

The Organic Pet

The Organic Pet Food Co is not the usual sort of pet food producer, but then Rozanne Gallon represents a new trend in the pet food industry. Tired of giving her pets foods filled with preservatives and additives, she began investigating and experimenting with alternative pet food and biscuits on her dog Annie, cat Molly and human husband Mel. This involved various trials and testings and a fair amount of begging for more treats!

Vet and animal nutritionists were consulted on the necessary nutritional requirements and the different ranges were developed using pet food guidelines and current worldwide research.

Importantly, the products are designed to provide premium treats that as part of a generally balanced diet, will help maintain good digestion, strengthen teeth, freshen breath, assist in joint mobility and improve skin and coat.

The Organic Pet is created around a great love of animals, a sense of fun and naturally a taste of organic goodness. We feel that pet food and treats don't need additional salt, sugar, additives and preservatives; so we don't use them. Having an organic diet is also better for our pets; so we are certified organic. All the trends indicate that the global pet food market is changing to incorporate better quality food. In the same way that owners are looking for healthier alternatives to improve their own lifestyles, so they wish to feed their pets a more nutritious and wholesome diet. The range consists of biscuit bites (a variety of freshly baked organic dog biscuits using 100% human grade ingredients) and special occasion bars decorated with carob and yoghurt for unique occasions which can even be personalised for birthdays! It's a great opportunity to provide the ultimate consumer (the pet) with some organic treats.



'It takes luck and timing' commented Rozanne. 'I knew that it would be challenging entering an unknown field with lots of competition, but I was determined to make the dream a reality. I really wanted the products to reach a wider market on a larger scale and have been lucky enough to work with a major supermarket who is extremely supportive of smaller suppliers. The products are stocked in selected Sainsbury's stores as well as through other retailers. I received mentoring support from the local Enterprise Agency, Harrow in Business which has been brilliant. Their advice and encouragement has helped me tremendously.'

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