



Pet Food in Australia needs a shake up

Scratch Pet Food: bringing transparency & better ingredients to pet food

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The Senate inquiry into pet food has highlighted the shortcomings of self-regulation and that many Pet Parents no longer trust pet food companies after recent issues with Advance Dermacare, Baxters' & Applaws. The Senate inquiry is due to report its recommendations on 16th October.

While the industry believes that all that needs to change is to introduce mandatory recall powers and make the Australian Standard mandatory, consumers disagree. We stand with the consumers on this.

Consumers also want;

- - transparency in labelling- both in naming and ingredients lists
- - a stop to misleading advertising on pet food packaging
- - and a centralised consumer complaint service so any safety issues are picked up and acted on quickly

Scratch stands for;

- - Transparently lists every ingredient included - no grouping
- - Transparently lists the % of all major ingredients
- - Honestly describes ingredients- no misleading photos of Lamb Cutlets or Chicken Breasts here
- - Sold only online so we can;
 - o Spend more money of quality ingredients rather than pet retailer mark up
 - o Get fresher product to customers rather than have it sitting in distribution warehouses and shops for months on end before it is sold.

Scratch is

- - Australian owned & made
- - Grain Free Kangaroo food for Dogs
- - 28% Protein, 15% Fat
- - Complete and Balanced to AAFCO standards for all ages (except large/giant breeds while puppies)
- - available to Sydney and Melbourne pups now at www.ScratchPetFood.com.au

Quotes from Co-Founders

Mike Halligan says that more is needed to help pet owners understand what is truly healthy and has called on the government to finally regulate the

industry. "The government needs to bring proper transparency into pet food labelling or its all guesswork. Without labelling laws, brands can have as little as 5% of the advertised meat with no way of dog owners telling".

Doug Spiegelhauer says "Generally pet food produced in Australia is very safe. With the latest product recall, many consumers have now lost trust in pet food companies. Not only should compliance with the Australian standard be mandatory, it also needs to be updated and not just for mandatory recall powers. The standard was good for a time when dogs lived in a kennel in the back yard, not for fur-babies that share your bed. To get trust back, there needs to be transparency and government oversight."

Imagery

High-res imagery of cute dogs and nice Scratch packaging in beautiful homes available for download at:

<http://bit.ly/ScratchPRkit>

Contact Info

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Founders

Mike Halligan

Named an 'eCommerce 2017 Rising Star' by Internet Retailing. Prior to founding Scratch, Mike was General Manager at hyper-growth brand 'The 5TH', ran digital marketing for Sydney-based fashion brands ZANEROBE and Barney Cools, and founded award-winning health & fitness app 'BodyWise'.

Doug Spiegelhauer

Doug brings a wealth of experience from almost 7 years in industry roles as Production Manager and Operations Manager at one of Australia's largest pet ingredient manufacturers. He has deep industry knowledge and years of experience in new product development, production and logistics.

Contacts

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