

SUPERZOO TAKEAWAYS

Fish Oils

The time-tested benefits of fish oil and Omega-3 fatty acids in animal nutrition are drawing several new players to the fish oil category. Given the paucity of wild salmon, manufacturers are using fish such as pollock, krill and Asian carp. In addition, many fish oil manufacturers took the plunge into the cannabidiol (CBD) category.

For Nordic Naturals, its partnerships made SuperZoo 2018 a success. “Acquiring new partnerships across the industry is essential to our success and tradeshow are the best place to cultivate these. Shows like SuperZoo are integral to our professional network and our company growth,” said Derek Bodkin of Nordic Naturals.

Ted Hayes of Life Line Pet Nutrition terms the event a success too. “Life Line Pet Nutrition was able to connect with its distributor representatives and increase knowledge and dedication to its line,” Hayes said. “In addition, we made numerous international contacts and were able to meet face-to-face with many of our retail customers,” he said.

“Life Line Pet Nutrition has been selling wild Alaskan oil since early 2000, so we are one of the few pioneers of wild salmon oils,” Hayes said. “We are also one of the very few companies that are dedicated to the independent pet trade. Our products are not found in big box or mass retailers,” said Hayes, whose career in the industry started in 1982 with an independent pet supply distributor. “I’ve been involved in independent pet to this day and don’t plan to change that anytime soon,” he added.

Grizzly Pet Products launched a line of CBD Hemp Enhanced Products at SuperZoo. “Our CBD Calming Aid is a Krill oil-based supplement. In addition, Grizzly had all its fish oils and ultra-premium foods at Superzoo 2018 and they were also featured in the new ‘Made in the USA’ Product Showcase,” said Chad Tillman of Grizzly Pet Products.

Continuing what it started at the Global Pet Expo, Iceland Pure’s focus was on educating pet store owners of the benefits of Omega-3 fatty acids and making a big push educating on the healing properties of Shark Liver oil in conjunction with its CBD tinctures. “We



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Life Line Pet Nutrition**

have had great results combining these two products,” said Guillermo Goni of Iceland Pure.

On what retailers should have taken home from their booth, Goni said, “We are the only company offering cancer-fighting Shark Liver oil and with an oil specifically for larger breeds with 3,000mg of Omega-3 per teaspoon.”

Stressing on what he felt was most important for retailers to gain from his booth, Hayes said, “Education is first and foremost, and we had a fantastic opportunity to implement staff training during the show.”

Bodkin said, “It’s always important to us that visitors come away from our booth with confidence in our products. More than anything else, we pride ourselves on the quality of the nutrients and finished fish oil products that we offer.” Bodkin highlights the fact that as the industry leader of the Omega-3 supplement category, Nordic Naturals supports its products with testing by veterinarians. “A lot goes into our formulations. We want to be sure customers know this and take that knowledge with them,” he added.

While Grizzly Pet was focused on talking about its new CBD product line,

Tillman said that the company was excited about speaking with all of its independent retailers about the tools and features that Grizzly offers to specifically help independent brick-and-mortar retailers. “We are proud supporters of the Astro Program, The New Petzmobile, and we have a few programs of our own that we shared with our brick-and-mortar partners,” he said.

As the pet Omega-3 channel continues to grow, Nordic Naturals feels like it is in a good position to represent optimal pet health through Omega-3 nutrition. “At the same time, although we’ve been perfecting fish oil products for more than 23 years now, there are still aspects of the pet industry—trends, ingredients and other topics—that we’re learning, especially from our competitors, both old and new,” he said.

For an improved experience at SuperZoo 2019, Goni would like organizers to help with promoting the company’s products. He suggests they offer exhibitors an email list of attendees.

“We are a scientifically factual company and love to give real, honest and scientific answers regarding supplementation and nutrition,” Tillman said. He loved working with the company’s retailer partners at SuperZoo 2018 and said, “The Grizzly brand focuses on high-margin products with fast turns and sales, all from a smaller shelf-space or footprint than most other brands out there.”

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Pleased with how SuperZoo 2018 went for Nordic Naturals, Bodkin encouraged the organizers to continue what they are doing. “SuperZoo is a fantastic show and we’re really glad to be a part of it. Every year there are original and interesting events and opportunities taking place, and so much to be gained from participating,” he said.

As fish oil’s role in combating inflammation, joint pain and heart and kidney disease spreads, manufacturers are enhancing the benefits of their products.