



Review of the Year
Year of the coronavirus



Latin America
Pet popularity rockets



Fressnapf
Ambitious goals

PET worldwide

Specialist
magazine for
the international
pet market



Sustainability in the pet industry

Global player with high ambition

Since Terra Canis was established 16 years ago, its creative ideas and innovative products have turned it into a big player in the German pet food business. The company has big plans in relation to exports too.

“Since early childhood, having a dog of my own was my biggest dream,” recounts Birgitta Orna, founder, partner and managing director of Terra Canis, fondly in an interview. The male mongrel that she eventually got from a Spanish pet refuge, however, was a constant source of worry from the outset: he was very poorly, refused to eat and was unable to keep down the little that he consumed. As a consequence, Birgitta Orna became a pioneer.

Since Terra Canis was established 16 years ago, its creative ideas and innovative products have turned it into a big player in the German pet food business. Birgitta Orna’s plan was to revolutionise the pet food market with products based on raw materials of 100 per cent food-grade quality. All ingredients were to be free of animal and bone meal, inferior animal and vegetable by-products, abattoir waste, binding

agents, preservatives, sugar and flavour and aroma enhancers.

This was scarcely imaginable at the start of 2004. No bank or butchery wanted to come on board. Birgitta Orna’s concept

developed by Birgitta Orna is based on the evolution of simple laws of nature. As descendants originally of the wolf, dogs are carnivores and omnivores. Apart from meat, innards and



The ingredients of Terra Canis products are of 100 per cent food grade.

and her ambition have taught all the sceptics a lesson, however. Terra Canis now claims to belong to the top three premium dog foods and describes itself as a market leader and pioneer in the field of dog food containing food-safe ingredients.

Laws of nature

With its varied recipes, the nutritional principle of Terra Canis

bones, however, the wolf instinctively subsists on fallen fruit, berries, grasses and roots (partly via the stomach contents of its prey). The healthy, nutrient-rich list of ingredients derived from this forms the model for the entire product range of Terra Canis.

Unlike conventional moist food for dogs, the ingredients are of 100 per cent food qual-



Birgitta Orna has a plethora of creative ideas for the future too.

ity and are thus extremely appetising and tasty. The responsibility for this has lain for the last 14 years with the traditional Schäbitz butchery, a family butcher in the heart of Munich. Rapid growth, however, necessitated a rethink by Terra Canis,

“NEW PRODUCTS AND IDEAS? I HAVE AN INFINITE NUMBER IN MY HEAD, I JUST LACK THE TIME TO DO EVERYTHING AT ONCE”

Birgitta Orna

and in 2017 it embarked on the construction of a new production plant in Petershausen. The ultra-modern plant close to Munich is now fully operational, with a focus not only on the products, but on sustain-

ability. Intelligent heat recovery enables Terra Canis to operate an energy-saving production process. On the roof of the new plant, as part of a renaturalisation of industrial spaces, 5 000 m² has been turned into a meadow planted with special

grasses and flowers that provide a habitat and food for bees and birds. Climate-neutral and recyclable packaging materials are standard, while work continues uninterrupted on optimising other sustainable processes.

Ambitious goals

Terra Canis currently exports nearly 10 per cent of its products, and aims to increase this to around 25 per cent in the next three to four years. It is supported in this by Nestlé S.A., which acquired a majority holding in Terra Canis GmbH in 2017 without changing the status of the independent company. Committed founder Birgitta Orna continues to be a partner and to drive the business and the ideas mill successfully towards the future. Her zest for the job is undiminished: “New products and ideas? I have an infinite number in my head, I just lack the time to do everything at once.” ■



Josera
petfood with passion

You are never too old to try something new.

NEW: More vitality for senior dogs and a Plus in your product range - Josera SeniorPlus

Please contact us for questions on our products:
Tel.: +49 9371 940-120
Mail: export-petfood@josera.de

900g 15kg