

❑ From Pg. 36 *ny achieve its goals?*

Corta-Flx manufactures equine joint supplements that are used to improve mobility for competition horses, such as racetrack, barrel racing and jumping horses, as well as to improve canine health and mobility. With its acquisition, we were able to add a brand new category with ulcer management products and enhance our supplement offerings.

Espreo provides care and grooming products for dogs and cats and fly control and grooming products for horses, all of which are growing business areas.

Star Horse Products, a Nevada-based maker of flea and tick controls, provided an entry into one of the largest pet segments.

PetzLife provides all-natural oral care products for dogs and cats that are veterinarian recommended and sold in more than 7,000 veterinarian offices. US retail sales of pet oral care products are estimated to grow an annual rate of approximately 5 percent to nearly \$1 billion by 2020.

How can retailers be strong partners for Manna Pro?

Manna Pro is a forward-thinking, progressive animal wellness company in high growth mode. Our portfolio of strong, nationally recognized and respected brands covers a multitude of pet specialty categories. We are firmly committed to growing the pet specialty channel, and we look to our retail partners to help us develop, market and support our tremendous stable of brands and products.

How does Manna Pro support its retail partners?

Pet specialty retailers have a remarkable and unique bond with their customers that set them apart from other trade channels. Manna Pro works collaboratively with its pet specialty partners to help identify emerging trends in each category and bring exciting, new and innovative products to market first.

How do Manna Pro's values continue to align with pet specialty retailers and their shoppers?

Manna Pro strives every day to be a

recognized leader in the care and nurturing of animals. As a leader, we bring innovation, high and consistent quality and excellent customer service to our retail partners and our consumers. Our company motto says it all: Manna Pro—Nurturing Life. Manna Pro believes strongly that our core values are consistent with those of the pet specialty channel. By working together with our retail partners, we can bring the absolute best products to market in exciting and dynamic ways. This collaboration will ultimately benefit everyone.

How are pet specialty retailers incentivizing pet owners to shop at brick-and-mortar locations?

Traditional pet specialty brick-and-mortar retailers have something online retailers lack—a deep connection to their local communities and a unique bond with their customers. Manna Pro firmly believes in fostering these relationships with our pet specialty partners. Educational outreach to store associates and sponsorship of local events and charities are a few examples of how we all can work together to retain and attract customers to brick-and-mortar.

How are smaller pet specialty retailers showing their resilience in light of competition from big-box and online retailers?

Once again, it comes down to the intimate bond that smaller retailers have with their customer base. The pressures of larger retailers and online will only continue to increase. Smaller retailers need to continue to foster these relationships by stocking and supporting brands and companies that are committed to the pet specialty channel.

What is your opinion of MAP pricing policies and their effectiveness at protecting price integrity?

The establishment and enforcement of MAP is vital to protecting a brand and product's price integrity. MAP can only be effective if manufacturers and retail partners work together to ensure all policies are followed. In the end, strict enforcement of MAP will allow pet specialty to compete on a level playing field with online companies.

How are retailers incentivizing Manna Pro to enforce MAP pricing and prevent price gouging? How are they rewarding Manna Pro for its efforts to create a fair playing field?

Manna Pro has made a strong commitment to the enforcement of MAP pricing. This collaborative effort has been recognized by our retail partners through increased distribution and support of our brands.

How is Manna Pro reconciling the demand for competitive prices with superior, high quality products?

Manna Pro will never compromise on our commitment to bringing only the most innovative, exciting and highest quality products to market. We work very hard with our suppliers to drive down costs whenever possible. We firmly believe in providing the best products, at the best price, to our retail partners and to our consumers.

How does the industry compare now to when you joined in 1988?

The internet, of course, has dramatically changed how consumers find information and shop. And, as discussed earlier, the pet humanization trend has brought about industry expansion. As a result of both of these changes, consumers are now more educated and engaged in their pet purchases.

What can we expect from Manna Pro in the near future?

Manna Pro will continue to focus on innovation and new product development. This past spring Manna launched the Espreo dental line of natural and highly efficacious products including sprays, gels, treats, water additive and wipes formulated for consumer use and grooming salons.

Espreo is following the strong trends and growth in the human hair care market by developing a line of dry shampoos.

Nutri-Vet is enhancing its puppy and kitten milk replacer with Opti-Gut, formulated with natural ingredients for immune support, including probiotics. Opti-Gut supports gut health from day one and during times of stress, such as environmental changes.