TAking New Zealand Pet Food Exports to a Billion

Attracting the investment needed to create a step change in pet food exports

FINAL REPORT; v1.0b; July 2021
GENERAL
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STEERING & GUIDANCE
This project would not have been possible without the strong guidance of our Steering Committee. In particular, we would like to thank Andrew McCollum of MBIE for his tireless energy in keeping this project on track, while at the same time pushing us forward.

We are grateful for all of the input we have received, but the report is ours and any errors are our own.

Finally, we acknowledge the support of the Ministry of Business, Innovation and Employment (MBIE), New Zealand Trade and Enterprise (NZTE) and the Ministry for Primary Industries (MPI). It is their funding that has made this report possible.

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All cross-country international trade data analysed in this report is calculated and displayed in US$. This is done for a range of reasons:

- It is the currency most used in international trade
- It allows for cross country comparisons (e.g. vs. Denmark)
- It removes the impact of NZD exchange rate variability
- It is more comprehensible to non-NZ audiences (e.g. Foreign investors)
- It is the currency in which the United Nations collects and tabulates global trade data

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TAking New Zealand Pet Food Exports to a Billion

Attracting the investment needed to create a step change in pet food exports

FINAL REPORT
July 2021
v1.0b
EXECUTIVE SUMMARY

This report “Taking New Zealand Pet Food Exports to a Billion” was commissioned by MBIE as part of the Food and Beverage Information Project, pet food was identified as a growth sector in previous “Emerging Growth Opportunities” research and also emerged from a multi-stage screen designed to identify products New Zealand could send to Britain post-Brexit.

This report is part of a wider suite of work profiling and supporting the New Zealand food and beverage industry. This report is the latest in a series of reports supporting investment into growth sectors of the New Zealand food and beverage industry. Other sectors profiled have included honey, salmon, chocolate, cherries, alcoholic spirits, blueberries, non-alcoholic beverages and ice cream.

WHY PET FOOD? GLOBAL DEMAND

Dog and cat numbers are growing consistently in developed countries, with animal numbers growing at around 1-2% per year. At the same time, pet numbers have skyrocketed in China, showing a 13% CAGR over the past five years. China (188m) now has more dogs and cats than the United States (163m).

Demand for pet food is growing globally. The increasing number of pet-owners are treating their pets as part of the family, demanding better quality and spending more on their companions. This “pet humanisation” trend has been growing for a while, but has been supercharged by the events surrounding COVID. Pet owners spent lockdown in close contact with their animals for extended periods of time, building stronger bonds.

Key markets for pet food are richer Western markets with high pet penetration and numbers, in particular USA, Australia and Western Europe. But strong growth is occurring in key Asian markets – particularly China - driven by growing ownership.

Historically grain based dry foods have dominated the pet food market, as they were seen as (1) more convenient, (2) cheaper to produce and (3) logistically easier. Large multinational corporations such as Nestle and Mars take the lion share of this market. Their large factories are located close to major markets (USA, Europe) or in developing countries, such as Thailand.

However, there is a clear shift to premium pet food underway in the market. Global interest in premium pet food is growing as shown by consumer interest and sales growth. At the same time, growing pet health issues such as obesity, intestinal issues, joints and mobility have put the spotlight on pet food, with many consumers seeking healthy, natural products.

Retail pet food can be split into three broad segments: dog food, cat food and other smaller pets (birds, small mammals and reptiles). This research focuses on retail dog and cat foods.

Both dog and cat food are large segments that are predicted to continue growing. Dog food was a US$54b category globally in 2020, growing at 4% CAGR, projected to reach $80b by 2030. Cat food was a US$34b category globally in 2020, growing at 4.3% CAGR, projected to reach $50b by 2030.

Growing demand has driven growing global cross-border trade in pet food and ingredients. Global cross-border trade in pet food has shown a 7% CAGR across the last twenty years. Global cross-border trade in pet food and ingredients is being drawn in primarily by rich, developed, western countries (Europe, North America and Australasia). However, China and other East and South East Asian countries have shown strong growth in demand for imported pet food.

NEW ZEALAND

New Zealand’s comparative advantage in meat and protein is driving growth in its pet food industry, particularly due to the availability and reliability of meat based ingredients (in particular lamb and beef) and innovation around retail ready products.

New Zealand’s success in pet food has three key drivers: (1) low meat production costs, (2) efficient people and systems and (3) a location close to the growth markets of Asia. New Zealand has a strong position in the global meat industry that is translating into growing pet food exports.

On land, New Zealand meat production is stable long term, with beef and chicken growing and lamb stable-to-down. New Zealand – the size of Japan with the population of Singapore – produces a significant meat surplus for export (particularly beef and sheep). Turning to the sea, wild capture seafood volumes are stable-to-declining long term, while aquaculture production is achieving modest growth. New Zealand pet food firms are also leveraging a wide range of ingredients beyond meat and seafood, such as manuka honey, kelp, blueberries and flaxseed oils. Manuka honey in particular stands out as a potential “standout” ingredient, with proven global awareness.

The New Zealand pet food industry has been a long term growth story. Firms numbers have grown from 36 in 1955 to 139 in 2020. Growth in the New Zealand pet food industry is coming from new entrants; average scale per unit is relatively flat. The industry is spread across the country, with long term growth occurring across most regions.
New Zealand produces four broad types of retail pet food products: (1) dry kibble/biscuit, (2) wet canned/roll, (3) dehydrated/freeze-dried and (4) supplements/treats. In particular, New Zealand pioneered the use of freeze-drying for pet foods and this has been a standout area for export growth.

New Zealand firms are succeeding in pet food through “on trend” innovation against slow moving multinationals. Four global consumer mega-trends are driving growth and new product development in both pet food and the wider food & beverage industry.

First, New Zealand pet food firms are on-trend for producing rich, sensory and indulgent products, particularly in the treats space. Growth in the New Zealand retail pet food industry is being driven by exports. New Zealand export growth is coming from retail pet food; key meat-based pet food ingredients have plateaued since 2008. New Zealand exports pet food to a wide range of countries and regions.

China (34%), Australia (27%) and the US (18%) currently account for most (80%) of New Zealand’s retail dog/cat pet food exports. Australia, the United States and now China have been the engines of growth for pet food exports.

The pet food industry needs to maintain and grow the Australian market, while developing opportunities in high value Asian and Western markets.

First, there are continued opportunities for growth in the regional markets of Australia and the Pacific Islands. Australian retail dog/cat pet food imports have growing volumes across growing prices leading to growing value. Thailand, Europe and the US are winning in Australia, while New Zealand is relatively flat.

Second, there are further opportunities for growth into Asian markets. Chinese retail dog/cat pet food imports have exploded in the last five years, with growing volumes, growing prices and growing value.

Finally, there are opportunities for growth across the developed Anglo-European markets, particularly the UK with Brexit. British retail dog/cat pet food imports have growing volumes and growing prices, leading to growing overall import value. In addition, American retail dog/cat pet food imports have growing volumes, growing prices, and growing overall import value.

A wide range of countries suggest that New Zealand could export significantly more retail dog/cat pet food. For example, France exports nine times as much pet food as New Zealand by value. Pet food accounts for only about 6% of total meat and seafood exports.

Significant investment in new capacity is being made by export focused retail-ready manufacturers and New Zealand pet food firms are expanding their range.

New Zealand pet food firms are well positioned for continued success with premium pet food. This project proposes the following strategic vision for the industry: “Building on existing strengths in ingredient meat, New Zealand creates a differentiated position in premium pet food with unique New Zealand characteristics, targeting the premium end of the market leading to a billion dollar industry focused on exports.”

To deliver on this vision, New Zealand pet food firms need to: (1) Double-down and focus on winning where New Zealand is strong; (2) Build go-to-market execution capabilities; (3) Keep running hard and fast to stay ahead of the big guys; and (4) Fish where the fish are; focus on the US, UK, and Europe, while having a solid China strategy.

At a higher level, our recommendation is that the “NZ Inc” national strategy should be to concentrate on retail-ready pet food. In terms of “size of the prize”, converting some pet ingredient exports to retail would add a minimum US$1b in export value. To achieve this, at a national level, New Zealand needs to maintain raw materials exports and limit reinvestment, while focusing on the fast growing premium segment that plays to New Zealand’s strengths. In particular, resources need to be focused on staying ahead and leading trends, intensifying R&D leading to product innovation and focusing on New Zealand’s unique and defensible ingredients.

In terms of “size of the prize”, converting some pet ingredient exports to retail would add a minimum US$1b in export value. Were this scenario to come true, New Zealand would still only represent 1% of the world retail cat/dog food market with a low risk of value dilution.
<table>
<thead>
<tr>
<th>WHAT IS THE PURPOSE OF THE FOOD AND BEVERAGE INFORMATION PROJECT?</th>
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<tr>
<td>The project pulls together the available information on the food and beverage industry into one place, in a form which is familiar and useful to business. The reports contain analysis and interpretation of trends and opportunities to materially assist with business strategy and government policy. The information will be of vital use to businesses, investors, government, and research institutions as the industry expands and diversifies. This industry view will be very useful to government, enabling better dialogue and the opportunity to address issues collectively.</td>
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<tr>
<th>WHAT BENEFIT WILL THIS BRING TO BUSINESSES?</th>
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<tr>
<td>The Project will have many uses for businesses. These include:</td>
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<tr>
<td>- As a base of market intelligence to enable business to be much more targeted in their own market research</td>
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<tr>
<td>- Reviewing and informing offshore market development (including export and investment) strategies</td>
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<td>- Assisting in identifying areas of innovation and R&amp;D for the future</td>
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<tr>
<td>- Identifying strategic partners and collaborators</td>
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<tr>
<td>- Enabling a company to benchmark performance with that of its competitors</td>
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<tr>
<td>- Monitoring industry activity</td>
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<tr>
<td>- Gaining a better understanding of their own industry sector</td>
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<tr>
<td>- Identifying internal capability needs or external inputs</td>
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<th>HOW WILL GOVERNMENT USE THE REPORTS?</th>
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<tr>
<td>This information will provide much greater insight into the industry, which is useful for a range of policy developments, from regulatory frameworks to investment in science and skills and facilitating access to international markets. In particular, a single source of factual information will enable government agencies to better coordinate their efforts across the system and be more responsive to addressing industry issues. The government can now understand what’s what, and also, who’s who.</td>
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</table>
This report is part of a wider suite of work profiling and supporting the New Zealand food and beverage industry.
This report is the latest in a series of reports delivering investment into growth sectors of the New Zealand food and beverage industry.

These four reports alone have supported over half a billion of investment in New Zealand.

Pet Food emerged from a multi-stage screen designed to identify products New Zealand could send to Britain in a post-Brexit environment

SCREEN 1 – PURE QUANTITATIVE
Evaluation of all food and beverage (and related) trade codes across common quantitative growth metrics

SCREEN 2 – QUANTITATIVE & QUALITATIVE
Develop each of short listed opportunities into a clearer, more robust concept and evaluation

OPPORTUNITY DEVELOPMENT
Explore and profile the growth and investment opportunities in two leading opportunities
New Zealand’s success in pet food has three key drivers

GREAT PLACE TO PRODUCE FOOD
- Temperate climate similar to Italy and France
- Temperature extremes moderated by surrounding ocean
- Isolated location protected by natural barriers
- Significant surplus of raw material ingredients

EFFICIENT PEOPLE & SYSTEMS
- High productivity farmers and farming systems
- Long history of meat processing
- Strong focus on food safety across meat industry and wider food industry
- Pool of skilled factory operators and managers
- Strong systems and support networks
- Advanced capabilities in processing systems

LOCATION CLOSE TO GROWTH MARKETS
- Free trade agreement with Australia (CER*)
- Close proximity to Australia and Asia
- Excellent market access across Asia
- NZ was the first developed country to sign a free trade deal with China (2008)

* Closer Economic Relationship; Source: photo credit (Shutterstock; New Zealand Story; freenzphotos.com), Compac
New Zealand has a strong position in the global meat industry that is translating into growing pet food exports

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<th><strong>STRENGTHS</strong></th>
<th><strong>WEAKNESSES</strong></th>
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| - Natural environment favourable to pastoral agriculture  
- Low cost, grass fed beef and sheep production systems  
- Strong biosecurity rules and systems leading to low presence of key diseases  
- One of few countries able to export blood products to Asia, North America and Europe  
- Market access to China driving private label manufacturing from domestic and overseas  
- High standards of food safety and animal welfare  
- International recognition of high quality New Zealand meat industry regulations  
- 135+ years experience exporting meat long distances  
- Strong position in global lamb trade in counter-seasonal window to Northern Hemisphere  
- Successful dairy industry generating large numbers of surplus stock  
- NZ reputation for quality products and trusted supplier  | - Not a major grain/pulse producer  
- Limited in-market knowledge, few firms close to customer/consumer, especially in growth markets of Asia  
- Lack of in-market co-ordination  
- Inefficient use of meat plants (declining stock numbers) and inefficient procurement of stock (competitive, not coordinated)  
- Labour shortages both on farm and in processing  
- Animal welfare issues around dairy calves  
- Domestic and imported grain prices higher than competitors, which restricts competitiveness of pork, poultry, and other feed-dependent production systems such as dry pet food  
- High cost of inputs and production costs vs competitor countries  
- Increasing pressure on price of animal inputs (likely to rise further when new planned capacity comes online)  |

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<th><strong>OPPORTUNITIES</strong></th>
<th><strong>ISSUES/THREATS/RISKS</strong></th>
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</table>
| - Further negotiation of high quality Free Trade Agreements with key markets (UK, USA)  
- Scientific research showing superior health properties of free-range, grass-fed animals  
- Genomics research to optimise output quality, animal productivity, growth rates etc.  
- High and growing levels of foodservice penetration across most key markets  
- Ability to extend shelf life of chilled product (extend season window)  
- Divert low value exports to high value retail pet food  
- Extension/expansion of livestock traceability and specific-animal identification  
- Encourage innovative on-farm practices to minimise greenhouse gases  
- Define “sustainability” and apply across food and pet food sectors  
- Pet food industry self-regulation standards to ensure quality and reputation of BrandNZ  | - Continued conversion of beef and sheep land into dairy and trees  
- Continued decline in consumption of lamb in developed markets  
- On-going move from pet food ingredient to human consumption ingredients for export  
- Disease outbreak affecting stock numbers and or trade access  
- ETS, climate change legislation affecting cost of business and stock numbers  
- Increasing pork imports threatening the viability of New Zealand pork industry  
- Rising shipping costs – accentuated by COVID  
- Southern South America (e.g. Argentina, Uruguay, S. Brazil) improving their pasture system and “catching-up” with New Zealand  
- EU quota reallocation in Brexit negotiations (particularly lamb and mutton)  
- Animal welfare and extension of “rights revolution” to animals  
- Changing regulations in importing countries  |
Strategic direction

Delivering product innovation

Expanding market penetration

Developing new channels

Reducing supply chain costs
New Zealand pet food firms are well positioned for continued success with premium pet food

Building on existing strengths in ingredient meat, New Zealand creates a differentiated position in premium pet food with unique New Zealand characteristics, targeting the premium end of the market leading to a billion dollar industry focused on exports.

**Double-down and focus on winning where New Zealand is strong**

- Grain-free (NZ not a major grain producer)
- High meat (NZ has huge meat surplus)
- Unique ingredients (King salmon, brushtail possum, green lipped mussels, lamb, venison, manuka honey)
- Raw (NZ has strong food safety and lacks many diseases)
- "Complete and balanced" and "prey diet" (NZ has strengths across a range of proteins)
- Supplements to support pet health

**Build go-to-market execution capabilities**

- Increase production capabilities to drive higher throughput at lower costs (e.g. freeze drying)
- Invest in processing production to keep ahead of demand
- Improve sales and marketing capabilities deeper into key markets (e.g. USA, China)
- Drive down logistics costs through pre-competitive/pre-market collaboration

**Keep running hard and fast to stay ahead of the big guys**

- Win through rapid new product launch
- Move and change faster than slow moving multinational competitors
- Continue to bring innovation and new thinking to the pet food industry
- Leverage strong New Zealand capabilities in meat science

**Fish where the fish are; focus on the US, UK, and Europe, while having a solid China strategy**

- Initially the Anglo-Saxon Five: Australia, United Kingdom, Ireland, Canada, United States
- Understand and address underperformance in Europe
- Focused, targeted and profitable China strategy; avoid over-exposure

**STRATEGIC VISION**
New Zealand firms are succeeding in pet food through “on trend” innovation against slow moving multinationals

**EMERGING NEW ZEALAND LEADERS**

- Using air/freeze drying for pet food
- Pushing “complete & balanced” and “prey diet”
- Lamb as a headline ingredient
- Unique, signature NZ ingredients (e.g. King salmon, brushtail)
- Premium, high meat formulations
- Grass-fed, free-range and sustainable
- Fast moving startups
- Adding NZ nutraceuticals (e.g. green-lipped mussel, manuka honey)
- Online and alternative channels

**HISTORICAL GLOBAL LEADERS**

- Grain based
- Slower moving
- Traditional sales channels
- Highly processed
- Multinationals
- Cheap, lowest cost formulations

On-trend
- Changing the rules of the game
- Embracing the “humanisation” of animals
- Playing to New Zealand's strengths

**Playing catch-up**
- The same old playbook
- Struggling in a changing world
- Not embracing New Zealand's strengths
At a higher level, our recommendation is that the “NZ Inc” national strategy should be to concentrate on retail-ready pet food.

<table>
<thead>
<tr>
<th>1</th>
<th>DO NOT REINVEST IN RAW MATERIALS EXPORTS</th>
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<tbody>
<tr>
<td>- Relatively low value per kg</td>
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<tr>
<td>- NZ “export competitive” meat volumes flat at best</td>
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<td>- Export sales not growing for 12+ years</td>
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<tr>
<td>- Target converting as much as possible to high value retail ready products</td>
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<th>2</th>
<th>STAY AHEAD AND LEAD TRENDS</th>
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<tr>
<td>- Double down on “paleo diet for dogs: “complete and balanced”, “prey diet”, “raw”</td>
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<tr>
<td>- Plays to NZ high meat/low grain situation</td>
<td></td>
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<tr>
<td>- Need to continue to move quickly and adapt rapidly</td>
<td></td>
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<tr>
<td>- Ensure we are not marketing to China as if it was a “state of America”</td>
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<tr>
<td>- Double down on sustainable and planet-friendly</td>
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<th>3</th>
<th>INTENSIFY R&amp;D LEADING TO PRODUCT INNOVATION</th>
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<tr>
<td>- A significant part of the success of the last decade is a result of NZ global leadership in air-drying (Ziwi) and freeze drying (e.g. Cuddon Engineering, FDF, Waikato Biosciences)</td>
<td></td>
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<tr>
<td>- Need to maintain leadership and explore new technologies</td>
<td></td>
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<tr>
<td>- Pet Nutrition uses HPP* to produce “raw freeze-dried pet food” meeting Global Standards for Raw Petfood standards”</td>
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<tr>
<th>4</th>
<th>FOCUS ON UNIQUE &amp; DEFENSIBLE INGREDIENTS</th>
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<tr>
<td>- NZ cannot win in chicken, pork (except for free-range) or wheat, but can win elsewhere</td>
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<tr>
<td>- New Zealand has a strong set of ingredients either unavailable elsewhere or where NZ dominates global supply</td>
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</tr>
<tr>
<td>- Embrace strong synergies between unique ingredients and “Brand New Zealand”</td>
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*HPP High Pressure Processing
In terms of “size of the prize”, converting some pet ingredient exports to retail would add a minimum US$1b in export value.

MODEL: WHAT IS THE VALUE OF CONVERTING ALL MEAT & MEALS EXPORT VOLUME TO RETAIL READY *?

