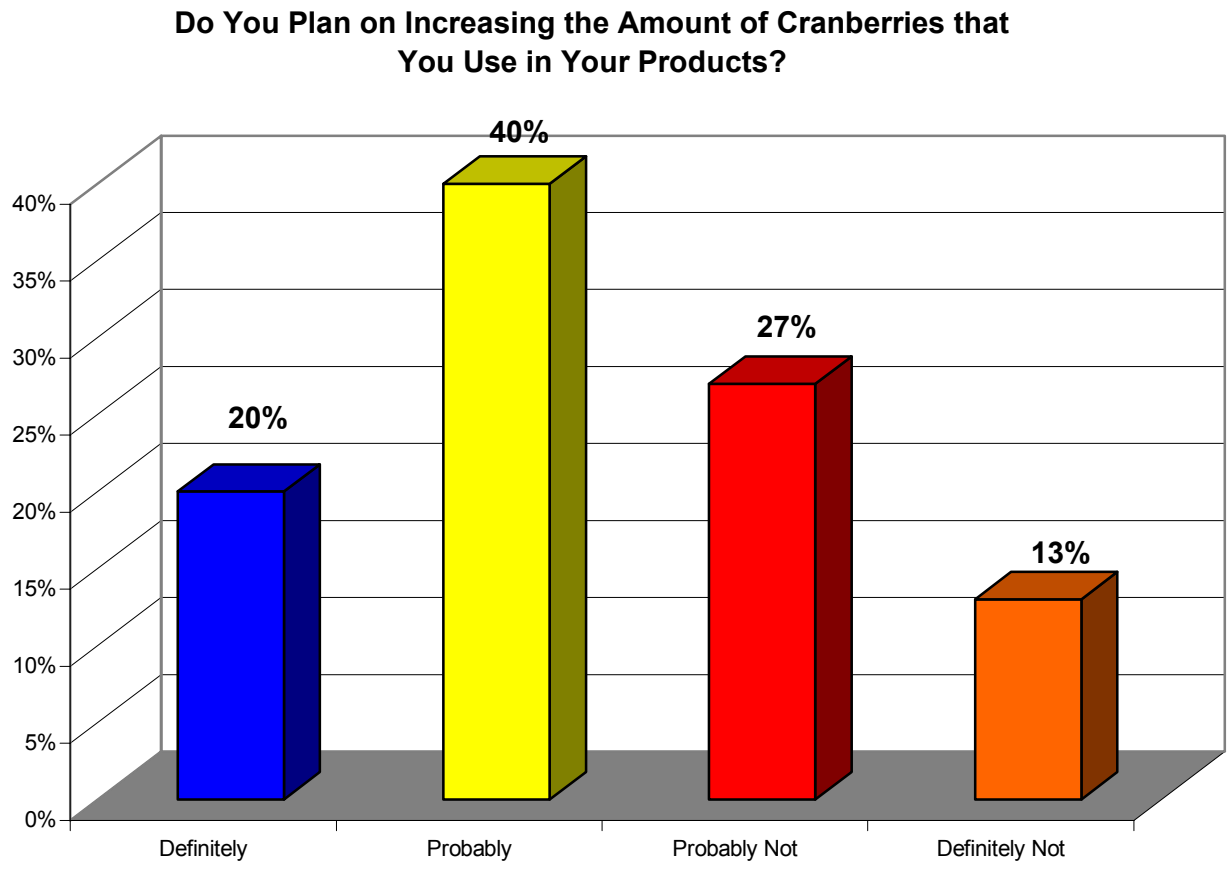
What form of cranberry products do you use?
***(Please check all that apply)***




Fifty-three percent of pet food manufacturers surveyed who use cranberries in their pet food use whole cranberries, 35% use dried cranberries, 18% use cranberry powder and 12% mentioned something other than those already mentioned.*

