

Table 6 lists samples of dog food items. The dry foods typically come in two bag/box sizes, which hold 1 and 3 to 4 kg respectively. Cans are most popular in 200 and 400 g sizes.

Table 6

Samples of Dog Food Products — 1989

Type	Brand	Manufacturer	Retail Price (¥)	Weight (kg)	¥/kg
Dry Box	Vita-One	Japan Pet Food	580	1 000	580
Dry Box	Vita-One	Japan Pet Food	1 050	3 000	350
Dry Box	Gaines Pack	AGF	460	850	540
Dry Box	Gaines Hearty	AGF	530	700	760
Dry Bag	Gaines	AGF	880	2 000	440
Dry Bag	Pet Line	Pet Line	1 320	4 000	330
Dry Bag	Techni-cal Growth	Martin	3 600	4 000	900
	Formula One	Martin	5 500	4 000	1 375
Dry Bag	Fit and Trim	Purina Taiyo	700	800	875
Semi Box	Delicious Cut	Sunrise	1 150	1 000	1 150
Semi Box	Hi Deluxe	Sunrise	1 150	1 000	1 150
Wet Can	Pedigree Chum	Master Foods	170	205	830
Wet Can	Pedigree Chum	Master Foods	280	400	700
Wet Can	Friskies	Frisky	165	170	970
Wet Can	Friskies	Frisky	275	382	720
Wet Can	New Champ	Heinz Japan	170	400	425

New products are entering the dog food market at a very rapid rate, with about 100 products expected this year. The dominant new item for 1988 and early 1989 was diet food; for late 1989 the trend was for "science" food. Under one brand name, manufacturers will sell three or four different products with names such as "Growth," "Diet" and "High Performance." The advertising and packaging for these new products is designed to persuade consumers that pet food can affect pet performance.

Selwell Co., the largest pet food distributor in Japan, has recently begun to import a line of Canadian pet food. During promotional seminars the company explained that Canadian standards for pet food were the highest in the world, and that all packages bear a seal to this effect. If Selwell continues to build up Canada's pet food reputation, other Canadian manufactures will also benefit.

Cat Food Market

Cat food sales increased by an estimated 37 per cent in 1987/88 to reach \$645 million, while volume increased by 36 per cent to 99 200 tons. Dry cat food grew by 51.7 per cent on a volume basis and imports doubled those of the previous year. Imported cat food accounts for over 60 per cent of the market, a much higher percentage than for dog food.