<table>
<thead>
<tr>
<th>VOLUME</th>
<th>VALUE (US$)</th>
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<tbody>
<tr>
<td><strong>Current</strong></td>
<td><strong>Potential</strong></td>
</tr>
<tr>
<td><strong>M&amp;BM (HS2301-10)</strong></td>
<td>137</td>
</tr>
<tr>
<td><strong>Seafood Meal (HS2301-20)</strong></td>
<td>15</td>
</tr>
<tr>
<td><strong>Retail-ready Dog/Cat food HS2309-10</strong></td>
<td>30</td>
</tr>
<tr>
<td><strong>MDM (HS0511-99)</strong></td>
<td>50</td>
</tr>
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* Offal, veges, etc. will add more value in finished volume; MDM = Mechanically Deboned Meat; M&BM = Meat and Bone Meal; Source: UN Comtrade; Coriolis classification and analysis
Were this scenario to come true, New Zealand would still only represent 1% of the world retail cat/dog food market with a low risk of value dilution.

MODEL: NZ SHARE OF GLOBAL RETAIL-READY PET FOOD UNDER SCENARIO
US$; b; 2020 vs. model (presented earlier)

Source: iMarc Group; UN Comtrade; Coriolis classification and analysis

TOTAL = $108b
in global retail ready pet food sales in 2020

POTENTIAL NZ EXPORTS
(See model page prior)
Retail-ready Dog/Cat food
HS2309-10

Potential NZ $1.4
1%

Other suppliers $106.6
99%
1. Maintain raw materials exports but do not reinvest

NZ MEAT PRODUCTION BY SPECIES
Tonnes; 000; 1964-2018

- Sheep
- Deer
- Beef
- Pork
- Other
- Poultry

Export meat production appear to have plateaued at ca. 1,200 kt

NZ PET FOOD INGRED. EXPORT VOLUME
Tonnes; 000; 1999-2020

- Sheep
- Deer
- Beef
- Pork
- Other
- Poultry

Exports of key pet food ingredients appear to have plateaued at ca. 200 kt

Note: MDM volume 2010-2020 uses global receipts rather than NZ exports (due to data suppression issues); some countries estimated for 2020; Source: Ministry of Primary Industries; UN FAO Agstat database; UN Comtrade; Coriolis estimates and analysis
2. Stay ahead and lead trends

RELATIVE INDEX OF GOOGLE WORLDWIDE TREND SEARCH INTEREST

Peak interest in period = 100; Jan 2004-April 2021

Source: Google Trends
3. Intensify R&D leading to product innovation

EXAMPLE: FIRMS OFFERING CONTRACT MANUF. FOR PET FOODS WITH FREEZE DRYING CAPABILITY  Location: 2020

EXAMPLE Where innovation is occurring in freeze dried food processing and pre-freeze-drying
4. **Focus on unique & defensible ingredients**

<table>
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<tr>
<th>Relative Importance (% of volume)</th>
<th>NZ DEFENSIBLE OR UNIQUE</th>
<th>NZ MAJOR PRODUCER (BIOSECURITY LIMITS FRESH IMPORTS)</th>
<th>GLOBAL INGREDIENT NO POINT OF DIFFERENCE</th>
</tr>
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<tbody>
<tr>
<td>HIGH</td>
<td>Lamb</td>
<td>Beef</td>
<td>Chicken Eggs (fresh)</td>
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<td>King Salmon</td>
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<td>NZ Green lipped Mussel</td>
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<td></td>
<td>Manuka Honey</td>
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<tr>
<td>MEDIUM</td>
<td>Venison</td>
<td>Flaxseed Flakes</td>
<td>Sunflower Oil</td>
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<td>Flaxseed Oil</td>
<td>Salt</td>
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<td>Hoki Oil</td>
<td>Fish Oil</td>
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<td>Goat</td>
<td>Broccoli (fresh)</td>
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<td></td>
<td>Wallaby</td>
<td>Pumpkin (fresh)</td>
<td>Dipotassium Phosphate,</td>
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<td></td>
<td>Possum</td>
<td>Cauliflower (fresh)</td>
<td>Taurine,</td>
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<td></td>
<td>Kawakawa</td>
<td>Cabbage (fresh)</td>
<td>Vitamin E &amp; D3,</td>
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<tr>
<td></td>
<td>Manuka honey (petcare)</td>
<td></td>
<td>Magnesium Oxide,</td>
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<td></td>
<td>Other botanicals</td>
<td></td>
<td>Proteinate (Zinc, Copper,</td>
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<td></td>
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<td></td>
<td>Manganese, Iron,</td>
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<td>Thiamine Mononitrate,</td>
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<td>Potassium Proteinate,</td>
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<td>Selenium Yeast,</td>
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<td></td>
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<td>Beta Carotene,</td>
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</tbody>
</table>

- Lamb, King Salmon, NZ Green lipped Mussel, Manuka Honey
- Beef, Hoki
- Chicken, Eggs (fresh)
- Sunflower Oil, Salt, Fish Oil
- Goat, Wallaby, Possum, Kawakawa, Manuka honey (petcare), Other botanicals
- Broccoli (fresh), Pumpkin (fresh), Cauliflower (fresh), Cabbage (fresh)
- Calcium Carbonate, Dipotassium Phosphate, Taurine, Vitamin E & D3, Magnesium Oxide, Proteinate (Zinc, Copper, Manganese, Iron), Thiamine Mononitrate, Potassium Proteinate, Selenium Yeast, Beta Carotene etc.
The World of Pet Food

+ Drivers of growth
+ Global situation
+ Key markets
+ Key competitors
Why is pet food growing?

“The global pet food industry is expanding rapidly on account of the rising empathy towards pets which is leading to their increased adoption... The increasing rate of pet ownership worldwide, especially across the developing regions is anticipated to be one of the primary drivers of the market. The rising urbanization and pet humanization is encouraging the pet owners to opt for nutritious and quality food for their pets, which is further boosting the growth of the market. Rising per capita income of the consumer is motivating them to spend on healthy and organic food products for pet animals to aid their health.”

“Globally, pet humanization has received a lot of attention in mainstream media over the recent past. The shift from pet ownership to pet parenting has been a very crucial and defining trend in the pet food market, more so in the developed countries... As a part of this pet humanization trend, nowadays, pets are considered a part of the family. The growing bond between pet owners and their pets shapes consumers’ willingness to spend more on pet food.”

“On account of rapid urbanization and increasing disposable incomes in [developing] regions, there has been a rise in dog ownership rates. This factor has provided an impetus to the growth of the market.”

“Pet refinement/humanization influencing the purchasing decisions, changing consumers’ perception towards pet health, changing demographics, and increasing product differentiation are the key drivers for the market growth. Over the years’ pet owners have shown a growing trend to imbue their pets with human characteristics and have become more concerned about their pet’s health and safety. A survey conducted by the American Veterinary Medical Association found that expenditure towards veterinary care and pet health care has seen a 40% rise in recent years. This is due to the growing human-animal bond, which defines consumers’ willingness to spend for their pets.”
Premiumized and natural pet food is becoming increasingly popular as they are mainly formulated by using high quality and natural ingredients and are also free from preservative ingredients. The demand for pet food with proactive and functional ingredients is on the rise as they offer several health benefits.

Pet owners are becoming more aware of the dietary requirements of their dogs, owing to which the demand for better quality dog food products has escalated. In addition, numerous cases of diabetes, high blood pressure and arthritis have been reported in dogs across the globe. As a result, veterinarians have started recommending low-calorie dog food to the owners, thereby prompting manufacturers to expand their product offerings.

The global dog food market is currently being driven by increasing awareness among dog owners about the need to feed their pet with quality nutritional food and concern for the health of their pets. Increasing consumer awareness of natural and organic pet food products has forced manufacturers to shift their focus from synthetic products to natural products, which has been one of the major forces affecting the global dog food market.

Due to the rising pet humanization trend worldwide, there is a growing interest of pet owners over their pet health and nutrition, which in turn is expected to boost the sales of organic, premium, and custom-made products... Consumers are now becoming aware of their pet's health and are buying pet food rich in nutritional value for the betterment of their beloved pets. Nowadays, pet owners are not just looking for basic food products but also for pet consumables that are... natural or have specific health benefits...

Premiumized and natural pet food is becoming increasingly popular as they are mainly formulated by using high quality and natural ingredients and are also free from preservative ingredients. The demand for pet food with proactive and functional ingredients is on the rise as they offer several health benefits.
Global interest in premium pet food ("the best") is growing

17Y WORLDWIDE GOOGLE TRENDS SEARCH INTEREST INDEX OVER TIME*
Relative index; 2004-2021

"best dog food" as in "What is the best dog food?"

"best cat food" as in "What is the best cat food?"

NOTE: Numbers represent search interest relative to the highest point on the chart for the given region and time. A value of 100 is the peak popularity for the term. A value of 50 means that the term is half as popular. Source: Google Trends; Coriolis analysis
Dog and cat numbers are growing consistently in developed countries and skyrocketing in China

NUMBER OF DOGS & CATS AS PETS IN HOUSEHOLDS: SELECT COUNTRIES
Animals; m; 2015-2020

NEW ZEALAND

AUSTRALIA

UNITED STATES

CHINA

Source: Euromonitor; Coriolis analysis
Total spending on dogs and cats continues to grow, particularly in China

**DOG & CAT FOOD MARKET VALUE: SELECT COUNTRIES**

US$; m; 2006-2025f

**NEW ZEALAND**

19y CAGR 3%

**AUSTRALIA**

19y CAGR 5%

**UNITED STATES**

19y CAGR 4%

**CHINA**

19y CAGR 22%

Source: Euromonitor; Coriolis analysis
China – in particular – has a rapidly growing pet food market

“The growth in the middle-class section, rapidly growing urbanization, growing numbers of elderly, and people getting married and having children later than before are factors transforming China into a pet-owning and loving society. Pet humanization is on the rise in China, owing to the changes in people’s lifestyles. The increasing pet ownership among younger generations, in particular, is influenced by social media and the adoption of the western lifestyle.”

“Firstly, there is a new change in the concept of keeping pets. Indeed, with the increasing disposable income, city residents are more likely to spend money on their pets. Secondly, more pet owners have to work so that they don’t have time to take care of their pets and cook for them as was usual in China’s customs. Pet food is a very excellent choice for them because of the advantage of convenience and safety. Thirdly, the increasingly intense market competition makes the price of pet food more affordable. Last but not the least, Government regulation of keeping pets has kind of relaxed. As a result, the number of families that have a pet has steadily increased.”

“Chinese Millennials are the driving force behind this booming market… Young Millennials under 30 accounted for 45.2% of total pet owners in China in 2019… Different from their older-generation counterparts who seek simple companionship, Millennials consider themselves caring parents to their pets. In fact, this emerging young segment sees animal welfare as a top priority. Not only do these “young parents” devote a significant amount of time to their pets, they are also willing to spend money on products to ensure that they are well fed and healthy.”

“Nearly 90 percent of the dog and cat owners are women, and half have a bachelor’s degree or above. The majority of Chinese pet owners belong to the post-1980 or post-1990 generations, who are now in their 20s or 30s… Nearly 60 percent of owners treat their pets as their kids… Many also say that pets are child, friend and family member all rolled into one.”

Source: select articles; select websites; Coriolis analysis
Comparing the United States with China suggests additional growth in China is likely

**NUMBER OF DOGS & CATS AS PETS**
*Animals; m; 2015-2020*

- China
- USA

**DOG & CAT FOOD MARKET VALUE**
*US$; b; 2006-2025f*

- USA
- China

Source: Euromonitor; Coriolis analysis
Retail pet food can be split into three broad segments

**DOG FOOD**
- Wide range of animal sizes
- Food needs vary dramatically by breed and lifestyle (apartment vs. working farm dog)
- Segmentation is typically by breed/size

**CAT FOOD**
- Narrow range of animal sizes
- Relatively uniform food needs
- Segmentation is typically life stage (e.g. kitten)

**OTHER PET FOOD**
- Primarily birds, small mammals and small reptiles; excludes horses and other livestock
- Small body size limits overall food needs or food consumption
- Segmentation is by species

**FOCUS OF THIS RESEARCH**

Source: photo credit (Shutterstock; Wikimedia Commons; Pixabay); various published articles; Coriolis analysis
Both dog and cat food are large segments that are predicted to continue growing

GLOBAL PET FOOD MARKET SIZE BY SEGMENT
US$; b; 2020-2030f

* Primarily birds, small mammals and small reptiles; excludes horses and other livestock; Source: EMR, Mordor, iMarc; Coriolis analysis and estimates
Growing demand has driven growing global cross-border trade in pet food and ingredients

GLOBAL PET FOOD & KEY INGREDIENTS EXPORT VALUE BY PRODUCT
US$; b; FOB; trade codes; 1999-2019

FOB = Free on Board; MDM = Mechanically Deboned Meat; M&BM = Meat and Bone Meal; Note: 2020 not yet available in Comtrade for all countries; Source: UN Comtrade; Coriolis classification and analysis
Global cross-border trade in pet food and ingredients is being drawn in primarily by rich, developed, western countries.

**GLOBAL IMPORT VALUE BY RECEIVING COUNTRY/REGION**

US$; b; CIF; 1999-2019

- China
- Other E/SE Asia
- Japan
- Other
- Other Europe
- France
- Italy
- Netherlands
- UK
- Germany
- Canada
- USA
- AU/NZ/Pac Is.

CIF = Cost insurance and Freight; E/SE = East South East; Pac Is = Pacific Islands; Note: 2020 not yet available in Comtrade for all countries; Source: UN Comtrade, Coriolis classification and analysis; Uses trade codes for retail ready pet food, prepared pet food, seafood meal, M&BM and MDM.
New Zealand Pet Food Industry

+ Production
+ Supply chain
+ Regional activity

+ Operations
+ Megatrends
The New Zealand pet food industry has a relatively straightforward supply chain that delivers to consumers worldwide.

1. There may be one or more layers of wholesaling, depending on product or market; some wholesale functions may be captive inside retailers or foodservice operators; 2. Brand and sales company using third party manufacturing and distribution; Source: Coriolis

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1. Coriolis

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A large number of firms participate across the pet food supply chain.

- **Beef, lamb & venison processors**
- **Poultry**
- **Pork**
- **Seafood**
- **Vegetable processors**
- **Grain traders/growers**

**Specialist pet food abattoirs**
- Adair Abattoirs
- Porkos Petfoods
- Walkatoa Petfoods
- Moore-Hassel Petfoods
- Others...

**Specialist MDM and renderers**
- Wallace
- Meatior Foods Ltd
- Oceania
- SBL
- Others...

**Pet food/Treat manufacturers**
- Nestle
- Heinz
- Ziwi
- Natural Pet Food
- TU MEKE FRIEND
- NRG
- Addiction
- Gourmet Pet Food
- Alpha Pet
- Lewis & Leng
- Provita
- Carnivore
- Raw Peace
- Zealanda
- Parnell
- FDF
- Punnz

**Co-packers**
- Pasture Foods
- King Country

**Export Markets**

**Local Market**
New Zealand meat production is stable long term, with beef and chicken growing and lamb stable-to-down.

TOTAL NEW ZEALAND MEAT PRODUCTION BY SPECIES
Tonnes; 000; 1964-2018

Source: Ministry of Primary Industries; UN FAO Agstat database; Coriolis analysis
New Zealand – the size of Japan with the population of Singapore – produces a significant meat surplus for export (particularly beef and sheep)

MEAT PRODUCTION PER PERSON (BEFORE TRADE): NZ VS. SELECT PEER GROUP
Kilograms/person; 2014

Source: UN FAO database; Coriolis analysis
SEA: New Zealand Wild capture seafood volumes are stable-to-declining long term, while aquaculture production is achieving modest growth depending on time frame

TOTAL WILD CAPTURE BY SPECIES/GROUP
NZ; Tonnes; 000; 1975-2018

TOTAL AQUACULTURE PROD. BY SPECIES
NZ; Tonnes; 000; 1975-2018

Source: UN FAO FishStat database; MFish/MAF/MPI; Coriolis analysis
The New Zealand pet food industry has been a long term growth story

NUMBER OF PET FOOD/ANIMAL FEED MANUFACTURERS IN NEW ZEALAND
Firms; 1955-2020

Source: Department of Statistics; Statistics NZ; Coriolis estimates and analysis
The number of firms entering the market significantly has increased over the last few years

**Source:** NZ Companies office; Coriolis analysis

<table>
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<tr>
<td>Natural Pet Food Group</td>
<td>Azure Group</td>
<td>Gourmate Pet Treat Co</td>
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<td>Addiction Foods NZ</td>
<td>Newflands</td>
<td>Genius Pet Food</td>
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<td>Merit Meats (Huntaway)</td>
<td>Biophive</td>
<td>Real Pet Food Company</td>
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<td>Milk Kitchen</td>
<td>Otago Petfoods</td>
<td>Bark Bag</td>
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<td>FourFlax</td>
<td>Earthz Pet</td>
<td>Animal Instinct/Feed My Furbaby</td>
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<td>Zealandia</td>
<td>Forde’s Petfood</td>
<td>Arcadian New Zealand</td>
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<td>Raw Pawz</td>
<td>NRG Plus</td>
<td>Best Mates Petfood Co</td>
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<td>The Pet Brands Co</td>
<td>BHJ New Zealand</td>
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<td>GoodNozePet Cuisine</td>
<td>Brodie’s Dogcare</td>
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<td>Pest Pro NZ (Out of the Wild)</td>
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<td>KiwiPetProducts</td>
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<td>New Origin NZ</td>
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<td>Waikato Petfoods</td>
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<td>Olive’s Kitchen</td>
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<td>The NZ Natural Pet Food Company</td>
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<td>Animals Like Us</td>
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<td>Bowls &amp; Bowls</td>
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<td>King Country Pet Food NZ</td>
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<td>Contract Freeze Dry NZ</td>
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<td>The Raw Dog Food Company</td>
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**SELECT EXAMPLES**
Increasing demand for pet food has seen traditional protein companies enter the market, adding additional value to by-product

**MAJOR FIRMS INVESTING**

- Progressive Meat Co-owned by group of meat companies (joint ownership)
- Formed Pasture Petfoods 2011
- Source protein from Co-owned meat companies and other large NZ firms
- Bespoke and integrated production services to pet food industry – export licenses to USA and China

- Alliance forms JV with Scales Corp 2019 and acquires 50% of Meateor Foods pet food business for $15m
- Provides direct access to attractive and growing global pet food market (plants in Whakatu and Dunedin)
- 100,000 MT sold each year
- Meateor Foods founded 1995
- Alliance founded 1948

- NZKS launch pet food range in FY16
- Source salmon from their Marlborough farms

Source: Coriolis analysis
Firms participating in the New Zealand pet food manufacturing industry can be broadly segmented into five groups.

<table>
<thead>
<tr>
<th>GLOBAL MULTINATIONALS</th>
<th>NEW ZEALAND FIRMS</th>
</tr>
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<tbody>
<tr>
<td>OUT OF SCOPE</td>
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<tr>
<td>SOLD THROUGH DISTRIBUTORS</td>
<td>WHOLESALE SALES OPERATION</td>
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<tr>
<td>GLOBAL MANUFACTURER IN NEW ZEALAND</td>
<td>MID/LARGE BRANDED MANUFACTURER</td>
</tr>
</tbody>
</table>

**EXAMPLE FIRMS**

- Champion Petfoods
- ACANA
- MARS Petcare
- IAMS
- Nestlé Purina
- Natural Pet Food Group
- Ranchmans
- OMEGA PLUS
- BlackHawk
- Whiskas
- Royal Canin
- Oskar
- Purina
- Shepherds
- Possum
- Oskar
- Kona
- Hill's
- Chef Champ
- Addiction
- Jimbo's
- Nutrience
- Nood
- ZiwI
- RPF
- Good Noze
- Zealandia

**FOCUS**

... and many more
The industry is spread across the country, with long term growth occurring across most regions.