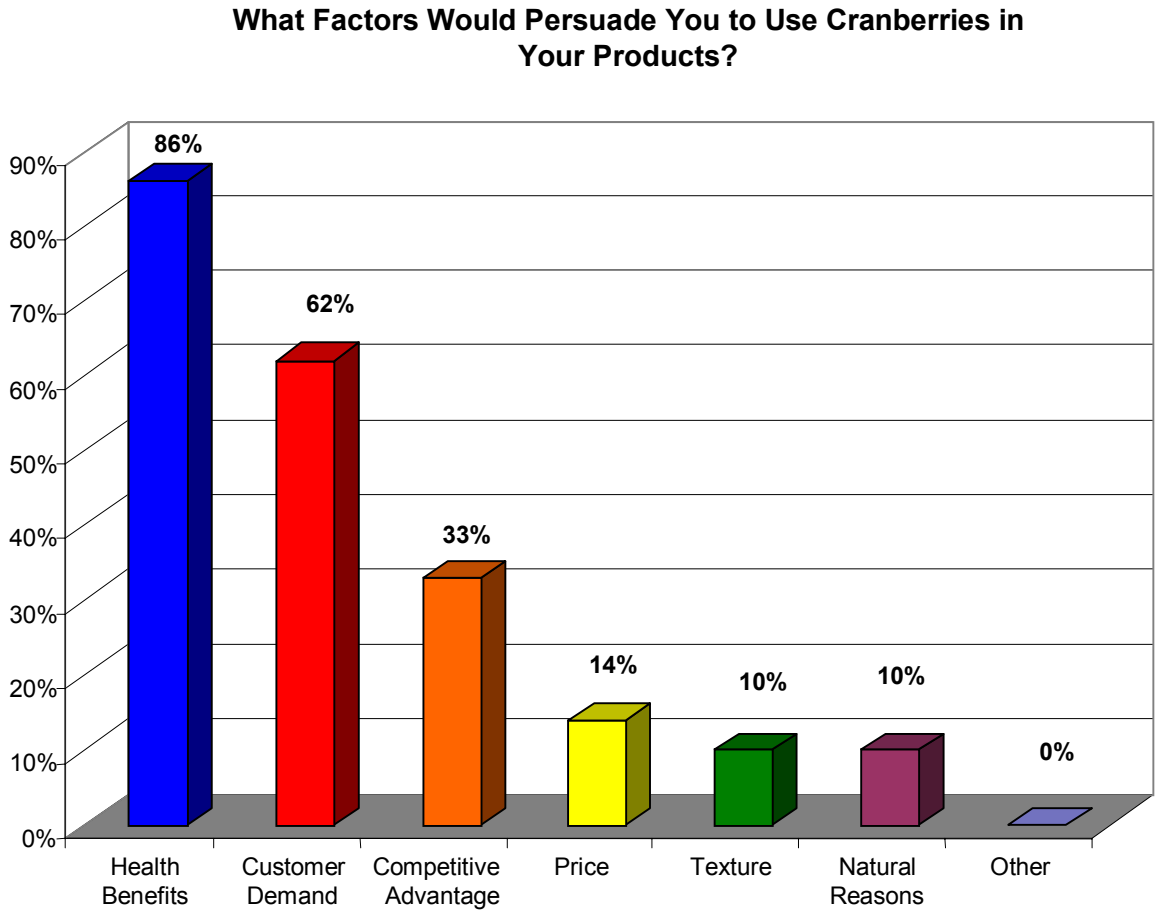
* No specific response was given in the "other" category.

Do you plan on increasing the amount of cranberries that you use in your products?



