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Many creative, well-run independent pet retailers enjoy impressive success with a remarkable ability to compete and grow in the face of big box competition. It isn't easy but thousands of successful independents have been able to reinvent their businesses by carefully tailoring their offering to the unique needs of their customers and by providing exceptional service and support.

What impact will e-commerce have on the pet industry? This was a major topic at the International Pet Conference in Prague in November. What is your view on this subject?

The Internet, e-commerce and social media continue to change the way business is done, even for relatively low-tech products such as pet food. Twenty years ago, veterinarians and breeders were largely responsible for the

development of super-premium pet foods worldwide through their recommendations. I don't want to offend my veterinarian friends, but the development of the natural, holistic and grain-free markets is largely attributable to the Internet and not to the veterinarian's recommendation. Right or wrong, the Internet is replacing veterinarians, breeders and even us manufacturers as the primary information source for pet food consumers. Taking advantage of that fact, aggressive, well-run e-commerce retailers are eager to serve in ways that seem completely normal to today's tech-savvy consumer.

What will be your and your company's main targets for 2013?

Our focus is on new product development and existing product improvements in order to capitalise on ever-changing consumer preferences. We must keep our



products fresh and innovative in the eyes of the consumer.

Warren Hill: “We continue to be in expansion mode.”

We continue to be in expansion mode. The goal is to continue our momentum into next year and beyond. We're attempting to de-

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velop several markets around the world, including certain countries where our products aren't currently available. Holistics and grain-free pet food remain new concepts in many markets. We would love to be in those markets with “Earthborn Holistic” for the introduction.

“Earthborn Holistic” proves to be a success story.