# OF PET FOOD MNFR. BY REGION
Operating units; 2000-2020

Source: Statistics NZ, Coriolis classification and analysis
New Zealand’s pet food companies are spread across the country

NOTE: Select firms only
Growth in the New Zealand pet food industry is coming from new entrants; average scale per unit is relatively flat

# OF OPERATING UNITS
Actual; 2000-2020

AVERAGE EMPLOYEES/UNIT
Headcount/firm; 2000-2020

INDUSTRY EMPLOYMENT
Headcount; 2000-2020

Source: Statistics NZ, Coriolis analysis, modelling and classification
### New Zealand produces four broad types of retail pet food products

<table>
<thead>
<tr>
<th>Type</th>
<th>Characteristics</th>
</tr>
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<tbody>
<tr>
<td><strong>1. DRY KIBBLE/BISCUIT</strong></td>
<td>Bulk bags of dry, shelf stable food&lt;br&gt;- Long New Zealand history in category (e.g. TUX)&lt;br&gt;- Segment traditionally high grain; new products focus on grain free&lt;br&gt;- Convenient for pet owners due to long shelf life and low/no smell</td>
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<tr>
<td><strong>2. WET CANNED/ROLL</strong></td>
<td>Roll or can of moist, ready-to-serve food&lt;br&gt;- Canned typically preferred by pets&lt;br&gt;- Canned traditionally the premium product; now displaced by new innovations&lt;br&gt;- Roll (“chub”) product form/category pioneered by New Zealand</td>
</tr>
<tr>
<td><strong>3. AIR-DRY/FREEZE-DRIED</strong></td>
<td>Premium, high value pet food with water removed&lt;br&gt;- Freeze/air dried product form/category pioneered by New Zealand&lt;br&gt;- Builds on New Zealand freeze drying technology (e.g. Cuddons)&lt;br&gt;- Plays to New Zealand strengths in meats and weaknesses in grains&lt;br&gt;- Air-dried popular for treats</td>
</tr>
<tr>
<td><strong>4. SUPPLEMENTS/TREATS</strong></td>
<td>Wide range of additions to pet diet as a health measure or reward&lt;br&gt;- High margin&lt;br&gt;- High innovation&lt;br&gt;- Leveraging New Zealand products&lt;br&gt;- Functional benefits&lt;br&gt;- Fewer rules and regulations on claims that for humans</td>
</tr>
</tbody>
</table>

Source: photo credit (fair use/fair dealing; low resolution; complete product/brand for illustrative purposes); various Company websites; Coriolis analysis
1. DRY KIBBLE/BISCUIT New Zealand makes a range of dry kibble or biscuit pet foods (high meat content)
2. WET CANNED New Zealand makes a range of wet canned pet food...
... and pioneered wet “rolls” and “pottle”-type pet food products...
... and now has a number of emerging innovators in the meat block segment.
3. AIR-DRIED/FREEZE-DRIED  New Zealand pioneered raw air-dried, and is significantly growing the use of freeze-drying for pet foods
4. TREATS New Zealand makes a range of pet treats

Source: photo credit (fair use/fair dealing; low resolution; complete product/brand for illustrative purposes); various Company websites; Coriolis analysis
4. SUPPLEMENTS ...and supplements and boosters

Source: photo credit (fair use/fair dealing; low resolution; complete product/brand for illustrative purposes); various Company websites; Coriolis analysis
...including a number of products that leverage strong existing categories into pet versions

<table>
<thead>
<tr>
<th>Global #1 dairy exporter</th>
<th>New Zealand unique product</th>
<th>Global #1 producer</th>
<th>Major global producer</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Pet Milk" /></td>
<td><img src="image2" alt="Manuka Honey" /></td>
<td><img src="image3" alt="Omega Plus" /></td>
<td><img src="image4" alt="Flax Seed Oil" /></td>
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<tr>
<td><img src="image5" alt="SUPERLAC" /></td>
<td><img src="image6" alt="Ziwi Peak" /></td>
<td><img src="image7" alt="Ziwi Peak" /></td>
<td><img src="image8" alt="Ziwi Peak" /></td>
</tr>
</tbody>
</table>

Source: photo credit (fair use/fair dealing; low resolution; complete product/brand for illustrative purposes); various Company websites; Coriolis analysis
Firms are leveraging New Zealand’s strong reputation in dairy by adding “New Zealand Milk” products to their range.
Manuka honey in particular is a potential “standout” ingredient, with proven global awareness with multiple firms now using it.

SINGLE INGREDIENT

CORE INGREDIENT

INGREDIENT

Source: photo credit (fair use/fair dealing; low resolution; complete product/brand for illustrative purposes); various Company websites; Coriolis analysis
New Zealand has an excellent range of sustainable meats and products available to pet food manufacturers – some are unique to New Zealand

Unique to New Zealand:

- Lamb
- Free range beef
- Seafood
- Poultry
- Possum
- Deer/Venison
- Rabbit
- Green-lipped mussels

photo credit (purchased from stock providers); Share Alike 2.0; Chris Sisarich (seafood image)
New Zealand pet food firms are leveraging a wide range of ingredients beyond meat and seafood.

Brushtail with ground bone, Lamb Green Tripe, Lamb Heart, Lamb Liver, Lamb Kidney, Kelp, New Zealand Green Mussel, Honey, Rosemary, Coconut Oil, Hoki Oil, Taurine, Choline Chloride, Zinc Amino Acid Complex, Iron Amino Acid Complex, Copper Amino Acid Complex, Vitamin B1 (Thiamine Mononitrate), Manganese Amino Acid Complex, Salt

Lamb, Chicken, Fish, Lamb Liver, Lamb Heart, Lamb Kidney, Dried Blueberries, Dried Cranberries, Dried Papaya, Dried Kelp, Peas, Tapioca, Potato, Flaxseed, Fish Oil, Turmeric, Chamomile, Green Tea Extract, Rosemary Extract, Spearmint Extract, Peppermint, Wild Honey, Probiotics, Taurine, Brewers Dried Yeast, Vitamins and Minerals and Natural Antioxidant.
New Zealand pet food firms are leveraging New Zealand’s position as a leading producer of deer

- No antibiotics, gluten, grain or added hormones
- 100% New Zealand venison
- Sustainably sourced

Source: photo credit (fair use/fair dealing; low resolution; complete product/brand for illustrative purposes); various Company websites; Coriolis analysis
New Zealand firms are extending strengths in both unique-NZ ingredients and nutraceuticals to pet nutraceuticals and petcare products

**PET-FLEX**

Freeze-Dried Green Lipped Mussel, Bio-Active Deer Velvet, Calcium and Stag Blood.

**SUPERFLEX**

Bio-Active Deer Velvet & Freeze-Dried Red Ginseng

**SUPERFLEX V**

Bio-Active Deer Velvet, Freeze-Dried Green Lipped Mussel, Shark Cartilage & Red Ginseng

**SUPERFLEX VS**

Formulated with processed Freeze-Dried Bio-Active Deer Velvet, Freeze-Dried Green Lipped Mussel, Eel & Red Ginseng.

**DENTALFLEX**

Bio-Active Deer Velvet, Manuka Hydrosol, NZ Propolis, Manuka Honey

Source: photo credit (fair use/fair dealing; low resolution; complete product/brand for illustrative purposes); https://www.ubbio.com/; Coriolis analysis
Four global consumer mega-trends are driving growth and new product development in both pet food and the wider food & beverage industry

**FOUR CONSUMER FOOD & BEVERAGE MEGA-TRENDS**

**EASY & CONVENIENT**

- I am trying to achieve work-life balance and need quick-and-easy meal solutions

**LIFESTYLE & WELLNESS**

- I am concerned about my pets wellness and am trying to live a positive lifestyle

**AUTHENTIC & RESPONSIBLE**

- I am mindful of where my food comes from and how it is produced

**SENSORY & INDULGENT**

- I like to indulge in rich and sumptuous living beyond the bare necessities

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**Mega-trends**

- Dramatic increase in female participation in the workforce globally
- Consumers working longer hours to maintain relative income
- Work hours no longer just "9 to 5"; food needs at all times (e.g. night shift)
- Significant rise in e-commerce

- Mid-high income countries experiencing an aging population
- Spread of Western lifestyle and Western diseases of affluence (e.g. diabetes in pets)
- Ongoing waves of media hype around fad diets and new “superfoods”
- Food presented and viewed as both the problem and the solution
- COVID amplifying and accelerating existing trends

- Dramatic global shift to city living; 1800=3%, 1900=14%, 2015=50%; developed nations 75%+; 400 cities 1m+
- Loss of attachment to the land and food production – growth of artisan and craft
- Ongoing “rights revolution”, fair trade to direct trade
- Ongoing waves of food scares around food quality, contamination, additives

- Growing income polarisation into “haves and have-nots”
- Strong emerging trend to premium (and discount) at the expense of the mid-market
- Emerging middle class across developing world driving consumption growth
- Incredible power of food and beverages in many social settings

- May represent a need for an immediate solution (e.g. thirst, hunger)
- May represent an easy solution to a future challenge (e.g. single serves for pets snack)

- May be addressing specific conditions (e.g. oats to lower cholesterol)
- May target a specific pet member (e.g. older dog)
- May reflect wider worldview
- Pets as member of the family

- May target specific foods perceived as high risk, unethical or visible (e.g. palm oil)
- May target a specific family member (e.g. mother dog)

- May range from “everyday luxury” to an occasional “treat”
- May be used to demonstrate social status, taste or style
- Gifting culture in Asia around premium, luxury items

---

Source: Boston Consulting Group; Datamonitor; photo credit (purchased from stock providers); Coriolis research and analysis
First, New Zealand pet food firms are on-trend for making things easy and convenient for customers

**SUBSCRIPTION MODELS**

Manufacturers and retailers are offering subscriptions to remove hassles

**“SCOOP & SERVE”**

Firms are launching convenient, ready-to-eat serve products

---

Source: photo credit (fair use/fair dealing; low resolution; complete product/brand for illustrative purposes); various Company websites; Coriolis analysis
Premium customised food boxes are delivered direct to your door

EASY & CONVENIENT

BOX DELIVERY MODELS

Manufacturers and retailers are offering box delivery subscriptions to remove hassles

Source: photo credit (fair use/fair dealing; low resolution; complete product/brand for illustrative purposes); various Company websites; Coriolis analysis
Second, New Zealand pet food firms are on-trend for pushing grain-free...
Addiction, in particular, are producing natural, high meat, grain-free complete meals with function benefits.

LIFESTYLE & WELLNESS

FUNCTIONAL FOODS

Focus on functional benefits targeting a health condition

Source: photo credit (fair use/fair dealing; low resolution; complete product/brand for illustrative purposes); various Company websites; Coriolis analysis
... as well as high meat and “free from” products

<table>
<thead>
<tr>
<th>HIGH MEAT</th>
<th>LOW/NO/FREE FROM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Firms are focusing on high meat product formulations</td>
<td>Firms are removing or replacing certain ingredients</td>
</tr>
</tbody>
</table>

- **92% MEAT, ORGANS & NZ GREEN MUSSELS**
- **92% MEAT, ORGANS & NZ GREEN MUSSELS**
- **92% MEAT, ORGANS & NZ GREEN MUSSELS**
- **92% MEAT, ORGANS & NZ GREEN MUSSELS**

- **GRAIN FREE**
- **GMO FREE**
- **PRESERVATIVE FREE**
- **CAGE FREE**
...“Humanisation” is on trend where pet food takes on human healthy food characteristics e.g. Olive’s Kitchen range

<table>
<thead>
<tr>
<th>LIFESTYLE &amp; WELLNESS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BISCUIT BAKING MIX</strong></td>
</tr>
<tr>
<td>Firms are focusing on high product engagement with functional benefits</td>
</tr>
<tr>
<td><strong>HEALTHY</strong></td>
</tr>
<tr>
<td>Firms are using a healthy human food format with functional benefits</td>
</tr>
<tr>
<td><strong>SUPPLEMENT</strong></td>
</tr>
<tr>
<td>Firms are focusing on healthy pet supplement</td>
</tr>
</tbody>
</table>

Source: photo credit (fair use/fair dealing; low resolution; complete product/brand for illustrative purposes); https://www.oliveskitchen.co.nz/ Coriolis analysis
Third, New Zealand firms are playing directly on historic “Brand New Zealand” hallmarks (cows, mountains)...

Firms are positioning with classic New Zealand hallmarks

“Just replace the cow with a dog for us and we’re done”
... and even driving for named regional NZ ingredients

AUTHENTIC & RESPONSIBLE

PROVENANCE/SPECIFIC REGIONS OF NEW ZEALAND

Firms are highlighting ingredients from specific New Zealand regions

Source: photo credit (fair use/fair dealing; low resolution; complete product/brand for illustrative purposes); www.ziwipets.com; Coriolis analysis
At the same time, New Zealand firms are calling out sustainable production systems

**AUTHENTIC & RESPONSIBLE**

**SUSTAINABLE PRODUCTION SYSTEMS**

Firms are highlighting the sustainable nature of the product and production process

Source: photo credit (fair use/fair dealing; low resolution; complete product/brand for illustrative purposes); various Company websites; Coriolis analysis
Free-range, grass-fed and sustainable seafood are prominent call-outs on pack

AUTHENTIC & RESPONSIBLE

SUSTAINABLE PRODUCTION SYSTEMS

Firms are highlighting the sustainable nature of the product and production process

Source: photo credit (fair use/fair dealing; low resolution; complete product/brand for illustrative purposes); various Company websites; Coriolis analysis
Firms are reducing waste by upcycling food products for pet food

AUTHENTIC & RESPONSIBLE

UPCYCLED INPUTS

Firms are reducing food waste by upcycling

“PERFECT Deli Fresh dog rolls are helping to reduce food waste by upcycling unwanted deli and butchery meats collected from our local New Zealand supermarkets, and turning them into healthy, quality, safe dog rolls. Nutritious pet food helping fight food waste through sustainable upcycling.”

déjà wouldn’t be possible without our amazing supermarket partners helping us rescue good food from landfill. At the end of each day, they place unsold meat into déjà compostable bags and safely freeze it …we take it to a human-grade facility in Auckland (FOODBOWL) where it’s made it into grain free, pure meat pet treats. All packed in home compostable, resealable bags to keep them delish for your Dalmatian. Bon-a-pet-treat.

Source: photo credit (fair use/fair dealing; low resolution; complete product/brand for illustrative purposes); https://www.perfectdogfood.co.nz; https://www.dejapets.co.nz; Coriolis analysis
A number of New Zealand firms provide sustainable, low impact, responsible packaging

AUTHENTIC & RESPONSIBLE

SUSTAINABLE PACKAGING SYSTEMS

Firms are highlighting the sustainable nature of their packaging

Source: photo credit (fair use/fair dealing; low resolution; complete product/brand for illustrative purposes); various Company websites; Coriolis analysis
Finally, New Zealand pet food manufacturers are on-trend for producing rich, sensory and indulgent products…

<table>
<thead>
<tr>
<th>SUPERIOR CUTS</th>
<th>HIGHEST QUALITY/FRESHEST/BEST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pets eating higher priced food than their owners</td>
<td>High quality raw pure protein from multiple species</td>
</tr>
</tbody>
</table>

**Butchers Superior Cuts Pork Ears Dog Treats 1.5kg**
$161.20

**$107.46/kg**

Source: photo credit (fair use/fair dealing; low resolution; complete product/brand for illustrative purposes); various Company websites; Coriolis analysis
... particularly in the treats space, where foods are becoming more humanised

SENSORY & INDULGENT PRODUCTS

HUMAN TREATS NOW FOR ANIMALS

Pets eating the same type of treats as their owners

Source: photo credit (fair use/fair dealing; low resolution; complete product/brand for illustrative purposes); various Company websites; Coriolis analysis
New Zealand pet food marketers are delivering on products delivering all four mega-trends in a package

“Freeze dried”
“500g”

“100% Complete and balanced”
“Our recipes are made without Grain, Wheat, Gluten, GMO ingredients, Corn, Soy, Cereals, Dairy, Rice, Potato and all other fillers”
“No artificial preservative or flavours”
“Omega 3 fatty acids, EPA & DHA from King Salmon are important nutrients supporting healthy brain and eye development”
“provide the the rich and nourishing proteins and fats need to give your dog a natural source of energy to thrive”
“…assist a dog’s natural anti-inflammatory responses and support healthy skin, coat & joints

“New Zealand wholesome ingredients”
“Made in New Zealand – the freshest place on earth”
“…our grass fed meat”
“made from grass fed free range meats, cage free chicken or sustainably caught fish”

Source: photo credit (fair use/fair dealing; low resolution; complete product/brand for illustrative purposes); https://www.k9natural.com; Coriolis analysis
These trends drive new product development, through (1) packaging, (2) product, (3) category and (4) channel innovation.
New Zealand pet food firms are well positioned to execute on and continue to deliver many key food and beverage trends to pet food customers

<table>
<thead>
<tr>
<th>Inherent characteristics</th>
<th>Developed by firm</th>
<th>Optional extras</th>
</tr>
</thead>
<tbody>
<tr>
<td>TIME SAVING</td>
<td>FAST</td>
<td>EASY OPEN</td>
</tr>
<tr>
<td>HASSLE FREE</td>
<td>SIMPLIFIES</td>
<td>EASY</td>
</tr>
<tr>
<td>LOW EFFORT</td>
<td>CONVENIENCE</td>
<td>RANGE</td>
</tr>
<tr>
<td>SOLUTIONS</td>
<td>READY TO COOK</td>
<td>READY TO EAT/USE</td>
</tr>
<tr>
<td>MICROWAVE</td>
<td>REUSABLE</td>
<td>STORY TELLING</td>
</tr>
<tr>
<td>SUPERIOR</td>
<td>RICH FLAVOUR</td>
<td>SPECIAL EDITION</td>
</tr>
<tr>
<td>DISTINCT</td>
<td>PROMOTED</td>
<td>SPONSOR</td>
</tr>
<tr>
<td>ENDORSED</td>
<td>PREMIUM</td>
<td>ADVERTISED</td>
</tr>
<tr>
<td>FAMOUS</td>
<td>AWARD WINNING</td>
<td>“ESTATE” GROWN</td>
</tr>
<tr>
<td>QUALITY</td>
<td>EXPENSIVE</td>
<td>RARE/UNIQUE</td>
</tr>
<tr>
<td>LOW FAT</td>
<td>LOW CARB</td>
<td>TRUSTED</td>
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<tr>
<td>PROTEIN</td>
<td>FREE FROM</td>
<td>NO HORMONES</td>
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<tr>
<td>NUTRACEUTICAL</td>
<td>HEALTH</td>
<td>NATURAL</td>
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<tr>
<td>THERAPEUTIC</td>
<td>CHEMICAL FREE</td>
<td>PLANT BASED</td>
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<tr>
<td>MEDICINAL</td>
<td>WELLNESS</td>
<td>PALEO/KETO</td>
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</tbody>
</table>

CORIOLIS FOOD & BEVERAGE TRENDSCOPE™
Key Markets for NZ Pet Food

+ Market strategy
+ Growth
+ Market mix
+ Market share
+ Opportunities
NZ exports five classes of pet food product; some unmeasured amount of meat and offal exports will also end up in pet food

SIMPLIFIED SUPPLY CHAIN FOR NZ PET FOOD

Primary ingredients processors
- Grains
- Vegetables
- Other ingredients
- Packaging

Pet food ingredients processors
- Meat, organs, offal, bones, blood & co-products
- Seafood & co-products

Retail-ready pet food manufacturers
- Prepared pet food
  - Prepared bulk/not retail ready
  - Retail-ready dog & cat

Markets
- Domestic market
- Export markets

Further-processed meat-based ingredients
- Rendered MBM*
- MDM**

*MBM = Meat and Bone Meal; **MDM = Mechanically Deboned Meat;
Only retail-ready dog/cat food is achieving significant and material price increases through adding value.