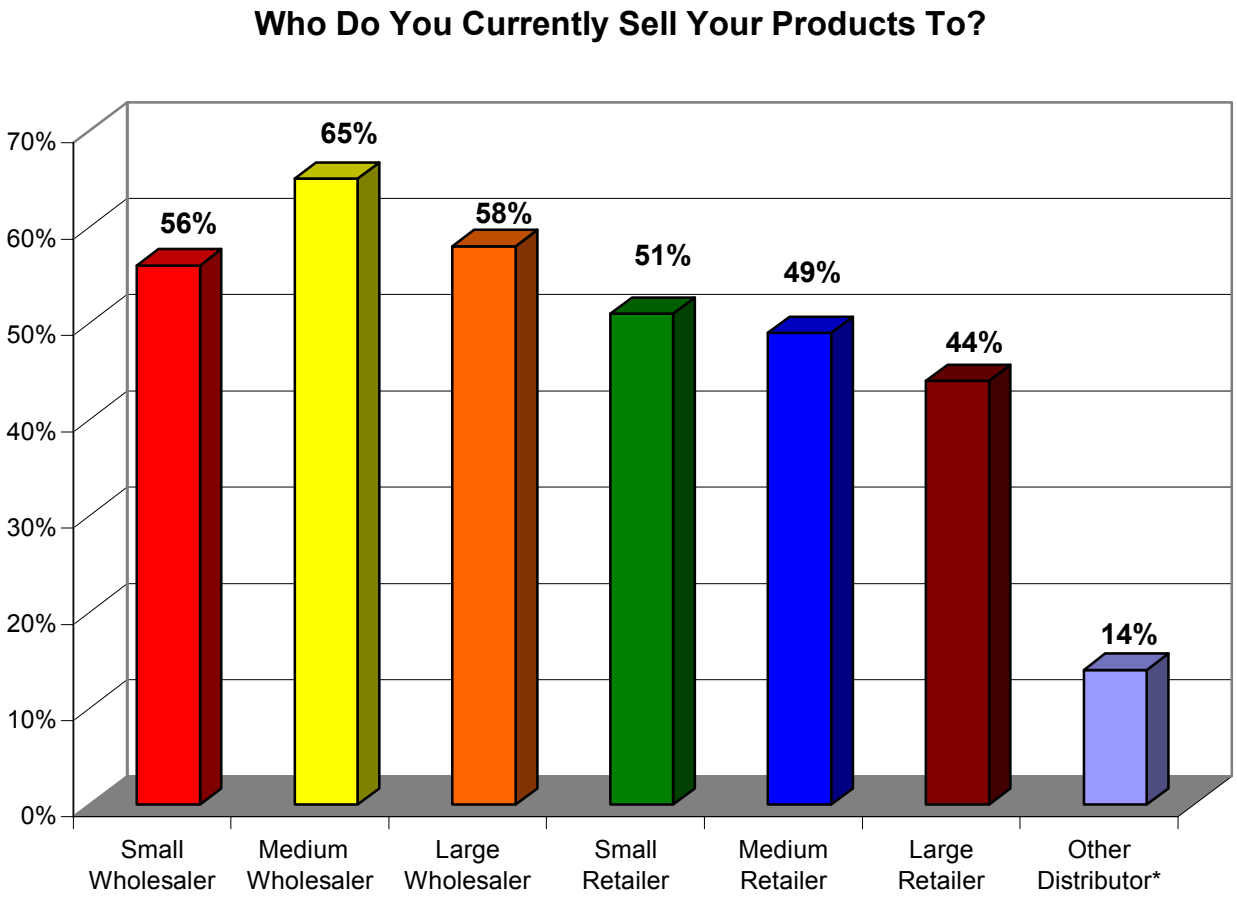

Twenty percent of pet food manufacturers surveyed who use cranberries in their products definitely plan on increasing the amount of cranberries that they currently use, 40% probably will, 27% probably will not and 13% definitely will not increase the current amount of cranberries they use in their products.

What factors would persuade you to use cranberries in your products?
***(Please check all that apply)***




Eighty-six percent of pet food manufacturers surveyed said health benefits would persuade them to use cranberries in their products, 62% said customer demand, 33% said competitive advantage, 14% said price and 10% said texture or natural reasons would persuade them to use cranberries in their pet food.

Who do you currently sell your products to?
***(Please check all that apply)***




Fifty-six percent of pet food manufacturers surveyed sell their products to small wholesalers, 65% sell to medium wholesalers, 58% sell to large wholesalers, 51% sell to small retailers, 49% sell to medium retailers, 44% sell to large retailers and 14% sell to another type of distributor.*

* The other category consisted of selling directly to the end user (5).

# CHAPTER 5: CONSUMER TRENDS

## OVERVIEW

The baby boomers were born between 1946 and 1964 and as a group represent 28% of the US population or approximately 76 million people. As the first wave of baby boomers approaches retirement, there has been a resultant shift in spending and purchasing behavior in the United States. This shift has already started to change the retail landscape and will only continue to stimulate changes over the next few years. According to the US Bureau of Labor Statistics, they account for 50% of all discretionary income and have an average household income of $50,000. Generally the boomers are an affluent group and appear to be participating in the labor force for longer periods of time, adding to their spending power (Worden, 2004).

Baby boomers seem to be inclined towards domestic spending, focusing purchases on their homes. These purchases include home improvements and purchasing second homes. In addition to making these purchases, baby boomers are also very concerned with their personal health. They demand products ranging from skin care and anti-wrinkle treatments, to quick-fix diets. The baby boomer generation is known for seeking out things that are fast and convenient. They are reputed for aspiring to be in good shape while refusing to exercise or eat well. In fact, while obesity rates in the US have increased dramatically in the last 20 years, it is reported to be most prevalent in people aged 50 to 59. This translates to 1 in every 4 boomers considered overweight (Worden, 2004). Regardless, they continue to flock to gyms, try diets, and obsess about a healthy lifestyle.

As their children are leaving the house, boomers are now directing their discretionary spending towards their new children," the household pets. Most baby boomers will soon fall into empty nest category and many will seek animal companionship. Thirty-nine percent of Americans between the ages of 55 to 64, and 25% of those 65 or older owns a pet (Gardyn, 2002).

Baby boomers seem to be as concerned with the health of their household pets as they are with their own. They have good incomes and they are spending it on their animal companions. They are very willing to spend unusually large amounts to ensure their pets well being (See Figure 8).

