

Partnering Opportunity

Profile status : Published

Business Request

UK pet food wholesaler and retailer offers contracts for the supply of wild bird food and wild bird feeders

Summary

UK pet food wholesaler and retailer offers contracts to new suppliers (ideally manufacturers or growers) of a variety of wild bird feed such as peanuts and sunflower hearts/ kernals etc. The company also seeks a supplier of a range of wild bird feeders.

Expiration Date	22 May 2022
Reference	BRUK20210430001
Public Link	https://een.ec.europa.eu/tools/services/PRO/Profile/Detail/efdf76d1-ae8d-490b-a5c3-ba6919f520a0

Details

Description

This UK company is a pet food & wild bird food retailer and wholesaler. The company has been trading since 2004 and sells both from physical locations, via a number of market stalls in regional towns, and on line. They have built up an extensive customer base and seek to expand their product lines and order quantities as their market share increases. The main products and volumes (40 foot container loads) required are peanuts (for wild birds), 3 x containers per year, sunflower hearts / kernals (for wild birds), 2 x containers per year, bakery grade kernals, mixed wild bird seed, 2 x containers per year. The customer also requires a range of wild bird feeders, 1 x container per year. Currently the wild bird food is mostly imported into the country via agents and the company would be keen to speak directly to manufacturers or growers. This could potentially help in achieving some cost savings. The

company could also help suppliers solve any overstock by providing an outlet for end of line or short dated product etc.

It is expected stock will be stored in a warehouse which is clean, dry, protected from light and moisture, has a constant temperature, with pest control systems in place. The seed should be stored in a way that secures it from destruction, on pallets etc.

The company anticipates a long relationship with suppliers who can provide the products required.

Advantages and innovations

The wild bird feed market is a growing market. The total UK wild bird food market is estimated to be worth GBP 235 million. Pet Food Manufacturers Association (PFMA) in Bird Food Market Data Report 2019. It found an increase in sales of 8% on the previous year.

This forward thinking UK company seek to expand as the market increases. This is evidenced by a projected turnover increase of at least 20% this year (2021).

They offer a number of benefits to any potential partner.

Technical Specification or Expertise Sought

Products must meet any health standards for wild bird seeds as appropriate.

Stage of development

Already on the market

Keywords

Market

07006

Other Consumer Related (not elsewhere classified)

NACE

G.46.3.8

Wholesale of other food, including fish, crustaceans and molluscs

Open for EOI: **Yes**

Dissemination

Relevant sector groups

Agrofood

Client

Type and Size of Organisation Behind the Profile

Industry SME 11-49

Year Established

2006

Turnover

<1M

Already Engaged in Trans-National Cooperation

No

Languages Spoken

English

Client Country

United Kingdom

Partner Sought

Type and Role of Partner Sought

The successful partner will be an established business selling into the bird food market. Ideally the company would be keen to speak directly to manufacturers or growers who are able to deliver a regular all year round supply of products. The partner should have the ability to store products in a warehouse which has a constant temperature and pest control system. Details of any contract will be discussed and agreed when the potential partner has been identified. References from other customers should be made available. There will be a sampling phase before orders are placed. The company is interested in establishing supplier contracts on a long-term basis.

Type and Size of Partner Sought

SME 11-50, SME <10,251-500, SME 51-250,>500

Type of Partnership Considered

Supplier agreement

Attachments



Wild bird feeder 2



Bird seed feeder 1

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Wild bird feeder 3



Wild bird feeder 4