NEW ZEALAND PET FOOD & KEY INGREDIENTS AVERAGE EXPORT VALUE BY PRODUCT
US$/kilogram; FOB; 1999-2019

Note: 2020 not yet available in Comtrade for all countries; Source: UN Comtrade; Coriolis classification and analysis
Growth in the New Zealand retail pet food industry is being driven by exports

EFFECTIVE SIZE OF NEW ZEALAND RETAIL PET FOOD INDUSTRY
NZ$; m; 2006-2020

Source: StatsNZ (Infoshare); Euromonitor; Coriolis analysis

This will include imports inseparable at source
New Zealand export growth is coming from retail pet food; key meat-based pet food ingredients have plateaued since 2008.

**NEW ZEALAND PET FOOD & KEY INGREDIENTS EXPORT VALUE BY PRODUCT**  
US$; m; FOB; 1999-2019

<table>
<thead>
<tr>
<th>Year</th>
<th>Prepared Dog/Cat/Other (not-retail ready) HS2309-90</th>
<th>Retail-ready Dog/Cat food HS2309-10</th>
<th>Seafood Meal (HS2301-20)</th>
<th>M&amp;BM (HS2301-10)</th>
<th>MDM (HS0511-99)</th>
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<tbody>
<tr>
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<td>2018</td>
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<td>2019</td>
<td>$1,000</td>
<td>$1,000</td>
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</tr>
<tr>
<td>2020</td>
<td>$1,050</td>
<td>$1,050</td>
<td>$1,050</td>
<td>$1,050</td>
<td>$1,050</td>
</tr>
</tbody>
</table>

Note: 2020 not yet available in Comtrade for all countries; Source: UN Comtrade; Coriolis classification and analysis.
New Zealand exports pet food and key pet food ingredients to a wide range of countries and regions

NEW ZEALAND PET FOOD & KEY INGREDIENTS EXPORT VALUE BY PRODUCT
US$; m; FOB; 2000-2020

Source: UN Comtrade; Coriolis classification and analysis
Pulling apart ingredients and retail-ready pet food shows retail exports growing strongly and ingredient plateauing

NEW ZEALAND PET FOOD & KEY INGREDIENTS EXPORT VALUE BY PRODUCT
US$; m; FOB; 1999-2020

* Includes Prepared not-retail ready (HS2309-90); Source: UN Comtrade; Coriolis classification and analysis
Monthly retail dog and cat pet food exports continue to grow

MONTHLY RETAIL DOG & CAT PET FOOD (HS230910) EXPORT VALUE
NZ$; m; Jul-2010-Jul-2020

Yes, there has been a strong COVID surge, but built on an underlying strong trend

Source: Statistics New Zealand (Infoshare database); Coriolis analysis
Retail pet food exports are again growing volumes, with strong price increases from the shift to premium, leading to growing value.

**EXPORT VOLUME**
Tonnes; 000; 1996-2020

**AVERAGE PRICE PER KG**
US$/kg; not inf. adj.; 1996-2020

**EXPORT VALUE**
US$m; 1996-2020

Source: UN Comtrade database; StatsNZ; Coriolis analysis
New Zealand premium pet food products demand premium prices relative to many traditional export products

CURRENT SHELF PRICE IN NEW ZEALAND: SELECT ITEMS
NZ$/kg; 2021

Source: photo credit (fair use/fair dealing; low resolution; complete product/brand for illustrative purposes); store visits; Coriolis selection and analysis
A wide range of countries suggest that New Zealand could export significantly more retail dog/cat pet food.

RETAIL DOG/CAT PET FOOD EXPORT VALUE: NEW ZEALAND VS. SELECT PEERS
US$; m; 2020 or as available

Source: UN Comtrade; Coriolis classification and analysis
Pet food accounts for only about 6% of New Zealand’s total meat and seafood exports

VALUE OF NEW ZEALAND EXPORTS ACROSS WIDER MEAT PLATFORM
US$m; 2020

TOTAL = US$11,224m in exports in 2020

Source: UN Comtrade database; Coriolis classification and analysis
China (34%), Australia (27%) and the US (18%) account for most (80%) of New Zealand’s retail dog/cat pet food exports

VALUE OF NEW ZEALAND RETAIL DOG/CAT PET FOOD EXPORTS BY MARKET
US$m; 2020

TOTAL = US$175m in exports in 2020

Source: UN Comtrade; StatsNZ; Coriolis classification and analysis
Australia, the United States and now China have been the engines of growth for New Zealand retail dog/cat pet food exports.

**VALUE OF NEW ZEALAND RETAIL DOG/CAT PET FOOD EXPORTS BY MARKET**

US$m; 2020

*E/SE Asia = East/South East Asia; Source: UN Comtrade database; Coriolis analysis*
The pet food industry needs to maintain and grow the Australian market, while developing opportunities in high value Asian and Western markets.

**REGIONAL MARKETS**
- Improve shelf presence at retail, particularly in specialty and online
- Gain share across growing premium segment
- Focus in key population centres

**CHINA & OTHER E/SE ASIA MARKETS**
- Increase awareness of NZ as a source of pet food (not just “meat and dairy”)
- Focus on trusted quality messaging
- Adapt products for market
- Position NZ as premium

**UK/EUROPE/NORTH AMERICAN MARKETS**
- Unique UK opportunity with Brexit
- Unique New Zealand ingredients give a clear point-of-difference
- Develop a plan to succeed in the UK market; lessons from wine and honey
- Expand model to Europe and North America

Source: photo credit (purchased from stock providers)
First, there are continued opportunities for growth in the regional markets of Australia and the Pacific Islands.
Australian retail dog/cat pet food imports have growing volumes across growing prices leading to growing value

**AU IMPORT VOLUME**
Tonnes; 000; 1988-2020

**AU AVG PRICE PER KG**
US$/kg; not inf. adj.; 1988-2020

**AU IMPORT VALUE**
US$m; VFD; 1988-2020

Source: UN Comtrade database; StatsNZ; Coriolis analysis
Thailand, Europe and the US are winning in Australia, while New Zealand is relatively flat.
Second, there are further opportunities for growth into Asian markets
Chinese retail dog/cat pet food imports have exploded in the last five years, with growing volumes, growing prices and growing value.

**CHINA IMPORT VOLUME**
Tonnes; 000; 2000-2020

**CHINA AVG PRICE PER KG**
US$/kg; not inf. adj.; 2000-2020

**CHINA IMPORT VALUE**
US$m; VFD; 2000-2020

Note: China here is Mainland (for no reason other than ease of data analysis); Source: UN Comtrade database; StatsNZ; Coriolis analysis
Finally, there are opportunities for growth across the developed Anglo-European markets, particularly the UK with Brexit.
British retail dog/cat pet food imports have growing volumes and growing prices, leading to growing overall import value

**UK IMPORT VOLUME**
Tonnes; 1993; 2000-2020

**UK AVG PRICE PER KG**
US$/kg; not inf. adj.; 1993-2020

**UK IMPORT VALUE**
US$m; VFD; 1993-2020

Source: UN Comtrade; StatsNZ; Coriolis analysis
American retail dog/cat pet food imports have growing volumes, growing prices, and growing overall import value
Key NZ Pet Food Firms

+ Firm Activity
+ Key Firms Profiled
Significant investment in new capacity and brands is being made by export focused retail-ready manufacturers

Recent investment
$85m

Recent investment
$50m+

Recent investment
$50-80m+

Recent sale
$220m+ (estimate*)
**Investment is occurring across the sector upgrading facilities and increasing capacity**

<table>
<thead>
<tr>
<th>FIRM</th>
<th>INVESTMENT</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ziwi</strong></td>
<td>$85m</td>
<td>- Ziwi building new state-of-the-art facility, Awatoto Kitchen, when operational in 2022 will close other three factories in Tauranga; will increase air-drying capacity by 40%, and allow NPD</td>
</tr>
<tr>
<td></td>
<td>$8m</td>
<td>- Investment in a new facility in Christchurch</td>
</tr>
<tr>
<td><strong>KraftHeinz</strong></td>
<td>$20m</td>
<td>- Upgrade in Hawkes Bay pet food manufacturing facility over four years</td>
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<tr>
<td></td>
<td></td>
<td>- New canning and retort capability designed to increase reliability and productivity; also contract manufacturing</td>
</tr>
<tr>
<td></td>
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<td>- Motivated by increasing pet ownership</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Domestic supply, export to Asia, USA and Middle East</td>
</tr>
<tr>
<td><strong>Ralphs Pet Foods</strong></td>
<td>In Progress</td>
<td>- Hana Deavoll Founder CEO</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Ralph (alternative protein pet food) is currently under development; developed from sources of plant based and cultured proteins available, including oats, algae, pea protein and nutritional yeast. Our products are protein-rich, animal-free, clean &amp; sustainable</td>
</tr>
<tr>
<td><strong>PharmaZen</strong></td>
<td>$35m</td>
<td>- $35m investment which will increase freeze drying capacity in 2021 by 1,800mt per annum 2021</td>
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<td>- Additional 5,000mt per annum coming on stream 2022 taking total to 6,000mt per annum</td>
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<tr>
<td></td>
<td></td>
<td>- Spray drying and additional extraction facilities for complimentary proteins and blood products 2022</td>
</tr>
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<td></td>
<td>- 2 hectare Greenfield site Rolleston to accommodate additional expansion 2023/24</td>
</tr>
<tr>
<td><strong>Mighty Mix</strong></td>
<td>Millions</td>
<td>- Recently completed a full rebuild of frozen concentrate facility and added a high capacity dog biscuit bakery</td>
</tr>
<tr>
<td><strong>Good Noze</strong></td>
<td>$3m</td>
<td>- Capital raising to increase production capacity in freeze-drying in new greenfields operation</td>
</tr>
</tbody>
</table>
### Acquisitions and Investments

**Overview:** Acquisitions and investments are occurring from firms outside NZ, reflecting the global appetite for investing in the NZ pet food sector.

<table>
<thead>
<tr>
<th>ACQUIFER</th>
<th>TARGET</th>
<th>DETAILS</th>
</tr>
</thead>
</table>
| **KKR** | Natural Pet Food Group | - KKR acquires 100% of Christchurch based Natural Pet Food Group (K9 Natural), 2021; $220m+  
- NZ pioneer brand in Freeze-dry pet food and treats  
- KKR NY based PE with US$349b under management acquires from Pioneer Capital |
- Established King Country Pet Food in 2019  
- Invests $50-$80m in processing capacity (meat based kibble, canning); 50,000t annual capacity |
- Acquires Alpine Exports in 2018 (specialises in air-dried co-products) |
| **Real Pet Foods** | The Natural Pet Treat Company | - Yantai China Pet Foods Co (Wanpy) from China acquires The Natural Pet Treat Company in 2018  
- Manufacture and Sell “Zeal” brand of canned and dry pet food, pet milk, pet treats, pet supplements |
| **Bombay Petfoods** | Jimbo’s | - Real Pet Foods (V.I.P; AU) owned by Temasek Holdings, New Hope Group and Hosen Capital acquires Bombay Petfoods (Jimbo’s) from South Auckland in 2017  
- Manufacture fresh chilled meats and treats |
| **BHJ New Zealand Ltd** | Coolstore | - BHJ New Zealand Ltd (6565092) acquires a coolstore in Whanganui for $4.4m in 2018 aiming to increase pet food production and exports by sourcing by products  
- Lauridsen Group global protein and ingredient company based in the US  
- BHJ (one of their companies) sources pet food, treats, ingredients globally - [https://bji.com](https://bji.com) |
| **Yantai China Pet Foods** | VLR Global | - Yantai China Pet Foods (Wanpy brand) acquires majority shares from Singapore based VLR Global, and from Taylor, for US$24m increasing Yantai’s ownership to 70%  
- Yantai announce new 20,000t canning investment |
| **Cibus Fund (ADM Capital)** | PharmaZen | - Cibus Fund (ADM Capital) (Private Equity) acquired 14% of PharmaZen, 2020; [https://www.cibusfund.com](https://www.cibusfund.com)  
- Capital raising in 2020 required to increase production capacity with high demand for premium nutritional products, including pet food ingredients  
- Increasing freeze-dry capacity to 25,000kg/day across multiple locations |

**Source:** Various company websites; interviews; articles; Coriolis analysis and classifications
**Acquisitions are also occurring internally with firms looking to secure supply and processing capacity**

<table>
<thead>
<tr>
<th>ACQUIRER</th>
<th>TARGET</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ZIWI</strong></td>
<td><strong>PetfoodNZ</strong></td>
<td>- Ziwi acquires 20% of PetfoodNZ (from Mould); securing production and canning capacity</td>
</tr>
<tr>
<td><strong>FOND FOODS</strong></td>
<td><strong>Ranchmans</strong></td>
<td>- Fond Foods acquires Ranchmans in 2016, moved operation to Fond Foods existing location in 2019</td>
</tr>
<tr>
<td><strong>TU MEKE FRIEND</strong></td>
<td><strong>Farm Meats 2000 Ltd</strong></td>
<td>- Best Mates Petfood acquires Farm Meats pet food operation in Waihi</td>
</tr>
<tr>
<td><strong>MOIR FAMILY</strong></td>
<td><strong>Fordes Petfood</strong></td>
<td>- Alan Forde sells abattoir and pet food processing facility to Moir’s of Dipton</td>
</tr>
</tbody>
</table>
| **Scales/Shelby JV** | **Alliance Farming Petfood Ingredients Ltd** | - Scales acquires 60% Shelby (JV based in the USA); adding 80,000 T in product sales; US$23.2m; end of 2018  
  - Shelby enters into a new third party warehousing agreement with a toll processor; brings the number of processing facilities at Shelby to 8 (7 toll processing facilities through USA) |
  - Produces ingredients for Pet Nutrition NZ brands. Early pioneer in dog rolls in NZ. |

Source: various company websites; interviews; articles; Coriolis analysis and classifications
New Zealand pet food firms are also investing in expanding their range...
...as this example also shows

### AIR DRIED TREATS
(DOG)

### AIR DRIED SNACK
& FOOD
(DOG & CAT)

### CAN FOOD
(DOG & CAT)

### DAIRY PRODUCTS
(DOG & CAT)

---

Source: photo credit (fair use/fair dealing; low resolution; complete product/brand for illustrative purposes);
Key Firms Profiled
### AC PETFOODS (2007) LTD

**MANAGING DIRECTOR**
Anna Hicks

**DESCRIPTION**
Petfood abattoir and processor AC Petfoods, sourcing direct from farmers, producing petfood for wholesale to petfood manufacturers, based in Ohaupo; also co-own NZ Meat Processors Ltd, petfood site offering chicken processing and contract manufacturing (frozen processed), freeze-dry industry partners, based in Te Aroha.

**KEY PRODUCTS**
Raw petfood

**BRANDS**
AC Petfood

**OWNERS**
Hicks family

**CO. #**
2065248/4924799

**ADDRESS**
3789 Ohaupo Road
RD Ohaupo
Waikato

**PHONE**
+64 7 843 9036

**WEBSITE**
http://acpetfoods.co.nz
http://www.nzmpl.co.nz

**FOUNDED**
2007

**STAFF #**
10 + SEASONAL #

**REVENUE $M**
$5 - $10m (2020) Est.
Source: Coriolis

**HIGHLIGHTS**
Discontinued canned lines; Addition of vegetarian options; rebranding of Addiction brand and packaging; significant multimillion dollar investment in upgrading and adding dry food production lines, increasing capacity 600%

### ADDICTION FOODS NZ

**CEO & CO-FOUNDER**
Jerel Kwek

**DESCRIPTION**
Petfood manufacturer specialising in natural, premium, grain-free, high meat, dry foods. NZ operations of Singapore company with operations in USA, manufacturing plant in Te Puke; offices in the US, Singapore, the Philippines, China, exporting to 15 international markets; also manufacture Wishbone products; distribution through NZ Natural Pet Food.

**KEY PRODUCTS**
Premium, high meat dried dog and cat food (raw alternatives), functional petfoods, raw alternative, pet treats (including choice of vegetarian)

**BRANDS**
Addiction, Wishbone, Nutri-RX, Awesome Pawsome

**OWNERS**
Addiction Foods PTE Limited

**CO. #**
1806762

**ADDRESS**
242 Jellicoe Street,
Te Puke,
Bay of Plenty

**PHONE**
+64 7 573 8193

**WEBSITE**
www.addictionpet.com
https://wishbonepet.com
https://awesomepawsome.com

**FOUNDED**
2006

**STAFF #**
100 + SEASONAL #

**REVENUE $M**
$40 - $60m (2020) Est.
Source: Coriolis

**HIGHLIGHTS**
Discontinued canned lines; Addition of vegetarian options; rebranding of Addiction brand and packaging; significant multimillion dollar investment in upgrading and adding dry food production lines, increasing capacity 600%

### ALARON PRODUCTS

**GENERAL MANAGER**
Claire Quin

**DESCRIPTION**
Contract manufacturer specialising in dietary supplements, complementary medicines and therapeutic goods; bulk or retail packed; using dairy, herbal, apiary, marine, animal or nutraceutical ingredients

**KEY PRODUCTS**
Dietary supplements, capsules, tablets, bulk powder blends, skincare

**BRANDS**
Addiction, Wishbone, Nutri-RX, Awesome Pawsome

**OWNERS**
Smith & Wright 60%, Greiger family 20%, West family 10%, Williams family 10%

**CO. #**
612891

**ADDRESS**
13 Bolt Road,
Tahunanui,
Nelson

**PHONE**
+64 3 548 5875

**WEBSITE**
www.alaron.co.nz

**FOUNDED**
1993

**STAFF #**
130 + SEASONAL #

**REVENUE $M**
$40 - $60m (2020) Est.
Source: Coriolis

**HIGHLIGHTS**
Discontinued canned lines; Addition of vegetarian options; rebranding of Addiction brand and packaging; significant multimillion dollar investment in upgrading and adding dry food production lines, increasing capacity 600%

### ALLIANCE GROUP

**CHIEF EXECUTIVE**
David Surveyor

**DESCRIPTION**
100% NZ farmer owned and supplied meat processor and exporter of lamb, beef and venison to 65 countries; 4,000 farmer shareholders and 8 processing sites, Dannevirke, Levin, Lorneville, Mataura, Nelson, Pukeuri, Smithfield, world’s largest processor and exporter of sheep meat, 7m sheep, 200k cattle, 90k deer processed annually; dedicated food service team in UK, new headquarters in Singapore, Alliance Asia.

**KEY PRODUCTS**
Lamb, mutton, beef and venison meat cuts, pet food, by-products and co-products; 1,600 products

**BRANDS**
PureSouth, Te Mana Lamb, Slieve, Handpicked, Ashley

**OWNERS**
5,000 farmers

**CO. #**
154786

**ADDRESS**
51 Don Street,
Invercargill,
Southland

**PHONE**
+64 3 214 2700

**WEBSITE**
www.alliance.co.nz
www.puresouth.com

**FOUNDED**
1948

**STAFF #**
4,800 + SEASONAL #

**REVENUE $M**
$1,800m (2020)
Source: AR

**HIGHLIGHTS**
New corporate identity in ’18, move towards ‘produce’ rather than ‘processing’; $1.5m venison processing plant at Lorneville opened in ’18; Blood processing investment; acquired 50% stake in Scales Corporation Meateor NZ petfood business in ’19; 10% stake in Quality NZ (India), supplying Pure South Lamb to 340 hotels and restaurants across India; investments allowed increased value-added products and increased efficiencies $27.4m profit and $46m capital spend in 2020; Increasing value co-products move from rendering to petfood.
### ALPINE DEER NZ LP

**Managing Director:** Hugh Signal  
**Description:** Deer Co-product processing in Tauranga (for human consumption in traditional Chinese medicine) and Luggate processing includes co-products, deer velvet, pet treats (Happypet brand) and Petfood ingredients. Produces NATCaP, a natural, animal derived source of calcium and phosphorous for inclusion in petfoods.