## PET HEALTH

It appears that health conscious consumers are also projecting their own health concerns onto their pets. There is growth in the organic and natural segment of the human food industry and similar growth is projected in the pet food sector. Pet food companies seem to be listening. Pet food manufacturers are realizing that aging pets suffer from the same ailments as aging humans and are now producing foods that claim to counteract heart disease, arthritis, and memory-loss. Doggy dental care also appears to be a growing concern among owners. Pedigree has developed Dentabones, which are marketed to

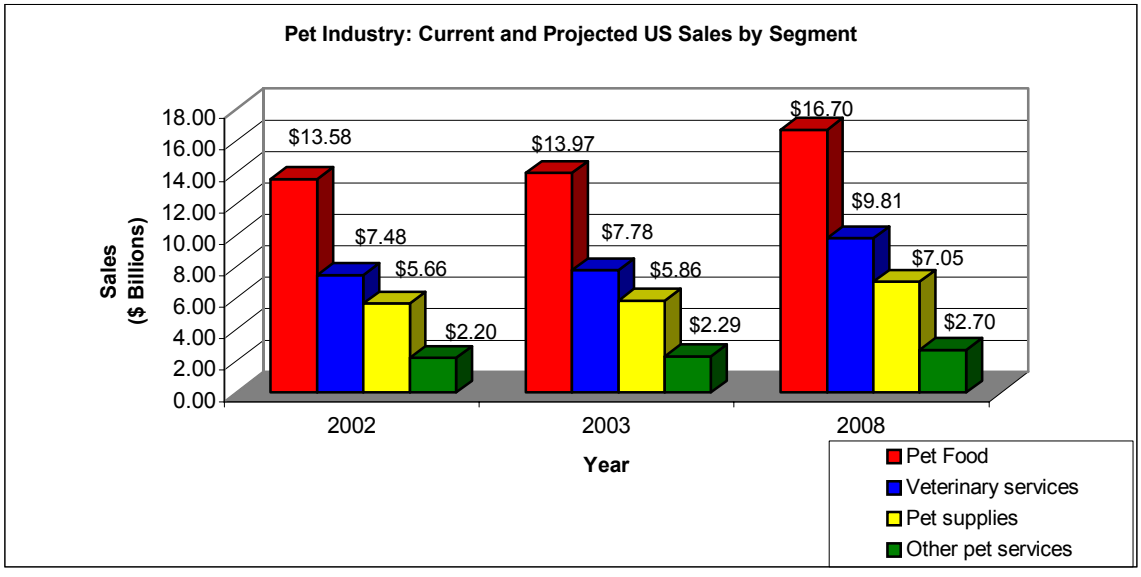
reduce plaque, and Excel Dental Dog biscuits with chlorophyll to help with unpleasant dog breath.

Companies using cranberries in their pet food products are currently promoting the health benefits of such ingredients in their advertising and informative materials on web sites. Feline food and treat products that contain cranberries are especially popular. Reasons for the use of cranberries in feline food and treats are primarily to help maintain proper urinary tract health and function. Two products in particular, a UTI (Urinary Tract Infection) Paste and Cranberry Treats are advertised as follows:

"Strengthen your cat's urinary tract health with this unique formula. Supplies taurine, vitamin E and dl-Methioinine, an essential amino acid that must be supplemented to aid in lowering urine pH levels. Also includes cranberry extracts to enhance urinary tract health. Gel paste can be fed from finger or mixed in with food. For added protection try UTI paste in conjunction with Cranberry Treats to keep bacteria from remaining in the urinary tract" (www.drsfostersmith.com).

Physical health is not the only concern of pet owners these days. Behavioral issues are also bringing pets to the doctor's office. Owners see their pets as members of the family and instead of wanting to get rid of them when behavior issues occur, as owners have done in the past, they want to try and work on their pet's behavior with the assistance of professionals. Analogous to the human physical ailments, pet owners are increasingly having their companions tested and examined for such human conditions as Attention Deficit Disorder, depression and other mental health issues.

**Figure 8**




(*Source: BCC, Inc.)*

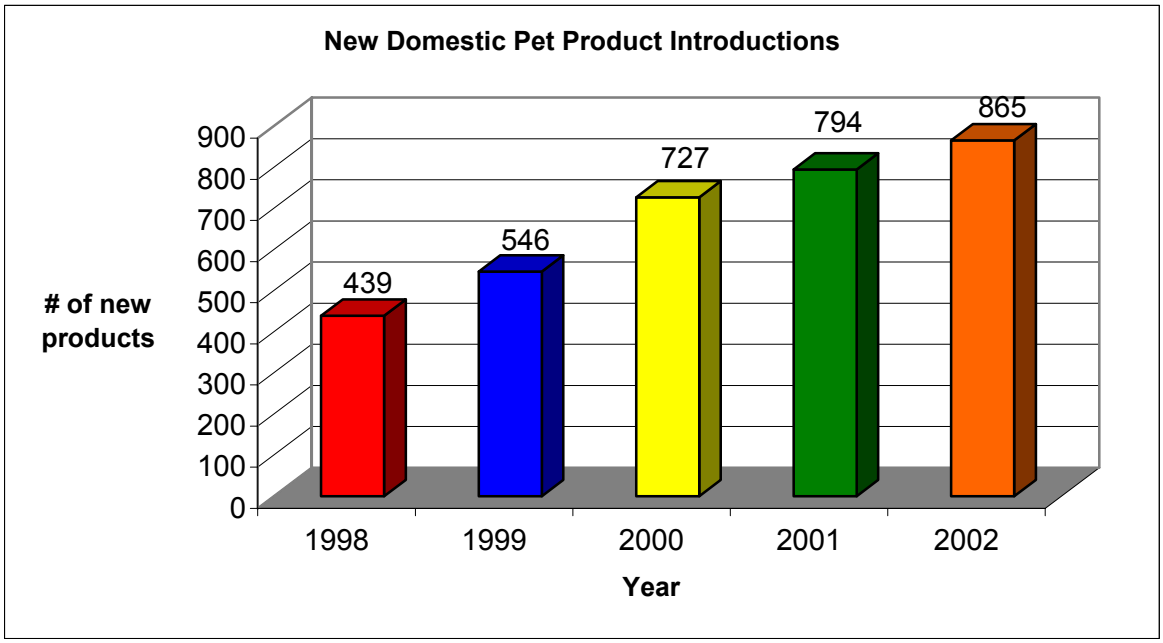
## PETS AS COMPANIONS

A 2002 survey shows over 36% of all US households have one or more dogs while nearly 34% of all Americans have at least one cat. Today the dog population is approximately

60 million, and the cat population is 75 million. It has become increasingly apparent that people need pets as companions, both for mental and physical health reasons. Research done on pets in homes has confirmed that pets speed the recovery of illness, reduce stress and promote family bonding and can provide many of the same support functions that humans do for one another. Pet owners, in general, have lower blood pressure and lower triglyceride and cholesterol levels. Pet owners also have better psychological health (www.deltasociety.org).

In a 2004 study conducted by the American Animal Hospital Association, 98% of the respondents said they would risk their own lives for their pets. Forty-five percent said their pets listen better than their significant others, and 94% think their pets have human-like personality traits, such as being sensitive, outgoing, inquisitive, or stubborn. These statistics only emphasize the fact that pet owners today do not see their pet as a household fixture, but a member of the family. Given this level of commitment and care for their companions, pet owners are demanding more from products and services. As can be seen by the graph below, the introduction of new pet products increased almost 50% between 1998 and 2002 (See Figure 9)

**Figure 9**




(Source: Marketing Intelligence Service)

## ORGANIC, NATURAL AND FUNCTIONAL FOODS

Trends in human food products seem to be duplicated in pet food products these days. One of the biggest trends in the food industry is demand for organic and natural products. "Nearly one-third of the US population has recently purchased an organically grown food product, and sales are expected to more than double in the next four years-making

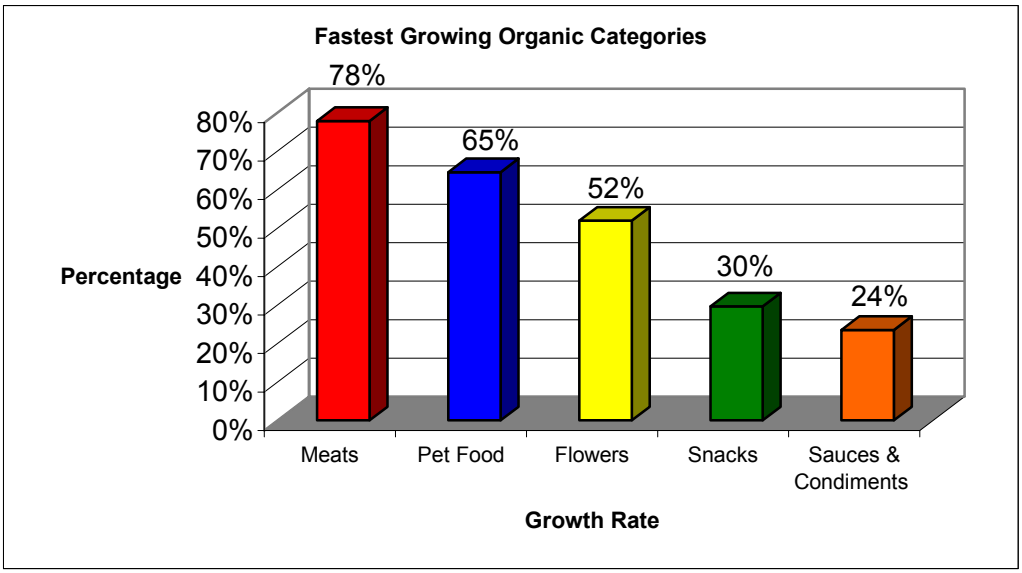
organic one of the hottest growth trends in the food industry today" (www.wholefoods.com). In the past ten years alone, the organic segment has grown approximately 20% annually and resulted in a $9.3 billion industry in 2001. Since the demand for these products has increased, the government has implemented stringent new guidelines for growers. Many consumers are unaware of the difference between organic and natural food products. Regardless, they seem to respond positively to both and view them as healthy alternatives. Consumers list health/nutrition, taste, and food safety as the primary reasons for purchasing organic foods (See Figure 10).