**Key Products:** Traditional Chinese medicine ingredients, premium meat cuts, treats and animal-derived pet food ingredients under Happypet brand

**Brands:** Alpine Deer, Happypet, NATCaP

**Owners:** Wallis, Signal, Hickson (via Waikawa and The Alpine Group), others

**Co. #:** 16261672  
**Address:** 50 Church Road, Luggate, Otago  
**Phone:** +64 3 443 8594  
**Website:** [www.deer.co.nz](http://www.deer.co.nz)  
**Website:** [www.happypet.co.nz](http://www.happypet.co.nz)  
**Website:** [www.natcap.pet](http://www.natcap.pet)

**Founded:** 1964/2015  
**Staff #:** 27 + Seasonal #  
**Revenue $M:** $15 - $30m (2020) Est.  
**Website:** Source: Company  
**Highlights:** Petfood is a lesser part of the overall total revenue and business.

### ALPINE EXPORT NZ

**General Manager:** Mark Russell  
**Description:** Private label and co-packers of air-dried products and frozen meat-based products for the petfood industry.

**Key Products:** Air-dried co-products, treats, frozen meat-based products

**Brands:** -

**Owners:** Petpal Pet Nutrition Technology Co., (China) 75%, Russell 25% via BOP Industries Ltd

**Co. #:** 11166046  
**Address:** 32 Karaka Street, Judies, Tauranga Bay of Plenty  
**Phone:** +64 7 574 6153  
**Website:** n/a

**Founded:** 2001  
**Staff #:** 20 + Seasonal #  
**Revenue $M:** $10 - $20m (2020) Est.  
**Source:** Company  
**Highlights:** Leading manufacturer of air-dried treats in NZ, Petpal Nutrition NZ established in 2016 and invested in Alpine Export in 2018 (Petpal Pet Nutrition also owns King Country Petfood)

### ANIMAL INSTINCT

**CO-Owner:** Ben Rennell  
**Description:** Dog food delivery subscription service; customised dry food; focus on sustainability; contract manufactured.

**Key Products:** Petfood and treats (NZ sourced, natural, sustainable, dry grain free)

**Brands:** Feed My FurBaby

**Owners:** Rennell family 72%, Icehouse Ventures 27%, others

**Co. #:** 6273643  
**Address:** 170F Morris Road, Mount Wellington, Auckland  
**Phone:** +64 9 886 9738  
**Website:** [www.feedmyfurbaby.co.nz](http://www.feedmyfurbaby.co.nz)

**Founded:** 2017  
**Staff #:** 5 + Seasonal #  
**Revenue $M:** $2 - $5m (2020)  
**Source:** Company  
**Highlights:** Icehouse VC funding to develop business

### ANIMALS LIKE US

**CEO:** Rob Achten  
**Description:** Petfood and Treat company based in the Hawke’s Bay

**Key Products:** Dog and Cat Treats, Food and Mixes

**Brands:** Animals Like Us

**Owners:** Adeten 40%, Miss Drew Holdings 30%, Moon & McCay 30%

**Co. #:** 7598936  
**Address:** 29 Gordon Road, Te Awanga, Hawke’s Bay  
**Phone:** +64 21 0857 1122  
**Website:** [https://www.animalslikeus.com](https://www.animalslikeus.com)

**Founded:** 2019  
**Staff #:** 6 + Seasonal #  
**Revenue $M:** $2 - $5m (2020)  
**Source:** Company  
**Highlights:**
APIHEALTH NEW ZEALAND

**GENERAL DIRECTOR**
Tatiana Nikolaev

**DESCRIPTION**
Honey producer; specialises in bee venom products; skin care, petcare, manuka honey, exports to 21 markets

**KEY PRODUCTS**
Manuka honey, honey, bee venom products, propolis, royal jelly, pollen, dietary supplements, honey based pet supplements, skincare

**BRANDS**
ApiHealth, VENZ, ApiBeaute

**OWNERS**
Nikolaeva family

**CO. #**
1123831

**ADDRESS**
52B Stonedon Drive, East Tamaki, Auckland

**PHONE**
+64 9 271 6104

**WEBSITE**
www.apihealth.com

**FOUNDED**
1998

**STAFF #**
5

**REVENUE $M**
$5 – $10m (2020) Est.

**Source:**
Coriolis

**HIGHLIGHTS**
Multiple patents around venom collection and processing of bee venom, new skincare range based on bee venom

ARCADIAN NEW ZEALAND

**OPERATIONS MANAGER**
Holley Zhao

**DESCRIPTION**
Petfood manufacturing company also producing private label petfood for domestic and export; based in the Waikato

**KEY PRODUCTS**
Air-dried Pet Food, Pet Treats, Raw Meat Products

**BRANDS**
Arcadian, Private Label

**OWNERS**
Xin Zhang

**CO. #**
6265910

**ADDRESS**
99F Colombus Street, Frankton Hamilton Waikato

**PHONE**
www.arcadian.nz

**FOUNDED**
2017

**STAFF #**
8

**REVENUE $M**
$4 - $8m (2020) Est.

**Source:**
Coriolis

**HIGHLIGHTS**

**AROMA NZ**

**MANAGING DIRECTOR**
Ben Winters

**DESCRIPTION**
Manufacturer of premium nutritional supplements and freeze dried treats for the companion animal and health care industry. 100% family owned and operated. Vertically integrated with mussel farms, processing, hi-tech drying and CO2 oil extraction. Factories in the Marlborough Sounds and Christchurch; Specialist in Green-lipped mussel powder and oil, marine collagen, abalone, oyster and fish cartilage powders for joint and bone mobility.

**KEY PRODUCTS**
Green-lipped mussel powder & oil, marine collagen, abalone and oyster powder. Pet treats and supplements

**BRANDS**
Aroma, Biolane, GlycOmega, Nutreats, Lifespan, Bio-Active

**OWNERS**
Winters 85%, Gallagher 5%

**CO. #**
126871

**ADDRESS**
20 Senior Place Christchurch Canterbury

**PHONE**
+64 3 389 9005

**WEBSITE**
www.aromanz.nz
www.purelifespan.com
www.nutreats.co.nz
www.biolane.co.nz

**FOUNDED**
1961

**STAFF #**
65

**REVENUE $M**
$40 - $60m (2020)

**Source:**
Company

**HIGHLIGHTS**
Recently installed new CO2 oil extraction plant, built new state of the art mussel harvester, acquired new farms in Banks Peninsula Canterbury, and acquired Biolane mussel brand from Vitaco.

AZURE GROUP

**OPERATIONS MANAGER**
Fish Fei

**DESCRIPTION**
Petfood manufacturer; manufactured in NZ and AU (dehydrated petfood and treats from beef, lamb, seafood, pigs, venison etc.); distribute, import and export

**KEY PRODUCTS**
Pet treats

**BRANDS**
Alfa Pet, iPet

**OWNERS**
Fei 50%, Huang 50%

**CO. #**
3613032

**ADDRESS**
1 Sr. Mount Wellington Highway, Mount Wellington, Auckland

**PHONE**
+64 9 442 1911

**WEBSITE**
www.alfapet.co.nz

**FOUNDED**
2011

**STAFF #**
12

**REVENUE $M**
$4 - $8m (2020) Est.

**Source:**
Coriolis

**HIGHLIGHTS**

**CORIOLIS**
3
<table>
<thead>
<tr>
<th>COMPANY</th>
<th>OWNER</th>
<th>CEO</th>
<th>DESCRIPTION</th>
<th>KEY PRODUCTS</th>
<th>BRANDS</th>
<th>OWNERS</th>
<th>CO. #</th>
<th>ADDRESS</th>
<th>PHONE</th>
<th>WEBSITE</th>
<th>FOUNDED</th>
<th>STAFF #</th>
<th>REVENUE $M</th>
<th>SEASONAL</th>
<th>HIGHLIGHTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BARK BAG</strong></td>
<td><strong>Naturley Young</strong></td>
<td><strong>Sam Leatham</strong></td>
<td>Petfood manufacturer; exports USA, Taiwan, Australia, Japan; contract manufacture for others</td>
<td>Dog treats</td>
<td>Bark Bag</td>
<td>Young 50%, McKenna 50%</td>
<td>6065350</td>
<td>33A Altham Ave, Mt Eden, Auckland</td>
<td>+64 22 671 4004</td>
<td><a href="https://barkbag.co.nz">https://barkbag.co.nz</a></td>
<td>2016</td>
<td>2</td>
<td>$1 - $3m (2020) Est.</td>
<td></td>
<td>Customised monthly delivery of pet treats and toys; sourcing natural and local NZ made treat and brands; subscription boxes (3-7 treats) and birthday boxes</td>
</tr>
<tr>
<td><strong>TU MEKE FRIEND</strong></td>
<td><strong>Amir Fouladi 34%, Feng Sheng 31%, Ying Zhe Xu 20%</strong></td>
<td><strong>SaraRoss</strong></td>
<td>Trading as Wanganui Coldstorage Ltd, BHJ are part of the US based Lauridsen Group global protein and ingredient company; source (fish, poultry, ovine and bovine), producing MDM into frozen refined block and specific offal line petfood ingredients; also source and supply dry protein ingredients; distribute domestically to petfood manufacturers and to export markets.</td>
<td>Frozen petfood ingredients (fish, poultry, ovine and bovine), MDM and specific offal by product items; source and supply dry protein ingredients</td>
<td>BHJ</td>
<td>LGI International (LUX)</td>
<td>6565092</td>
<td>1-11 Gilberd Street, Wanganui</td>
<td>+64 6 349 0109</td>
<td><a href="https://bhj.com">https://bhj.com</a></td>
<td>2017</td>
<td>45</td>
<td>$8 - $15m (2020) Est.</td>
<td></td>
<td>Best Mates Petfood company established in 2017 and acquired FarmMeats in 2019 with Tu Meke Friend and Farm Meats brands.</td>
</tr>
<tr>
<td><strong>BHJ NEW ZEALAND</strong></td>
<td><strong>Daryl Prebble</strong></td>
<td><strong>Sara Ross</strong></td>
<td>Bio Oils Ltd, NZ's largest producer of cold-pressed flaxseed oil and fibre supplying ingredients to the food industry and petfood industry; produce own branded, private label OEM, and wholesale oil products, supported by 30 local farmer suppliers who rotate flax seed crops</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1987</td>
<td>5</td>
<td>$3 - $5m (2020)</td>
<td></td>
<td>Trading as Wanganui Coldstorage Ltd, BHJ are part of the US based Lauridsen Group global protein and ingredient company; source (fish, poultry, ovine and bovine), producing MDM into frozen refined block and specific offal line petfood ingredients; also source and supply dry protein ingredients; distribute domestically to petfood manufacturers and to export markets.</td>
</tr>
</tbody>
</table>
### BIO-MER

**Managing Director:** Joe Cave  
**Description:** Processor and contract freeze-drying, extraction and blending; specialising in marine extracts for human and pet health products based in Christchurch, supplying retail ready or bulk ingredients

**Key Products:** Powder, whole, encapsulated forms of: calcium supplements, krill oil, brain health products, green-lipped mussel supplements, pet health products

**Brands:** Bio-Mer

**Owners:** Cave

**Co. #:** 1710281  
**Address:** 38 Sonter Road, Christchurch  
**Phone:** +64 3 348 9871  
**Website:** [www.biomer.com](http://www.biomer.com)

**Founded:** 2005  
**Staff #:** 7  
**Revenue $M:** $5 - $10m (2020) Est.  
**Source:** Coriolis  
**HIGHLIGHTS**

### BIOPHIVE

**General Manager:** Cameron Massie  
**Description:** Specialist Contract Manufacturer of Premium New Zealand Pet Treats, Chews and Food

**Key Products:** Petfood (air-dried, freeze-dried), Pet treats (Air-dried, freeze-dried), pet supplements

**Brands:** contract manufactured

**Owners:**  
- Waikawa Limited (Signal, Hickson) 50%  
- Wishnowsky 10%, Bramble 10%, Pettersson 10%, Quinn 5%, Massie 5%

**Co. #:** 3576832  
**Address:** 101 Kawakawa Road, Feilding, Manawatu-Wanganui  
**Phone:** +64 6 324 0302  
**Website:** [www.biophive.com](http://www.biophive.com)

**Founded:** 2011  
**Staff #:** 38  
**Revenue $M:** $10 - $20m (2020) Est.  
**Source:** Coriolis  
**HIGHLIGHTS**

### BOWLS & BOWLS

**Manager:** Lui Huang  
**Description:** Pet food company producing freeze-dried petfood, operating out of Auckland, selling domestically and exporting four SKU to China

**Key Products:** Pet food, dog food and treats

**Brands:** Bowls & Bowls

**Owners:**  
- DBC Trading 53%, Ting Yu (CN) 25%, CCL Holdings 20%, others

**Co. #:** 7563196  
**Address:** Unit 1 C1 Kakana Business Park 6A Tapere Way, Waitakere  
**Phone:** +64 9 3906788  
**Website:** [https://bowlbowls.co.nz](https://bowlbowls.co.nz)

**Founded:** 2019  
**Staff #:** 5  
**Revenue $M:** $0.5 - $3m (2020)  
**Source:** Company  
**HIGHLIGHTS**

### BRODIE’S DOGCARE

**Owner:** Anne-Marie McKenzie  
**Description:** On-line frozen raw pet food company delivering to homes in Auckland and the North Island

**Key Products:** frozen raw dog and cat food, air-dried treats, natural supplements and pet care products

**Brands:** Brodie’s

**Owners:**  
- McKenzie

**Co. #:** 6278341  
**Address:** 52 Ngaio Street, Orakei, Auckland  
**Phone:** +64 21 306 550  
**Website:** [https://www.brodies.nz](https://www.brodies.nz)

**Founded:** 2017  
**Staff #:** 3  
**Revenue $M:** $0.5 - $3m (2020)  
**Source:** Company  
**HIGHLIGHTS**

### BUTCH PETFOODS

**GENERAL MANAGER**
Lance Roby

**DESCRIPTION**
Fresh petfood manufacturer; 60% share in fresh meat roll for dogs category; produces 6m dog and cat rolls annually; oldest registered pet food company in NZ; exports to Taiwan, UAE, India, China, Japan, Pacific

**KEY PRODUCTS**
Dog and cat roll

**BRANDS**
Bobbi, Golden Boy, Meat N’ Veg, Chick N’ Rice, Wag, Hound Lag, Bow Wow, Ginger Tom, Cannara, Tasti Dinner, Optimize Pro, P15

**OWNERS**
Roby family

**CO. #**
98522

**ADDRESS**
5 Rupeke Place, Henderson, Auckland

**PHONE**
+64 9 839 0095

**WEBSITE**
http://nz.butch.co.nz
http://www.bpf.co.nz

**FOUNDED**
1964/1976

**STAFF #**
50 + SEASONAL #

**REVENUE $M**
$15 - $20m (2020) Est. Source: Coriolis

**HIGHLIGHTS**
Produce 6m dog rolls annually

### CANTERBURY PET FOODS

**GENERAL MANAGER**
Stu Free

**DESCRIPTION**
Animal collection, slaughter and petfood manufacturer based in Ohoka, supply Zoos and Orana Park

**KEY PRODUCTS**
Pet food; chilled chicken, rabbit, hare, beef, horse, mutton

**BRANDS**
Canterbury Pet Foods

**OWNERS**
Martin 90%, Free 10%

**CO. #**
1189389

**ADDRESS**
166 Brodeys Rd RD 2 Ohoka Kaipara Canterbury

**PHONE**
+64 3 312 6502

**WEBSITE**
www.canterburypetfoods.co.nz

**FOUNDED**
2002

**STAFF #**
5 + SEASONAL #

**REVENUE $M**
$3 - $7m (2020) Est. Source: Coriolis

**HIGHLIGHTS**

### CHERRYVITE

**JOINT OWNERS**
John & Maureen Newlands

**DESCRIPTION**
Springbank Orchard growing monterency tart cherries for health products, juice and pet products

**KEY PRODUCTS**
Pet treat biscuits, cherryvite, cherry juice, freeze-dried cherries, cherry supplements,

**BRANDS**
Radical Do

**OWNERS**
Newlands

**CO. #**
1799586

**ADDRESS**
Oamaru Canterbury

**PHONE**
+64 3 439 3255

**WEBSITE**
https://www.radicaldog.co.nz
https://www.cherryvite.co.nz

**FOUNDED**
2006

**STAFF #**
10 + SEASONAL #

**REVENUE $M**
$3 - $5m (2020) Est. Source: Coriolis

**HIGHLIGHTS**

### CONTRACT FREEZE DRY NZ

**MANAGING DIRECTOR**
Brent Crossan

**DESCRIPTION**
Contract Freeze dry company based in Oamaru; freeze-drying for petfood industry (start-up phase of business), shareholders also co-own NZ Petfoods Ltd

**KEY PRODUCTS**
Pet food

**BRANDS**
Fat Freddy’s Drop 66.7%, Gawn Investments 33.3%

**OWNERS**
Fat Freddy's Drop 66.7%, Gawn Investments 33.3%

**CO. #**
7623176

**ADDRESS**
14 Macs Ridge Road, RD 1 Oamaru Canterbury

**PHONE**
+64 21 1907 776

**WEBSITE**
https://www.contractfreedry.co.nz

**FOUNDED**
2019

**STAFF #**
2 + SEASONAL #

**REVENUE $M**
$0 - $1m (2020) Est. Source: Company

**HIGHLIGHTS**
### COUPLANDS STOCKFEED

**Managing Director**: Jonathan Coupland  
**Description**: Stockfeed and petfood company, supplying feed across agriculture, plus manufacturing petfood in a separate facility.

**Key Products**: Animal feed for dairy, cattle, horses, poultry, pigs, deer and dogs.

**Brands**: Couplands, Family Dog, Working Dog.

**Owners**: Coupland Family.

#### DAIRY NUTRACEUTICALS

**General Manager**: Clinton Beuvink  
**Description**: Manufacture Pet Gravy pet supplement supply to Animates, supermarkets and online retailers.

**Key Products**: Pet gravy (supplement).

**Brands**: Earthz Pet.

**Owners**: Beuvink.

#### EARTHZ PET

**Managing Director**: Clinton Beuvink  
**Description**: Manufacture Pet Gravy pet supplement supply to Animates, supermarkets and online retailers.

**Key Products**: Pet gravy (supplement).

**Brands**: Earthz Pet.

**Owners**: Beuvink.

#### EBOS GROUP

**CEO**: John Cullity  
**Description**: Red Seal is owned by EBOS Australasia’s largest and most diversified marketer, wholesaler, distributor and retailer of healthcare, medical and pharmaceutical products; leading Australasian animal care products marketer and distributor; own Red Seal natural health products under Endeavour Consumer Health division; 57 locations in Australia and NZ, own 50% Animates in NZ. Petfood brands manufactured in Australia and distributed to NZ.

**Key Products**: Vitamins, minerals, supplements, manuka honey, herbal teas, functional foods, petfood (dry [AU], treats, milk [made in NZ]) retail outlets, pharmaceuticals, healthcare equipment, logistics.

**Brands**: Red Seal, Symbios, TerryWhite Chemmart, ProPharma, PVR, HealthSave Pharmacy, Pharmacy Choice, Winfos, ImelPharm, Good Price Pharmacy, Warehouse, DocAid, Vantage Gold.