Pet owners appear to be more inclined to purchase natural products than non-pet owners. This coincides with the growing number of new pet products that are labeled "organic" or "natural". From 1996 to 2002, the number of products with either the "organic" or "natural" label doubled.

Manufacturers of organic and natural pet food products are becoming familiar with using fresh fruits and vegetables as pigments. Research has been done on the value of pigments, which are essentially very potent antioxidants beneficial to overall health. Beets are most often used as pigments in pet food; however, cranberries are also being used, especially in both domestic and wild avian food products.

Another trend in the health food segment is functional foods. This also mirrors the trend in the human food industry, with such items as water fortified with fluoride and soft drinks with vitamins added. These may be the next products consumers demand for their pets. Manufacturers that tap into this consumer attitude that pets are "children" will benefit. Focusing research and development on products that address human concerns and duplicating them in new pet food products is clearly the direction of many manufacturers in the pet food industry.

**Figure 10**




*(Source: Organic Trade Association, 2004)*

The following is a list of pet food manufacturers who currently produce either organic or natural pet food and/or treat products:

| Manufacturer | Organic/Natural | Animal |
|---|---|---|
| Castor & Pollux | Organic food and treats | Dogs and Cats |
| Halo, Purely for Pets | Organic treats | Dogs and Cats |
| Natural Balance Pet Foods, Inc. | Organic food | Dogs |
| Newman's Own Organic | Organic food and treats | Dog and Cats |
| Old Mother Hubbard | Natural food and treats | Dogs and Cats |
| Raw Advantage Pet Food | Organic food and treats | Dogs and Cats |
| Wysong Products | Natural food and treats | Dogs and Cats |
| FarMore Manufacturing, Ltd. | Natural food and treats | Dogs |
| Merrick Pet Care | Natural food and treats (dogs only) | Dogs and Cats |
| Nature's Variety | Natural food | Dogs and Cats |
| Solid Gold Health Products for Pets, Inc. | Natural food and treats (dogs only) | Dogs and Cats |
| Natura Pet Products | Natural food | Dogs and Cats |
| Annamaet Pet Foods | Natural food | Dogs and Cats |
| Triumph Pet Industries, Inc. | Natural food | Dogs and Cats |
| Royal Canin USA, Inc. | Natural food | Dogs |
| PetGuard, Inc. | Organic and Natural food | Dogs and Cats |
| Bell Rock Grower's, Inc. | Organic treats | Dogs |

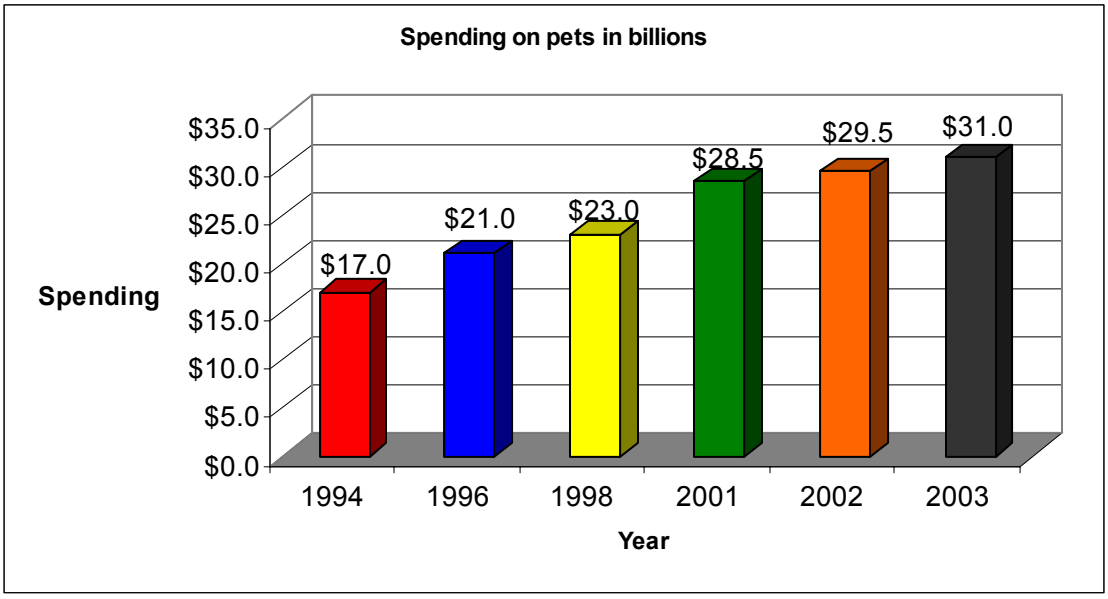
## PET SERVICE TRENDS

According to the American Pet Products Manufacturers Association (APPMA), Americans spent an estimated $31 billion on pets in 2003. The Bureau of Labor Statistics projects that by 2010 the veterinary services segment will increase by 44%. Baby boomers are spending more on travel and are often taking their pets with them. This is reflected in the fast growing pet services market. Pet hotels with heated floors, limousine rides, day cruises, personal shoppers and even spa treatments are included. These non-essential services are projected to continue to flourish along with the traditional necessary services such as veterinary and health-care (See Figure 11).

The Bureau of Labor Statistics reports that the number of "animal caretakers" between 2000 and 2010 is expected to grow faster than usual, at a rate of 22%. When pets are not

being left in the care of a professional, they are usually traveling with their owners. In 2001, 68% of pets traveled with their owner, up 10% from 1995, with almost one third of pet owners having their pets stay with them at motels or hotels.

**Figure 11**




(Source: American Pet Products Manufacturer's Association)

The auto industry has also tapped into consumers growing concern for their pet's well being, with some manufacturers offering vehicle accessories that were designed in cooperation with the US Humane Society.

## BIRD AND SMALL ANIMALS TREND

The 2003/2004 National Pet Owners Survey conducted by the American Pet Products Manufacturers Association (APPMA) found that pet ownership is still on the rise. As a matter of fact, there are now more pets in the US than people (377.8 million pets versus 290 million people). Freshwater fish, cats and dogs are among the most popular, followed by birds.

| | |
|---|---|
| Freshwater fish | 185 million |
| Cats | 77.7 million |
| Dogs | 65 million |
| **Birds** | **17.3 million** |
| Small animals | 16.8 million |
| Reptiles | 9 million |
| Saltwater fish | 7 million |

(Source: American Pet Products Manufacturers Association)

Hispanic Americans are 21% less likely than the average American to own a dog, but they are 11% more likely than average to own a bird (Gardyn, 2002). Most households with pet birds are in the Southern and Western regions of the US according to the National Pet Owners 2003/2004 Survey, conducted biannually by the APPMA. Forty-five percent of women ages 35 to 54 that have been divorced, separated or widowed own a pet. These females are 18% more likely to own a feline, and 52% more likely to own a bird than the average American (Gardyn, 2002).

Currently, some bird food manufacturers use cranberries in their products for avian health reasons. These manufacturers are listed below with their contact information and products that contain cranberries.

| Company | Web site | Telephone | Product(s) |
|---|---|---|---|
| Lafeber Company<br>24981 North 1400 East Rd.<br>Cornell, IL 61319 | www.lafeber.com | (815) 358-2301<br>(500) 842-6445 | -Sunny Orchard Nutri-berries |
| D&D Commodities Ltd.<br>P.O. Box 359<br>Stephen, MN 56757 | www.ddcommodities.com | (888) 543-3308 | -Premium Tropical Cockatiel food<br>-Premium Tropical Parrot food |
| The Topper Bird Ranch<br>529 J.M. Penninger Rd.<br>Lexington, NC 27292 | www.topperbirdranch.com | (800) 600-2473 | -Nutra-Fruit |

## CHAPTER 6: RECOMMENDATIONS & CONCLUSION

### RECOMMENDATIONS

The pet food industry, like most industries today, is experiencing dramatic changes. Spending on pet products has increased over the past decade, as the overall demand for pets has increased. There are now more pets in the US than there are people (377.8 millions pets versus 290 million people). Most of this growth can be attributed to the baby boomer segment.

The first wave of baby boomers are now dealing with their newly realized empty nests and replacing the absence of their own children, with new "children," household pets. The "humanization" of pets is a continuing trend where pets are being treated like members of the family. As consumers are humanizing their pets, there is a growing concern for their pet's physical health. This has resulted in an increase in the purchase of organic and natural pet food products. In addition to products, pet owners are also more inclined to spend more on non-essential pet services such as care taking and travel assistance. In 2003, approximately $31 billion was spent on pets. Of that, $14 billion was spent on pet food alone. That segment is projected to grow to $17 billion by 2008.