**Owners**: (NZX, ASX:EBO) Syos Holdings 19%, NZ Central Securities 32%, others.

### Additional Information

- **CO. #**: 120844  
- **Address**: 108 Wrights Road, Addington, Christchurch, Canterbury  
- **Phone**: +64 3 338 0999  
- **Founded**: 1922

**HIGHLIGHTS**: 860 staff in NZ (Red Seal 80 staff); Red Seal strong export growth in Asia and Australia; Opened new distribution and manufacturing plant for Red Seal; Animal care business increased earnings 26% to $A30.7m; and revenue increased 16% to $A243.8m (2020); Bonds $A297m 2020; Pharmacy 49%, Institutional 25%, 8% logistics, Animal care 13%, Consumer products 5%.
# EZYMEATS

**GENERAL MANAGER**
Dennis Pert

**DESCRIPTION**
Raw petfood manufacturer supplying New Zealand retailers, based in Hawkes Bay

**KEY PRODUCTS**
Raw frozen petfoods for dogs and cats

**BRANDS**
Pet Deli

**OWNERS**
Pert

<table>
<thead>
<tr>
<th>CO. #</th>
<th>ADDRESS</th>
<th>PHONE</th>
<th>WEBSITE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1580829</td>
<td>22b Turner Place, Onekawa, Napier Hawkes Bay</td>
<td>+64 21 053 5277</td>
<td><a href="http://www.ezymeats.co.nz">www.ezymeats.co.nz</a></td>
</tr>
</tbody>
</table>

**FOUNDED**
2004

**STAFF #**
5

**REVENUE $M**
$2 - $5m (2020) Est.

**HIGHLIGHTS**

---

# F.F.O (K9 FOOD ONLY)

**MANAGING DIRECTOR**
Terry Black

**DESCRIPTION**
Dog food manufacturer of raw and dog rolls based in Hastings; services include delivery, farmer exchange program and home kill services

**KEY PRODUCTS**
Frozen raw dog food and treats, plus shelf stable dog roll

**BRANDS**
K9 PetFoods, NRG

**OWNERS**
Black

<table>
<thead>
<tr>
<th>CO. #</th>
<th>ADDRESS</th>
<th>PHONE</th>
<th>WEBSITE</th>
</tr>
</thead>
<tbody>
<tr>
<td>528073</td>
<td>364 State Highway 2 Hastings Hawkes Bay</td>
<td>+64 6 878 9866</td>
<td><a href="http://www.k9petfoods.net">www.k9petfoods.net</a></td>
</tr>
</tbody>
</table>

**FOUNDED**
1991

**STAFF #**
10

**REVENUE $M**
$4 - $7m (2020) Est. Source: Coriolis

---

# FOND FOODS (2007)

**GENERAL MANAGER**
Clint Bolderton

**DESCRIPTION**
Petfood manufacturer of premium dog rolls and dried dog treats based in Paeroa, Waikato. Supplier to domestic grocery, rural and independent retailers as well as export markets. Manufactures a range of retail ready and bulk products for varying markets.

**KEY PRODUCTS**
Dog rolls, air-dried treats, natural treats

**BRANDS**
Superior Chunky, Possyum, Ranchmans, Field and Forest

**OWNERS**
Taylor 50%, Gibson Sheat Trustees 27%, Grive 11%, others

<table>
<thead>
<tr>
<th>CO. #</th>
<th>ADDRESS</th>
<th>PHONE</th>
<th>WEBSITE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1966108</td>
<td>56 Grey Street, Paeroa, Waikato</td>
<td>+64 7 827 7067</td>
<td><a href="http://www.superiorchunky.co.nz">www.superiorchunky.co.nz</a> <a href="http://www.ranchmans.co.nz">www.ranchmans.co.nz</a></td>
</tr>
</tbody>
</table>

**FOUNDED**
2007

**STAFF #**
30

**REVENUE $M**
$10 - $20m (2020) Source: Company

---

# FORDE’S PETFOOD

**MANAGING DIRECTOR**
Alan Forde

**DESCRIPTION**
Petfood slaughter facility, supplying the petfood industry, dedicated petfood processing factory supplies supermarket brand "Petfood express"

**KEY PRODUCTS**
Frozen and fresh petfood

**BRANDS**
Forde’s, Petfood Express

**OWNERS**
Forde

<table>
<thead>
<tr>
<th>CO. #</th>
<th>ADDRESS</th>
<th>PHONE</th>
<th>WEBSITE</th>
</tr>
</thead>
<tbody>
<tr>
<td>4513758</td>
<td>1093 Hundred Line Rd, RD 3 Winton Canterbury</td>
<td>+64 3 236 1199</td>
<td><a href="http://www.wwffordespetfood.co.nz">http://www.wwffordespetfood.co.nz</a></td>
</tr>
</tbody>
</table>

**FOUNDED**
2013

**STAFF #**
9

**REVENUE $M**
$2 - $5m (2020) Est. Source: Coriolis

---

**HIGHLIGHTS**
Sold and under new management July 2021
## FOURFLAX

**CO-OWNER, OPS & DESCRIPTION**
Nick Swift
Pet supplement manufacturer for dogs, cats and horses; functional pet foods using hoki fish oil and fucoid seed oil, green lipped mussel powder

**KEY PRODUCTS**
Pet supplements, functional petfoods, dog shampoo

**BRANDS**
Nettex, ProVida, Scruffy Chops

**OWNERS**
White 50%, Drytech-Swift 50%

**CO. #** 2510869
**ADDRESS** 27 Dobson Street West, Ashburton, Canterbury
**PHONE** +64 3 308 3345
**WEBSITE** www.fourflax.co.nz

**FOUNDED** 2010
**STAFF #** 4
**REVENUE $M** $3 - $10m (2020) Est.
**HIGHLIGHTS** Rebranded Flourflax supplements to ProVida in 2016; Prebble sold share in Fourflax and kept ownership of Bio-Oils

## FREEZE DRIED FOODS NEW ZEALAND

**GENERAL MANAGER**
Taine Randell
Source and freeze-dry products, contract drying in solid, powder or liquid form, freeze drying pioneers in NZ; contract dryers and manufacturers (e.g. K9 Natural petfood); part owned subsidiary company Kiwigarden produce yoghurt drops; distribute to 150 stores in NZ and to AU, CHN, Singapore, Malaysia, HK and Taiwan; also sell and lease freeze-dry machines

**KEY PRODUCTS**
Freeze dried fruit, pet food, vegetables and yoghurt drops, contract manufacturing

**BRANDS**
Kiwigarden

**OWNERS**
Edwards family 60%, Chittock family 24%, Goss 16%

**CO. #** 933596
**ADDRESS** 3 Maheno Place, Tawharanui, Whangarei, Bay
**PHONE** +64 6 879 7733
**WEBSITE** www.freezedriedfoods.co.nz www.kiwigarden.co.nz

**FOUNDED** 1997
**STAFF #** 120
**REVENUE $M** $10 - $20m (2020) Est.
**HIGHLIGHTS** Edwards family 60%, Chittock family 24%, Goss 16%

## GENIUS PET FOOD

**MANAGING DIRECTOR**
Dr Paula Short
Boutique petfood manufacturer – specialise in salmon dog food; selling through Vet clinics and Pet Stores plus subscriptions

**DESCRIPTION**
Dry petfood

**KEY PRODUCTS**

**BRANDS**
Genius

**OWNERS**
Short family

**CO. #** 3726116
**ADDRESS** 36 Harley Ridge, Upper Moutere, Tasman
**PHONE** +64 21 373630
**WEBSITE** www.geniuspetfood.co.nz

**FOUNDED** 2016
**STAFF #** 1
**REVENUE $M** $1 - $2m (2020) Est.
**HIGHLIGHTS**

## GOODNOZE PET CUISINE

**MANAGING DIRECTOR**
Frank Bellerby
Petfood company, manufacturing and packing freeze-dried cat and dog food using NZ ingredients; Bellerby also owns Miro Feeds; retail store selling animal feed

**DESCRIPTION**
Freeze dried petfood

**KEY PRODUCTS**

**BRANDS**
Good Noze

**OWNERS**
Bellerby 50%, Qiuju 25%, Gilbert & Grundy 20%, Smith & Cogswell 5%

**CO. #** 5351613
**ADDRESS** 3205 State Highway 23, Raglan, Waikato
**PHONE** +64 21 740 311
**WEBSITE** www.goodnoze.co.nz https://mirofeeds.co.nz

**FOUNDED** 2014
**STAFF #** 5
**REVENUE $M** $3 - $5m (2020) Est.
**HIGHLIGHTS**
Changed name from Smith & Bellerby Petfoods to GoodNoze Pet Cuisine 2021 when Smith sold down shares; Bellerby also owns Miro Feeds; recent $3m investment in developing business and increasing capacity (in-house freeze-drier)
## Gourmate Pet Treat Co.

### Joint Owners
- Laura Wilkinson & Steph Mearns

### Description

### Key Products
Freeze-dried petfood treats

### Brands
- Gourmate Pet Treat Co.

### Owners
- Wilkinson (50%), Mearns & Stribrny (50%)

### Co.
- 7632316

### Address
PO Box Christchurch Canterbury

### Phone
- +64 3 365 4444

### Website
- [www.gourmate.co.nz](http://www.gourmate.co.nz)

### Founded
- 2019

### Staff
- 4

### Revenue $M
- $0.5 - $3m (2020)

### Highlights
- Launched range in August 2020. Use compostable packaging and support not-for-profit organisations.

---

## Hawkes Bay Meat Company

### CEO
- Willem Sandberg

### Description
Meat company based in the Hawkes Bay (full or majority ownership in Ovation, Pasture Petfoods, Advanced Foods of NZ, Te Kuiti Meat Processors, OMP Management, Progressive Gisborne, Taylor Preston); founded on the purchase of business from Bernard Matthews (NZ) Ltd

### Key Products
- Lamb, beef, venison, petfood, co-products

### Brands
- Ovation

### Owners
- Hickson 52%, Venison Meat Packers 15%, Robbie 6%, Walkawa 5%, others

### Co.
- 1894570

### Address
210 Maraekakaho Road, Hastings Hawke’s Bay

### Phone
- +64 6 858 6390

### Website
- [www.ovation.co.nz](http://www.ovation.co.nz), [www.tekuitimeatprocessors.co.nz](http://www.tekuitimeatprocessors.co.nz), [www.pasturepetfoods.co.nz](http://www.pasturepetfoods.co.nz)

### Founded
- 2006

### Staff
- 2,100

### Revenue $M
- $700 - $900m (2020)

### Highlights
- Recent developments in lactose-free milk production

---

## HealthSpring Nutrition

### CEO
- Grant Washington-Smith

### Description
HealthSpring Nutrition Ltd is product development business and focuses on a range of lactose-free formulated milks (including sheep and goat milks) in a liquid and powder for cats and dogs. In addition, they develop nutraceutical ingredients and bulk supplements.

### Key Products
- Milk based formulas for cats and dogs, hydrations supplements for horses.

### Brands
- Fibefit, CalorieStat, BioEnhansa, LBS10

### Owners
- Washington-Smith

### Co.
- 8183860

### Address
9 Melody Lane Waikato Innovation Park

### Phone
- +64 21 713 984

### Website
- [https://www.healthspringnutrition.com](http://https://www.healthspringnutrition.com)

### Founded
- 2021

### Staff
- 3

### Revenue $M
- $1 - $3m (2020) Est.

### Highlights
- Recent developments in lactose-free milk production

---

## Hungry Pet New Zealand

### Director
- Leanne Kumar

### Description
Petfood manufacturer; raw, additive free dog and cat food; based in New Plymouth, onsite processing facility

### Key Products
- Frozen and Raw Petfood

### Brands
- Hungry Pet

### Owners
- Jones 50%, Kumar 50%

### Co.
- 7064625

### Address
67 Hurford Road, New Plymouth, Taranaki

### Phone
- +64 6 751 0443

### Website
- [www.hungrypet.co.nz](http://www.hungrypet.co.nz)

### Founded
- 2018

### Staff
- 4

### Revenue $M
- $1 - $3m (2020) Est.

### Highlights
- Recent developments in lactose-free milk production
### KC PET

**MANAGING DIRECTOR**
Jeremy Stewart

**DESCRIPTION**
Petfood wholesaler

**KEY PRODUCTS**
Grain Free Dry, Air Dried and Canned Petfood

**BRANDS**
"Kiwi Country" also registered "From Our Land to Your Home"

**OWNERS**
IMF Holdings Limited

**CO. #** 7663956
**ADDRESS** 119 Mitcham Road, RD2, Ashburton, Canterbury

**PHONE** +64 21 027 89848
**WEBSITE** [http://www.kiwicountrypet.nz](http://www.kiwicountrypet.nz)

**FOUNDED** 2019
**STAFF #** 2 + SEASONAL #

**REVENUE $M**
$0 - $1m (2020) Source: Coriolis

**HIGHLIGHTS**
The "Kiwi Country" brand is registered in NZ, Australia, China and the US for all food categories. This includes Petfood, Dairy, Beverage and Meat.

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### KING COUNTRY PET FOOD NZ

**GM SALES & MARKETING**
Jono Cox

**DESCRIPTION**
Large contract manufacturing petfood company based in Taumaranui, sells pet food using original design manufacturer (ODM) model; primarily exporting petfood

**KEY PRODUCTS**
Petfood kibble and air-dried treats, canned pet food

**BRANDS**
Petpal Pet Nutrition Technology Co., (China)

**OWNERS**
Petpal Pet Nutrition Technology Co., (China)

**CO. #** 7518076/6131089
**ADDRESS** 12 Rosecrans Road, RD2, Taumaranui, Manawatu-Whanganui

**PHONE** +64 7 895 8000
**WEBSITE** [https://kingcountrypetfood.com](https://kingcountrypetfood.com)

**FOUNDED** 2019
**STAFF #** 20 + SEASONAL #

**REVENUE $M**
$0.5 - $2m (2020) Source: Company

**HIGHLIGHTS**
2018 US$28m boost to NZ operation from Chinese parent company; 2019 established King Country brand; significant investments in growth - Condiments $250m, Convenience meals $233m, Frozen food $132m, Drinks & Beverages $71m, Petfood $42.4m, Infant feeding $17m, Seafood $6m, invests $20m over 4 years in petfood manufacturing upgrades in Hawkes Bay (2021) with new canning and retort capabilities; employ 400 people at this (Taumaranui) factory.

---

### KIWIPETPRODUCTS

**DIRECTOR**
Kim Waters

**DESCRIPTION**
Pet retail online store selling pet treats partnering with Hale Animal Health, Equine Super Gao and Olive’s Kitchen

**KEY PRODUCTS**
Online, pet treats and chews

**OWNERS**
Waters

**CO. #** 6309068
**ADDRESS** 7 Magma Crescent, Stonefields, Auckland

**PHONE** +64 274 273 424
**WEBSITE** [https://www.kiwipetproducts.co.nz/](https://www.kiwipetproducts.co.nz/)

**FOUNDED** 2017
**STAFF #** 2 + SEASONAL #

**REVENUE $M**
$0.5 - $2m (2020) Source: Company

**HIGHLIGHTS**

---

### KRAFT HEINZ

**MANAGING DIRECTOR**
Neil Heffer

**DESCRIPTION**
Producer of frozen, chilled, canned and pantry food products; three sites in Hastings, Christchurch and Auckland; exports to over 40 countries

**KEY PRODUCTS**
Sauces, Mayonnaise, Cooking Sauces, Spreads, Fruit & Vegetables, Baked Beans, Spaghetti, Soups, Chilled Dips, Chilled Soups, Herbs & Spices, Petfood (canned, pouch, baled, extruded, roll), Infant Foods

**BRANDS**
Wattie’s, Heinz, Chef, Champ, Gourmet, Nutripak, Purepet, Greggs, ETA, Craigs, Good Taste Company, Mediterranean, Just, Whittocks, HP, Leo & Perric, Forres, Asia Home Gourmet

**OWNERS**
HJ Heinz NZ owned by (NASDAQ:KHC) Berkshire Hathaway (USA; Public) 27%, 3G Capital (Brazil; PE) 24% via Country Ford Develop (HK)

**CO. #** $40128
**ADDRESS** Level 3, 2 Hufﬁeld Street, Newmarket, Auckland

**PHONE** +64 9 308 3000
**WEBSITE** [www.heinzwatties.co.nz](http://www.heinzwatties.co.nz) [www.watties.com](http://www.watties.com) [www.kraftheinzcompany.com](http://www.kraftheinzcompany.com) [www.greggs.co.nz](http://www.greggs.co.nz)

**FOUNDED** 1934/1992
**STAFF #** 880 + SEASONAL # 1,100

**REVENUE $M**
$746.6m (2019) Source: AR

**HIGHLIGHTS**
Acquired Cerebos Greggs in March ’18. 2021 Wattie’s celebrates its 87 year- Loss of $26m (EBIT, 2019); Total assets of $892m; In FY20 Condiments $250m, Convenience meals $233m, Frozen food $132m, Drinks & Beverages $71m, Petfood $42.4m, Infant feeding $17m, Seafood $6m, invests $20m over 4 years in petfood manufacturing upgrades in Hawkes Bay (2021) with new canning and retort capabilities; employ 400 people at this (Taumaranui) factory.
<table>
<thead>
<tr>
<th>Company</th>
<th>Description</th>
<th>Key Products</th>
<th>Brands</th>
<th>Owners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medallion Pet Foods</td>
<td>Pet food manufacturer and supplier of chilled and ambient dog rolls to the New Zealand retail urban and rural market, and frozen dog food for New Zealand working dogs. Slaughter operation supplying lamb and beef pet food ingredients to New Zealand based pet food manufacturers.</td>
<td>Chilled dog rolls including grain free dog rolls and ambient dog rolls. Frozen raw dog food. Lamb and beef pet food ingredients for further processing in New Zealand.</td>
<td>Starma, Perfect, High Country</td>
<td>Haliburton 60%, Wilkie Family Trust 40%</td>
</tr>
<tr>
<td>Medallion Pet Foods</td>
<td>Description</td>
<td>Key Products</td>
<td>Brands</td>
<td>Owners</td>
</tr>
<tr>
<td>Merit Meats (Huntaway)</td>
<td>Wild venison petfood company</td>
<td>Key Products</td>
<td>Raw frozen, wild, Venison Pet Food</td>
<td>Mathias 81%, Hangartner 9%, Dalhoff 9%</td>
</tr>
<tr>
<td>Mighty Mix Dog Food</td>
<td>Petfood manufacturer, franchise distribution, urban and rural delivery to end users</td>
<td>Key Products</td>
<td>Frozen concentrated, baked biscuits, treats and supplements (e.g. mussel tonic)</td>
<td>Bendall, Metsales &amp; Drummond 88%, Walker 12%</td>
</tr>
</tbody>
</table>
MILK KITCHEN

CEO: Neil McGarva

DESCRIPTION: Beverage contract manufacturer of UHT aseptic PET liquids; factory in Whakatu; exports to China, Taiwan, Japan, AU; certified Bio Gro Organic

KEY PRODUCTS: UHT milk, flavoured milk, pet milk, fruit juice, sports nutrition beverages, weight loss water, coconut milk, almond milk

BRANDS: K9 Natural, Feline Natural, Meat Mates

OWNERS: McGarva 91%, others

CO. #: 2197636

ADDRESS: 37-44 Johnston Way, Whakatu, Hastings, Hawke’s Bay

PHONE: +64 6 650 3000

WEBSITE: www.milkkitchen.co

FOUNDED: 2009

STAFF #: 30 + SEASONAL #

REVENUE $M: $10 - $20m (2020) Est.

Source: Company

HIGHLIGHTS: Formerly Emmitus Dairies; changed name in 2019; contract manufacture pet milk

NATURAL PET FOOD GROUP

CEO: Neil Hinton

DESCRIPTION: Petfood manufacturer; specialises in freeze dried dog and cat food products; exports to Australia, China, Japan, USA and Canada

KEY PRODUCTS: Frozen, freeze dried and canned dog and cat food; pet treats, toppers, pouches, UHT milk

BRANDS: K9 Natural, Feline Natural, Meat Mates

OWNERS: KKR & Co.

CO. #: 1787973

ADDRESS: 305 Lincoln Road, Christchurch, Canterbury

PHONE: +64 3 342 6380

WEBSITE: www.k9natural.com

FOUNDED: 2006

STAFF #: 60 + SEASONAL #

REVENUE $M: $80 - $100m (2020) Est.

Source: Coriolis

HIGHLIGHTS: Launched into AU grocery in 2019; sold to Global investment firm KKR in 2021; launched UHT and pouches in 2021

NESTLE NEW ZEALAND

COUNTRY MANAGER: Christian Abboud

DESCRIPTION: Part of Nestlé SA, the world’s largest food and beverage, and pet food company; head office in Auckland; two factories in Wiri and Marton; $65m exports from Auckland site, regional hub for Maggi, manufacture Tux (dog biscuits) in Marton

KEY PRODUCTS: Culinary products, chocolate, confectionery, coffee, cereals, infant nutrition, dairy, petfood

BRANDS: Nestlé, Maggi, Milo, KitKat, Uncle Toby’s, Nescafé, Nespresso, Scorched Almonds

OWNERS: Nestle S.A. (VTX:NESN)

CO. #: 46423

ADDRESS: Level 3, 12-16 Nicholls Lane, Parnell, Auckland

PHONE: +64 9 367 2800

WEBSITE: www.nestle.co.nz

FOUNDED: 1926

STAFF #: 645 + SEASONAL #

REVENUE $M: $433.3m (2019)

Source: AR19

HIGHLIGHTS: Reverted Milo back to its original classic taste; new chocolate variety, Ruby, available across New Zealand; diverted local sugar confectionery brand; Alles production moving to AU; Producing in Wiri under Maggi and Nestle Docello brands; named most admired food company in the world by Fortune magazine; commitment to make 100% of packaging recyclable or reusable by 2025; EBIT $42.9m, and Total Assets $184m '19

NEW ORIGIN NZ

DIRECTOR: Gang Wang

DESCRIPTION: Freeze-dried petfood manufacturer based in Christchurch

KEY PRODUCTS: Freeze-dried dog and cat complete food

BRANDS: Petbakery Natural Petfood, Freshours

OWNERS: Gang Wang

CO. #: 6904607

ADDRESS: Unit 2, 105 Coleridge Street, Sydenham Christchurch Canterbury

PHONE: +64 3 365 0358

WEBSITE: https://nolnz.com

FOUNDED: 2018

STAFF #: 5 + SEASONAL #

REVENUE $M: $2 - $5m (2020) Est.

Source: Coriolis

HIGHLIGHTS: Freeze-dried petfood manufacturer based in Christchurch
### NEW ZEALAND KING SALMON CO

**CEO & MD** Grant Rosewarne

**DESCRIPTION**
Vertically integrated king salmon farming, processing, marketing company; 50% of world's aquaculture king salmon production; 6,300 mt of king salmon harvested in '20; 9 operational seawarms in Marlborough; 17 surface hectares; 3 freshwater facilities; petfood division (currently contract manufactured)

**KEY PRODUCTS**
Fresh, frozen, cold smoked and wood roasted salmon, petfood (dry for dogs and cats), treats and oil

<table>
<thead>
<tr>
<th>BRANDS</th>
<th>OWNERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>One King, Regal Marlborough King Salmon, Southern Ocean, Omega Plus, Big Catch Salmon Burley</td>
<td>Ora King, Oregon Group (Tiong family) 40%, China Resources NG Fung 10%, NZ Superannuation Fund Nominees Fund 6%, others (2,886 shareholders)</td>
</tr>
</tbody>
</table>

**FOUNDED** 1985

**PHONE** +64 3 548 5714

**WEBSITE**
www.kingsalmon.co.nz  
www.orakingsalmon.co.nz  
www.regalsalmon.co.nz  
www.omegaplus.co.nz

**REVENUE $M** $155.3m (2020)

**HIGHLIGHTS**
FY20 saw 6,331MT salmon sold, and EBITDA of $25m; Aug 19 applied for open ocean farming, potential to grow 4,000; Omega Plus pet range launched in FY16 with first export sales to China/Korea in late FY19. 2020 work underway on new petfood pack room and distribution centre in Nelson (product is contract manufactured); Application for deep sea aquaculture - Blue Endeavour; Total domestic sales 44% of revenue followed by North America 36%; awarded seafood sustainability awards for Market Innovation and value-added

### NEW ZEALAND PETFOODS

**GENERAL MANAGER** Stephen Allington

**DESCRIPTION**
Petfood manufacturer; 3 sites, Adair Abatements processing operation inland from Timaru and 2 petfood manufacturing sites in Timaru and Oamaru; Gawn also part owns Contract Freeze Dry NZ Ltd (33.3%) with Crossan's

**KEY PRODUCTS**
Oiled and frozen pet food; pet treats, dog rolls, dry biscuits (AUS imported)

<table>
<thead>
<tr>
<th>BRANDS</th>
<th>OWNERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Horomi, Nature's Knew Best, Equal, Southern Dog, DogPro, A La Carte (imported)</td>
<td>Gawn 83%, Allington 15%</td>
</tr>
</tbody>
</table>

**FOUNDED** 1987

**PHONE** +64 3 683 1084

**WEBSITE** www.nzpetfoods.co.nz

**REVENUE $M** $5 - $10m (2020) Est.

**HIGHLIGHTS**

### NEWFLANDS

**MANAGING DIRECTOR** Fiona Robertson

**DESCRIPTION**
Petfood manufacturer based on hoki; exports to AUS, Singapore, USA, South East Asia; also do pet travel service; contract manufactured

**KEY PRODUCTS**
Pet supplements (hoki bites, hoki gravy, hoki oil)

<table>
<thead>
<tr>
<th>BRANDS</th>
<th>OWNERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newflands</td>
<td>Robinson &amp; Hartley</td>
</tr>
</tbody>
</table>

**FOUNDED** 2011

**PHONE** +64 9 233 4060

**WEBSITE** www.newflands.com

**REVENUE $M** $0 - $1m (2020)

**HIGHLIGHTS**

### NO MOORE HASSELL PET FOOD

**OWNER** Douglas Hassell

**DESCRIPTION**
Primary Meat processor and petfood manufacturer based in Manawatu-Wanganui; animal collection service, selling to further processors

**KEY PRODUCTS**
Fresh petfood

<table>
<thead>
<tr>
<th>BRANDS</th>
<th>OWNERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Moore Hassell</td>
<td>Hassell</td>
</tr>
</tbody>
</table>

**FOUNDED** 2005

**PHONE** +64 6 368 2106

**WEBSITE** https://www.nmhpetfoods.co.nz

**REVENUE $M** $1 - $2m (2020)

**HIGHLIGHTS**
<table>
<thead>
<tr>
<th>Company</th>
<th>Managing Director</th>
<th>Description</th>
<th>Key Products</th>
<th>Staff #</th>
<th>Revenue ($M)</th>
<th>Seasonal #</th>
</tr>
</thead>
<tbody>
<tr>
<td>NRG Plus</td>
<td>Rachelle Tapara</td>
<td>Pet food and treat company; started as a pet supplement company and moved into frozen and freeze-dry foods (full range of complete meals and treats)</td>
<td>Premium freeze-dried and air-dried, cat and dog pet food &amp; treats. Sold to pets worldwide.</td>
<td>5</td>
<td>$2 - $5m</td>
<td></td>
</tr>
<tr>
<td>O2B Healthy</td>
<td>Kevin Symms</td>
<td>Vitamin and supplement manufacturer; human and pet products (100% human grade ingredients) based in Nelson</td>
<td>Supplements, health, dairy proteins powders, skincare, pet supplements (powders, liquids)</td>
<td>10</td>
<td>$2 - $5m</td>
<td></td>
</tr>
<tr>
<td>Oceania Meat Processors</td>
<td>Steve Brown</td>
<td>Produce mechanically separated meat and offal processing for pet food industry, manufacturing/sourcing in NZ and Australia, primarily exported</td>
<td>Frozen MDM and offal (lamb, beef, venison, other)</td>
<td>45</td>
<td>$60 - $80m</td>
<td></td>
</tr>
</tbody>
</table>

**BRANDS**
- NRG Plus
- NZ Natural Pet Food
- O2B Healthy
- Oceania Meat Processors

**Owners**
- Guy 99%, Tapara 1%
- Taylor 50%, Cordero 50%
- Home 50%, Symms 50%
- O&M Management: PGCT (Cowan) 50%, Hawkes Bay Meat Co (Hickson etc.), 25%, Alpine Deer 25%

**Address**
- 51 Ahu Ahu Road, RD4, New Plymouth
- P.O. Box 61, Pauanui Beach, Waikato
- 7 Elms Street, Wakatipu Estate, Stoke, Nelson
- 203 Fraser Street, Timaru Port, Canterbury

**Website**
- https://www.nrgplus.co.nz
- www.nznaturalpetfood.com
- www.o2bhealthy.co.nz
- www.oceaniameats.co.nz

**Founded**
- 2013
- 2016
- 2003
- 2010

**Highlights**
- Extended into freeze-dry with health targeted treats and supplements (e.g. Dental, Joint)
- Additional 12 staff overseas in Australia and the US
## Olive's Kitchen

**CEO** Annah & Sami Stretton  
**DESCRIPTION** All-natural, superfood supplement and treats to help supercharge the gut health, immunity; exporting to South Korea and Australia  
**KEY PRODUCTS** Dog nutritional supplements, treats, oils  
**OWNERS** Stretton  
**LAUNCH** 2018  
**STAFF** 4  
**REVENUE** $1 - $3m (2020) Est.  
**HIGHLIGHTS** Launched into South Korea and Australia in 2021  

## Otago Petfoods

**DIRECTOR** Matthew Thom  
**DESCRIPTION** Petfood slaughter and processor based in Mosgiel; mobile service; retail store  
**KEY PRODUCTS** Fresh petfood (Beef, Sheep, Horse)  
**OWNERS** Thom  
**LAUNCH** 2012  
**STAFF** 5  
**REVENUE** $2 - $4m (2020) Est.  

## Pasture Petfoods NZ

**GENERAL MANAGER** Alistair Kendon  
**DESCRIPTION** Petfood producer of red meat ingredients that were pasture fed, free-range; plus poultry and fish ingredients; modern contract processing and support services to the petfood industry; US FDA and China GACC registered  
**KEY PRODUCTS** Lamb, veal, goat, beef, fish, chicken (MDM, Bone cake and MBM), offal ingredients; Contract services include extrusion, dicing, freeze drying, auto retail packing, milling  
**OWNERS** Hawkes Bay Meat Co 37%, Homestead Enterprises 20% (Hawkes Bay Meat, Preston, others), Progressive Meats 20%, Te Kuiti Meat Processors 9%, Venison packers Feilding 4%  
**LAUNCH** 2011  
**STAFF** 100  
**REVENUE** $30 - $60m (2020)  

## Pest Pro NZ (Out of the Wild)

**MANAGING DIRECTOR** Zach Howarth  
**DESCRIPTION** Supply wild raw ingredients for the petfood market; dehydrated treats contract manufactured  
**KEY PRODUCTS** Ravi, frozen ingredients (venison, rabbit, hare, lamb, peacock, turkey, wallaby, fish, goat, possum)  
**OWNERS** Armstrong  
**LAUNCH** 2014  
**STAFF** 7  
**REVENUE** $2 - $5m (2020) Est.  

---

*Source: Coriolis*
**PET NUTRITION NEW ZEALAND**

**Managing Director**
Luke Cheung

**Description**
Extruded dry pet food manufacture, pet nutrition producer, pet care products producer. Contracted manufacture/private label. OEM ODM.

**Key Products**
Extruded dry pet food, Pet supplements pet care products

**Brands**
PNNZ

**Owners**
Yu, Zhang

**CO. #**
6259187

**Address**
429 Frasertown Rd
Wairoa
Hawkes Bay

**Phone**
+64 6 838 3833

**Website**
www.pet-nutrientnz.co.nz

**Founded**
2017

**Staff #**
12 + Seasonal #

**Revenue $M**
$10 - $10m (2020)
Source: Company

**Highlights**
High automation and in-house manufacturing; contract manufacture. OEM ODM from New Zealand to the World

**PET-NUTRIENTS NEW ZEALAND**

**Managing Director**
Ada Zhang

**Description**
Pet food manufacturer; manufacturing plant in Gisborne; contract pack and private label canned dog and cat food; exports e.g. Nutripe

**Key Products**
Canned cat and dog food

**Brands**
KiwiSafe, Nutripe

**Owners**
Yantai China Pet Foods 70%, ZiwiPeak 20%, VLR Global 5%, Taylor 5%

**CO. #**
4456459

**Address**
14 Kotahia Street,
Gisborne

**Phone**
+64 6 868 6412

**Website**
www.petfoodnz.com
www.wanpy.com.au

**Founded**
2005

**Staff #**
100 + Seasonal #

**Revenue $M**
$40 - $60m (2020) Est.
Source: Coriolis

**Highlights**
Co-management with Valour Pets Global - "Nutripe" canned dog food made in Gisborne plant

**PETFOODNZ INTERNATIONAL**

**Managing Director**
Ada Zhang

**Description**
Petfood manufacturer; manufacturing plant in Gisborne; contract pack and private label canned dog and cat food; exports e.g. Nutripe

**Key Products**
Canned cat and dog food

**Brands**
KiwiSafe, Nutripe

**Owners**
Yantai China Pet Foods 70%, ZiwiPeak 20%, VLR Global 5%, Taylor 5%

**CO. #**
4456459

**Address**
14 Kotahia Street,
Gisborne

**Phone**
+64 6 868 6412

**Website**
www.petfoodnz.com
www.wanpy.com.au

**Founded**
2005

**Staff #**
100 + Seasonal #

**Revenue $M**
$40 - $60m (2020) Est.
Source: Coriolis

**Highlights**
Co-management with Valour Pets Global - "Nutripe" canned dog food made in Gisborne plant

**PETWARE LTD**

**Managing Director**
Michael Gervai

**Description**
Canned petfood, premium grain-free slow cooked; sold through Petware wholesale retail store (different ownership)

**Key Products**
Primal canned petfood for dogs and cats

**Brands**
Primal

**Owners**
Gervai

**CO. #**
88068

**Address**
PO BOX 67098,
Auckland

**Phone**

**Website**
http://www.primalpet.co.nz

**Founded**
1973

**Staff #**
+ Seasonal #

**Revenue $M**
$2 - $5m (2020) Est.
Source: Coriolis

**Highlights**
Co-management with Yulin Pet Foods - "Nutripe" canned dog food

---

**PET NUTRITION NEW ZEALAND**

**Managing Director**
Calvin & Joanne Smith

**Description**
Tailor a range of freeze-dried, air-dried, canned food, treats and supplements for dogs and cats using 100% sourced NZ proteins; own our own brands and also produce for a select number of premium global brands.

**Key Products**
Freeze Dried (with High Pressure Processing), Air Dried, Cans, Dog Roll and Frozen Raw (with High Pressure Processing)

**Brands**
Kiwi Kitchens

**Owners**
C & J Smith

**CO. #**
9429043273522 (LP)/5735108

**Address**
10 Station Road,
Belfast,
Christchurch
Canterbury

**Phone**
+64 21 706 621

**Website**
www.petnutrition.co.nz
www.kiwikitchens.nz

**Founded**
2015

**Staff #**
60 + Seasonal #

**Revenue $M**
$15 - $20m (2020)

**Highlights**
HPP technology driving this growth; Brand leader (#2) petfood exports in North America, growing rapidly
### PHARMAZEN

**CEO** Craig McIntosh

**DESCRIPTION** Trading as Waitaki Biosciences, Specialist developer & manufacturer of natural ingredients; export nutraceutical & personal care markets; manufacturing across two Christchurch locations with extractions, freeze-drying and drying; raw materials 100% New Zealand sourced; products target joint & bone health, immune & digestive support along with skin care & hair care, pet care applications; dedicated petfood brand

**KEY PRODUCTS** Greenshell mussel, kiwifruit, blackcurrant, collagen, calcium based supplements and oils; petfood freeze-dried functional treats and sprinkles

**BRANDS** Waitaki Biosciences, CassiPure, AntiPrem, CollaMax, MCHCal, Permutest, Sustacea, AOtrax, The 3rd Quarter, Department of Treats

**OWNERS** Shepherd family 14%, Cibus Oscar Ltd (UK) 14%, Neraid Trust 8%, Citibank Nominees NZ 6%, Lotus Capital Partners (Manasa) 6%, Paterson 9%, others 43%

**CO. #** 1168773

**ADDRESS** 3 Desi Place, Hillsborough, Christchurch, Canterbury

**PHONE** +64 3 337 6096

**WEBSITE** www.waitakibio.com

**FOUNDED** 2001

**STAFF #** 60 + SEASONAL #

**REVENUE $M** $21.5m (2020) Source: AR20

**HIGHLIGHTS** New product launched in ’19, AOtrax range of health ingredients, 2020, 2021 construction of new manufacturing facilities in Christchurch across two sites, adding capacity to both sites, total freeze dry capacity of 25,000kg per day, EBITDA 2020 $6.7m; Gross Margin 44%; ADM capital’s Cibus Fund (PE) invest in 2021

### PROGRESSIVE MEATS

**OWNER & MD** Craig Hickson

**DESCRIPTION** PML is a toll processor, a procurer of livestock and a processor for other branded meat companies. PML has ownership in other added value product streams and companies such as Pasture Petfoods & Progressive Leathers.