In the pet food industry, seven companies account for 86% of the market share. These companies are Nestle Purina (30%), Hill's Pet Nutrition (12%), Proctor & Gamble (12%), Mars Inc/Masterfoods USA (11%), Ol'Roy (10%), Del-Monte Foods (7%), and Nutro Products (4%). Of these 7, all are pet food manufacturers with the exception of Ol'Roy, which is distributed by Wal-Mart and manufactured by numerous companies including Doane Pet Care.

The findings from the interviews conducted show that most of the major shareholders are not currently using cranberries in their products. Most were interested in the idea, but stated that more research needs to be done before they start putting cranberries in their products. They indicated a willingness to use cranberries should scientific studies show health benefits or should there be significant demand from consumers. One major player, Nutro Products, Inc. (4%) said they currently use cranberries in their products because it helps maintain urinary tract health.

The following list of marketing strategies is based on the industry analysis presented. Some of these strategies may already be in place, others may not be. The intention is to begin a dialog of possibilities that may be helpful in maximizing opportunities for selling cranberries in the non-human arena.

**Representatives of the cranberry industry or appropriate suppliers should enter into discussions with pet food manufacturers to determine potential cranberry sales.**

It is clear that cranberries are being used in pet food. Thirty-eight percent of manufacturers are currently using and promoting pet foods containing cranberries in all forms. The manufacturers most likely to include cranberries are those considered "premium pet foods." This segment of the pet food industry is projected to grow at almost twice the rate of the industry as a whole. A list of thirty-four manufacturers falling into this category and using cranberries is provided.

**Encourage and support research on cranberries and pet health. In addition, communicate proven human health benefits of cranberries to pet food manufacturers**

Manufacturers currently including cranberries in their products indicated they were doing so largely for health reasons. Those not currently including cranberries report they would, should there be studies linking cranberries to health in pets. Some logical inferences from human studies are already being made- especially with cats and urinary tract health. Several companies tout the proven UTI benefits of cranberries. There are also dental products for dogs containing cranberries that promote recent findings on the dental health benefits of cranberries in humans. While some manufacturers may prefer targeted research on pets, many seem to be satisfied with proven benefits to humans. Both lines of research and all past and future findings should be communicated to these manufacturers.

**Trends in the human food market should be watched for potential replication in the pet food market.**

The second fastest growing category for organic foods is the pet food category. All other top growing organic categories are for human consumption. This is a clear example of trends in human food being echoed in pet food. As consumers become more health conscious, they will attempt to duplicate that concern with their pets. Manufacturers of pet food now offer such specialty products as kosher pet food and vegetarian pet food. This study includes a list of 17 pet food manufacturers (P.171) currently producing organic or natural pet food products. Cranberries are a perfect fit for many of these companies as they develop new products that appeal to pet owners and mimic consumer trends.

**Use the "family business" connection.**

Most pet food manufacturers are private, family-owned businesses. Even one of the largest, Mars, prides itself on its family ownership. Cranberries are grown on family farms and often handled by family owned businesses. Many manufacturers would respond to the opportunity to partner with a supplier who shares their orientation and values. Information on family owned and operated manufacturers are included in the profiles in Chapter 3.

**Promote any and all cranberry health benefits widely to consumers.**

Those manufacturers not currently including cranberries in their products indicate they would do so if there were consumer demand for such products, or if such products gave them a competitive advantage in the market. Consumers will drive the trend for healthy pet food. They have already begun to do that. Increasing consumer demand will result in increased opportunities for the cranberry industry as the largest of manufacturers begin to offer pet food containing cranberries.

**Investigate pet food markets abroad.**

Many of the US Manufacturers are also major players in the European pet food market. Opportunities for products containing cranberries are equally promising in that market as similar consumer trends present themselves.

## CONCLUSION

All indications are that the US pet food industry is thriving and will continue to grow. The $14 billion industry is dominated by large manufacturers but includes almost one hundred other smaller manufacturers catering to emerging consumer demands for human grade pet food. Over one third of the manufacturers are using cranberries in some form in dog, cat, and bird food.

It would be prudent for the cranberry industry to pursue this market. Information presented in this report should help focus attention on the most likely accounts. Providing pet food manufacturers with information on proven health benefits of cranberries will enable the industry to develop new products for the future.

Concurrently, touting pet food products that include cranberries for health reasons could be valuable consumer information. As consumers become more aware of the existence of healthy pet products, demand at the retail level will expand.

While no one can predict the future, the cranberry industry must attempt to develop relationships beneficial to their long-term growth. It may be time to consider the opportunities in the non-human food market. Dogs may be man's best friends but the pet food industry is positioned to be the great new friend of the cranberry industry.

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