**KEY PRODUCTS** Lamb and beef cuts, co-products, ingredients, mechanically deboned meat (MDM), petfood ingredients, further processing in USA

**BRANDS** process for Atkins Ranch, Ovation, TK Natural Lamb, Arran, RQ Foods

**OWNERS** Hickson family

**CO. #** 36215

**ADDRESS** 118 Keirfield Place, Hastings, Hawke’s Bay

**PHONE** +64 6 873 9090

**WEBSITE** www.progressivemeats.co.nz

**FOUNDED** 1981

**STAFF #** 400 + SEASONAL #

**REVENUE $M** $50 - $100m (2020) Est.

**Source:** Company

**HIGHLIGHTS** Robotic cutting technology introduced at Progressive Meats in 1’17

### PURE PETFOODS NZ

**MANAGING DIRECTOR** Shaun Aitcheson

**DESCRIPTION** Supplier of raw petfood based in Twizel; fully traceable

**KEY PRODUCTS** Raw petfood, frozen blocks, air-dried and freeze-dried treats (venison, rhino, goat, hare, rabbit, lamb and salmon)

**BRANDS** Pure Petfoods

**OWNERS** Aitcheson

**CO. #** 6236871

**ADDRESS** 15 Hooker Crescent, Twizel, Canterbury

**PHONE** +64 3 435 0063

**WEBSITE** https://purepetfoods.nz

**FOUNDED** 2017

**STAFF #** 7 + SEASONAL #

**REVENUE $M** $2 - $5m (2020) Est.

**Source:** Coriolis

**HIGHLIGHTS** Purpose built export licensed processing plant, introduced range of freeze-dried turkey bites and salmon bites 2021; air and freeze-dry contracted

### RAW PAWZ

**OWNER** Nita Maaka

**DESCRIPTION** Raw dog food company and petcare products based in Tauranga

**KEY PRODUCTS** Raw petfood, petcare (Mahu Oils)

**BRANDS** Raw Pawz

**OWNERS** Maaka

**CO. #** 3019022

**ADDRESS** Unit 6, 14 Cypress Street, Judea, Tauranga, Bay of Plenty

**PHONE** +64 21 257 1417

**WEBSITE** https://rawpawz.nz

**FOUNDED** 2010

**STAFF #** 5 + SEASONAL #

**REVENUE $M** $1 - $3m (2020) Est.

**Source:** Coriolis

**HIGHLIGHTS**
<table>
<thead>
<tr>
<th>REAL PET FOOD COMPANY</th>
<th>SCALES CORPORATION</th>
<th>SHAKIM (ROAR PET FOOD)</th>
<th>SUNDAY PETS</th>
</tr>
</thead>
<tbody>
<tr>
<td>COUNTRY</td>
<td>Fred Hugues</td>
<td>Andy Barland</td>
<td>Vince Ho</td>
</tr>
<tr>
<td>MANAGER</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DESCRIPTION</td>
<td>Petfood manufacturer in NZ and AU; No. 1 producer of fresh chilled petfood in world; Jimbo’s no. 1 chilled brand in NZ; exports; 9 processing facilities globally; private label; own Aussie Game Meats, QLD</td>
<td>Diversified agribusiness portfolio, including horticulture, logistics and food ingredients across 35+ sites. Mr Apple is NZ’s largest vertically integrated grower, packer and exporter of apples; 1.16mha of orchards; 3 packhouses; 5 coldstores; picks 500m apples; 25% share of NZ total apple exports to over 40 countries; 50% ownership of Profruit 79% ownership of Farm Ridge. Also ownership in Meatear</td>
<td>Diverse agribusiness portfolio, including horticulture, logistics and food ingredients across 35+ sites; Mr Apple is NZ’s largest vertically integrated grower, packer and exporter of apples; 1.16mha of orchards; 3 packhouses; 5 coldstores; picks 500m apples; 25% share of NZ total apple exports to over 40 countries; 50% ownership of Profruit 79% ownership of Farm Ridge. Also ownership in Meatear</td>
</tr>
<tr>
<td>KEY PRODUCTS</td>
<td>Fresh chilled and dry petfood, pet treats</td>
<td>Apples, apple and kiwifruit juice concentrate, petfood ingredients, provision of cold, bulk liquid and logistics services</td>
<td>Dry baked and freeze dried dog food and pet treats toppings (NZ King salmon, fish, mussels, lamb, beef)</td>
</tr>
<tr>
<td>OWNERS</td>
<td></td>
<td></td>
<td>Lee Ling 50%, Eng Soon Vincent 50%</td>
</tr>
<tr>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO. #</td>
<td>6200828</td>
<td>424743</td>
<td>3766940</td>
</tr>
<tr>
<td>ADDRESS</td>
<td>SH1, Bombay, Auckland</td>
<td>52 Cashel Street, Christchurch, Canterbury</td>
<td>Palm Beach, Papamoa, Bay of Plenty</td>
</tr>
<tr>
<td>PHONE</td>
<td>+64 9 236 0877</td>
<td>+64 3 379 7720</td>
<td>+64 9 801 0198</td>
</tr>
<tr>
<td>FOUNDED</td>
<td>2016</td>
<td>1897</td>
<td>2012</td>
</tr>
<tr>
<td>STAFF #</td>
<td>89</td>
<td>700</td>
<td>5</td>
</tr>
<tr>
<td>+ SEASONAL #</td>
<td></td>
<td>+ SEASONAL #</td>
<td>+ SEASONAL #</td>
</tr>
<tr>
<td>HIGHLIGHTS</td>
<td>Acquired Bombay Petfoods in ’17, including Jimbo’s, First Choice and Purely Pets brands; New logo for RPF in 2021</td>
<td>Picked 380m apples, exported 5.7m TCE’s of apples; 18% share of NZ production; 6.5m litres of juice sold; 115,740 petfood ingredients sold; EBITDA $5m ’20; launched Peso apple in China; purchased Paceroloid company for $151.4m in ‘18; sold bulk storage business (Mr Apple) to SBT Group in ‘18; Alliance acquired 50% Meatear NZ, formed JV ‘19; Dec ’18 acquired 60% Shelly Foods (petfood ingredients); Revenue of Ingredients $173.7m; and EBITDA of $21.8m (2020); Ingredients have a ROCE of 29%</td>
<td>Fully traceable, ethical and sustainable</td>
</tr>
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<td></td>
<td></td>
</tr>
<tr>
<td>STAFF #</td>
<td></td>
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<td></td>
</tr>
<tr>
<td><strong>THE NATURAL PET TREAT COMPANY</strong></td>
<td><strong>THE NEW ZEALAND NATURAL PET FOOD CO</strong></td>
<td><strong>THE PET BRANDS CO</strong></td>
<td><strong>THE RAW DOG FOOD COMPANY</strong></td>
</tr>
<tr>
<td>---------------------------------</td>
<td>----------------------------------------</td>
<td>-----------------------</td>
<td>----------------------------</td>
</tr>
<tr>
<td><strong>DIRECTOR</strong> Javin Sidhu</td>
<td><strong>MANAGING DIRECTOR</strong> Aprilanne Bonar</td>
<td><strong>OWNER</strong> Sandra Drinkwater</td>
<td><strong>OWNER</strong> Sarah Stephens</td>
</tr>
<tr>
<td><strong>DESCRIPTION</strong> Petfood manufacturer based in Auckland exporting to 16 countries</td>
<td><strong>DESCRIPTION</strong> Premium raw and dehydrated cat and dog petfood manufacturer based in Northland; supply to pet stores across New Zealand</td>
<td><strong>DESCRIPTION</strong> Hand made export quality pet treats (biscuits) for dogs and cats, sourcing 100% NZ products and locally sourced fruit, nuts, seeds and free range meats; also retail and wholesale imported treats and pet supplies</td>
<td><strong>DESCRIPTION</strong> Raw pet food manufacturer, repacker, and delivery; NZ sourced wild and farm, human grade ingredients; retail ready and bulk</td>
</tr>
<tr>
<td><strong>KEY PRODUCTS</strong> Canned and dry petfood, pet milk, pet treats, pet supplements (hoki fish oil)</td>
<td><strong>KEY PRODUCTS</strong> Bliss balls, peanut snacks, pilchard chips</td>
<td><strong>KEY PRODUCTS</strong> Baked treats, imported pet supplies, harnesses, cleaning equipment etc.</td>
<td><strong>KEY PRODUCTS</strong> Raw frozen dog food, retail ready and bulk (pellets, cubes, bones, offal), air-dried treats (rabbit ears, chicken necks, mackerel) supplements (green lipped mussel powder, silk)</td>
</tr>
<tr>
<td><strong>BRANDS</strong> Zeal</td>
<td><strong>BRANDS</strong> Mala &amp; Co Bliss Balls, Mala &amp; Co Pilchard Chips, Pawnut Butter</td>
<td><strong>BRANDS</strong> Rewards, Sargents, imported: lickables, kanooles</td>
<td><strong>BRANDS</strong> The Raw Dog Food Co</td>
</tr>
<tr>
<td><strong>OWNERS</strong> Yantai China Pet Foods Co Limited</td>
<td><strong>OWNERS</strong> Bona’s</td>
<td><strong>OWNERS</strong> Davis 50%, Drinkwater 50%</td>
<td><strong>OWNERS</strong> Stephens &amp; Duncan</td>
</tr>
<tr>
<td><strong>CO. #</strong> 942066/6639735</td>
<td><strong>CO. #</strong> 7532479</td>
<td><strong>CO. #</strong> 4471019</td>
<td><strong>CO. #</strong> 7912797</td>
</tr>
<tr>
<td><strong>ADDRESS</strong> 11-13 Lansford Crescent, Avondale, Auckland</td>
<td><strong>ADDRESS</strong> 205 Tokahua Drive, Kerikeri, Northland</td>
<td><strong>ADDRESS</strong> 39 Bayer Road, RD 1, Silverdale Auckland</td>
<td><strong>ADDRESS</strong> Hunterville Wanganui</td>
</tr>
<tr>
<td><strong>PHONE</strong> +64 9 820 5005</td>
<td><strong>PHONE</strong> +64 21 714 021</td>
<td><strong>PHONE</strong> 0800 538 738</td>
<td><strong>PHONE</strong> 0800 552 205</td>
</tr>
<tr>
<td><strong>WEBSITE</strong> <a href="http://www.zealpetfood.com">www.zealpetfood.com</a></td>
<td><strong>WEBSITE</strong> <a href="http://www.maloandco.co.nz">www.maloandco.co.nz</a></td>
<td><strong>WEBSITE</strong> <a href="https://www.thepetbrandscompany.co.nz">https://www.thepetbrandscompany.co.nz</a></td>
<td><strong>WEBSITE</strong> <a href="https://therawdogfoodco.nz">https://therawdogfoodco.nz</a></td>
</tr>
<tr>
<td><strong>FOUNDED</strong> 1999</td>
<td><strong>FOUNDED</strong> 2019</td>
<td><strong>FOUNDED</strong> 2013</td>
<td><strong>FOUNDED</strong> 2020</td>
</tr>
<tr>
<td><strong>STAFF #</strong> 42</td>
<td><strong>STAFF #</strong> 1</td>
<td><strong>STAFF #</strong> 3</td>
<td><strong>STAFF #</strong> 2</td>
</tr>
<tr>
<td><strong>REVENUE $M</strong> $20 - $200 (2020) Source: Company</td>
<td><strong>REVENUE $M</strong> $2 - $5m (2020) Est. Source: Coriolis</td>
<td><strong>REVENUE $M</strong> $0.5 - $5m (2020) Source: Company</td>
<td><strong>REVENUE $M</strong> $0.5 - $2m (2020) Source: Company</td>
</tr>
<tr>
<td><strong>HIGHLIGHTS</strong> 2018 acquired by Yantai China Pet Foods Co from China; Yantai announced capital raising for additional canning; Zeal important engine for companies growth in China</td>
<td><strong>HIGHLIGHTS</strong> Developed Pawnut butter range</td>
<td><strong>HIGHLIGHTS</strong> Under new management and ownership in 2021</td>
<td><strong>HIGHLIGHTS</strong></td>
</tr>
</tbody>
</table>
### TOPFLITE

**GM & DIRECTOR**
Greg Webster

**DESCRIPTION**
Grain and seed grower and animal feed manufacturer; manufacture bird, mouse, rabbit and fish feeds, distribute other animal feeds (distribute dog and cat food Zealandia and A La Carte, brand of OEM Pet Care Australia)

**KEY PRODUCTS**
Grain and insect based animal feed

**BRANDS**
Topflite

**OWNERS**
Mitchell family 50%, Webster family 50%

**CO. #**
1264482

**ADDRESS**
Waitaki Industrial Park
6 Pukeuri-Omaru Road,
Oamaru, Otago

**PHONE**
+64 3 434 9244

**WEBSITE**
www.topflite.co.nz

**FOUNDED**
2003

**STAFF #**
30 + SEASONAL #

**REVENUE $M**
$10 - $15m (2020) Est.
Source: Coriolis

**HIGHLIGHTS**

### TUAKAU PET FOODS

**MANAGING DIRECTOR**
Haisley Pace

**DESCRIPTION**
Manufacture raw petfood, based in Tuakau, Waikato; OEM contract manufacture retail ready or ingredients for firms in NZ and overseas (China GACC listed)

**KEY PRODUCTS**
Meat based raw petfood (miced and extruded), deer antler treats

**BRANDS**
Carnivoro

**OWNERS**
Franklin Law Trustee (Jones 64%, Law 12%, Tangri 12%, Cowan 12%)

**CO. #**
6122847

**ADDRESS**
17 Carr Street
Tuakau
Waikato

**PHONE**
+64 9 283 8535

**WEBSITE**
https://carnivoro.co.nz

**FOUNDED**
2016

**STAFF #**
5 + SEASONAL #

**REVENUE $M**
$5 - $10m (2020) Est.
Source: Coriolis

**HIGHLIGHTS**

### UB BIO

**MANAGING DIRECTOR**
Youn Soo Lee

**DESCRIPTION**
New Zealand deer velvet processing and health foods manufacturer. Products cover human and pet use, export to China, Korea, Australia, the USA, Canada and European countries.

**KEY PRODUCTS**
Bio-active deer velvet, freeze-drying green lipped mussel and other nutritional supplements for human and pet.

**BRANDS**
UB bio

**OWNERS**
Lee 100%

**CO. #**
1607184

**ADDRESS**
4 March Place
Belfast
Christchurch

**PHONE**
+64 3 323 8398

**WEBSITE**
www.ubbio.com

www.onlynewzealand.co.nz

**FOUNDED**
1988

**STAFF #**
20 + SEASONAL #

**REVENUE $M**
$10 - $20m (2020) Est.
Source: Coriolis

**HIGHLIGHTS**

### ULTIMATE FEEDS

**MANAGING DIRECTOR**
Peter Stables

**DESCRIPTION**
Petfood manufacturer, extruded feed from Auckland, delivers nationwide; products developed in conjunction with Massey University, NZ sourced raw materials, GM-free, grass-fed stock ingredients, exceeding AAFCO specifications.

**KEY PRODUCTS**
Dry dog food,

**BRANDS**
Ultra

**OWNERS**
Stables family

**CO. #**
1060076

**ADDRESS**
4/210 Swanson Road,
Henderson,
Auckland

**PHONE**
+64 9 837 0392

**WEBSITE**
www.ultimatefeeds.kiwi
www.ultrapetsupplies.co.nz

**FOUNDED**
2000

**STAFF #**
5 + SEASONAL #

**REVENUE $M**
$1 - $5m (2020)
Source: Company

**HIGHLIGHTS**
<table>
<thead>
<tr>
<th>Company</th>
<th>Description</th>
<th>Key Products</th>
<th>Brands</th>
<th>Owners</th>
<th>Founded</th>
<th>Staff</th>
<th>Revenue (2020)</th>
<th>HIGHLIGHTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>VITA POWER</strong></td>
<td>Animal nutrition manufacturer, range of oil based products for equine, farming, pets, apiary industries, developed with Massey University</td>
<td>Animal nutritional supplements</td>
<td>Palamountains, My Beau, My Beau Senior, Exceed, Equine, Extreme, Show Off, Pigeon Express</td>
<td>Calvin &amp; Joanne Smith</td>
<td>2001</td>
<td>8</td>
<td>$5 - $10m</td>
<td>Acquired from Silver Fern Farms in 2017, supplies ingredients to Pet Nutrition NZ, exports rolls to USA.</td>
</tr>
<tr>
<td><strong>VITAL PETFOODS</strong></td>
<td>Processor of petfoods based in Christchurch, early pioneer of dog rolls, supplies Pet Nutrition NZ ingredients and other domestic and international brands.</td>
<td>Petfood ingredients: freeze Dried (with High Pressure Processing), Air Dried, Dog Roll and Frozen Raw (with High Pressure Processing)</td>
<td>Buster, Trumps and Vital</td>
<td>Smith (via Indigo Group)</td>
<td>1983/2017</td>
<td>50</td>
<td>$7 - $10m</td>
<td>Acquired from Silver Fern Farms in 2017, supplies ingredients to Pet Nutrition NZ, exports rolls to USA.</td>
</tr>
<tr>
<td><strong>WAIKATO PETFOODS</strong></td>
<td>Primary processors (cow, calf, goat, deer, sheep) and manufacturers of petfood products based in the Waikato, supply domestic and export raw product plus product for further processing and drying, export export license for US, CH, JP, KR, AU, pick up service</td>
<td>Raw processed meat for petfood</td>
<td>Smith, Cogswell</td>
<td>Smith, Cogswell</td>
<td>2018</td>
<td>12</td>
<td>$2 - $5m</td>
<td></td>
</tr>
<tr>
<td><strong>ZEALANDIA</strong></td>
<td>Petfood company; exports to Taiwan, Singapore, Korea, Japan, Malaysia, Indonesia, China, Netherlands, Belgium, Poland, UK &amp; UAE; office in London, UK; product contract manufactured</td>
<td>Canned dog and cat food, pet supplements, pet treats</td>
<td>Zealandia</td>
<td>Taylor 50%, Burch 50%</td>
<td>2010</td>
<td>2</td>
<td>$2 - $5m</td>
<td></td>
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</tbody>
</table>
ZIWI

MANAGING DIRECTOR
Richard Lawrence

DESCRIPTION
Petfood manufacturer; exports to over 20 markets; manufacturing in Tauranga, Christchurch Gisborne and USA; specialises in air-dried technology

KEY PRODUCTS
Air-dried, canned and chews/treats for Dogs and Cats

BRANDS
Ziwi Peak, "The New Zealand Natural Chews and Treats Company"

OWNERS
Andos (Masthead (Stewart) 90%, others 10%)
72%, Cinell (Wood family) 12%, Lawrence 9%, Mitchell 6%

CO. #: 1956667

ADDRESS
33 Bath St,
Parnell
Auckland

PHONE
+64 7 575 2426

WEBSITE
www.ziwipeak.com

FOUNDED
2004

STAFF #: 210 + SEASONAL #

REVENUE $M
$140 - $140m (2020) Est.
Source: Company

HIGHLIGHTS
NZ’s largest branded petfood exporter (95% exported); considerable investment in NZ manufacturing: ChOn Kitchen $8m circa, 20% PFNZ shareholding, Awatoto Kitchen $85m (land, Buildings and Finance, Awatoto Kitchen (operational March 2022) will allow capacity expansion of 40% over current air dried recipes, as well as allow new category innovation to be launched in 2022/3; 2020 Alibaba ‘Trendiest/Most popular’ Brand award, ‘Golden wheat’ award for ecommerce excellence, 2020 T’Mall Best Cat treat (can) award.
Appendices

+ Industry organisations and events
+ Glossary of terms
A broad range of organisations support the New Zealand pet food industry

- Represents manufacturers of pet food
- Funding via membership fees
- www.petfoodnz.co.nz

- Represents the manufacturers and suppliers behind New Zealand’s food, beverage and grocery brands
- Funding via membership fees
- www.fgc.org.nz

- Business development advice and access to science and research facilities across five locations
- Funding government and user pays
- www.foodinnovationnetwork.co.nz

- Represent meat processors
- Funding via membership fees
- www.mia.co.nz

- Cluster of food scientists and facilities for research and product development
- Fees for service
- www.foodhq.com

Petfood Industry Support & Advocacy
Wider FMCG Manufacturer Support & Advocacy
Science, Product Development and Advisory
Primary processor Support & Advocacy
Company product development support and facilities

Source: Corioli from industry websites
# GLOSSARY OF TERMS

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
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<tbody>
<tr>
<td>A$/AUD</td>
<td>Australian dollar</td>
</tr>
<tr>
<td>ABS</td>
<td>Absolute change</td>
</tr>
<tr>
<td>ANZSIC</td>
<td>AU/NZ Standard Industry Classification</td>
</tr>
<tr>
<td>AU</td>
<td>Australia</td>
</tr>
<tr>
<td>Australasia</td>
<td>Australia and New Zealand</td>
</tr>
<tr>
<td>b</td>
<td>Billion</td>
</tr>
<tr>
<td>CAGR</td>
<td>Compound Annual Growth Rate</td>
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<tr>
<td>CN</td>
<td>China</td>
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<tr>
<td>CRI</td>
<td>Crown Research Institute</td>
</tr>
<tr>
<td>E Asia</td>
<td>East Asia</td>
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<tr>
<td>FAO</td>
<td>Food and Agriculture Organisation of the United Nations</td>
</tr>
<tr>
<td>FY</td>
<td>Financial year (of firm in question)</td>
</tr>
<tr>
<td>HK</td>
<td>Hong Kong</td>
</tr>
<tr>
<td>JV</td>
<td>Joint venture</td>
</tr>
<tr>
<td>m</td>
<td>Million</td>
</tr>
<tr>
<td>n/a</td>
<td>Not available/not applicable</td>
</tr>
<tr>
<td>N. America</td>
<td>North America (USA, Canada)</td>
</tr>
<tr>
<td>Nec/nes</td>
<td>Not elsewhere classified/not elsewhere specified</td>
</tr>
<tr>
<td>NZ</td>
<td>New Zealand</td>
</tr>
<tr>
<td>NZ$/NZD</td>
<td>New Zealand dollar</td>
</tr>
<tr>
<td>Pac Isl or PI</td>
<td>Pacific Islands</td>
</tr>
<tr>
<td>R&amp;D</td>
<td>Research and Development</td>
</tr>
<tr>
<td>S Asia</td>
<td>South Asia (Indian Subcontinent)</td>
</tr>
<tr>
<td>SE Asia</td>
<td>South East Asia</td>
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<tr>
<td>S.H</td>
<td>Southern Hemisphere</td>
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<tr>
<td>T or t</td>
<td>Tonne</td>
</tr>
<tr>
<td>US/USA</td>
<td>United States of America</td>
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<tr>
<td>US$/USD</td>
<td>United States dollar</td>
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