

Innovation and Improvement

Changes in fish food and treats keep retailers on their toes.

By David Lass

The aquarium hobby and business have come a long way from the days when it just consisted of staple flake food with an occasional treat of freeze-dried tubifex worms. There are many more foods available than there is shelf space in a store, and most retailers find it best to stick to three or four brands, but to carry the complete line in each brand.

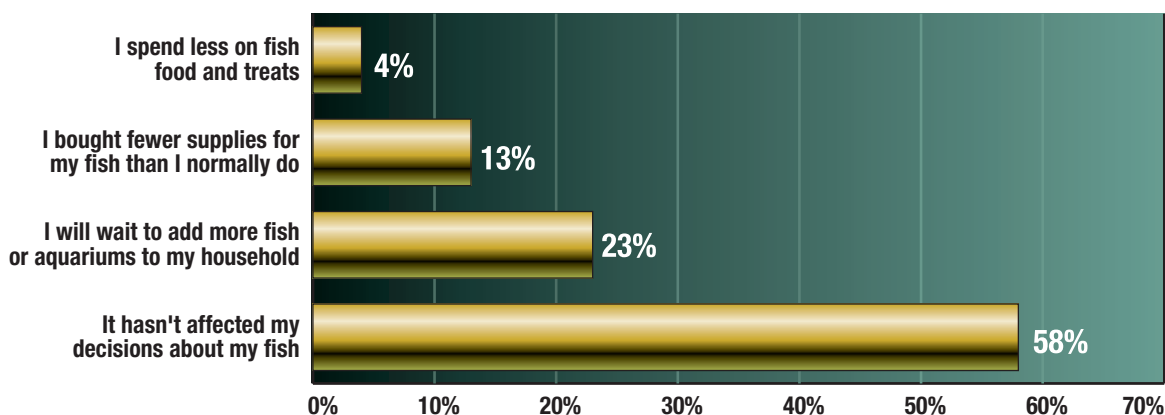
Retailer Opinions

“The biggest improvements have been with dry foods,” says Steve Lane, owner of Steve’s Wonderful World of Pets in Williamsville, N.Y. “Rather than flakes, the new ‘crisps,’ which are little round pieces of food, stay together better and never cloud the water. It is also easier to control the amount of food a hobbyist feeds, since you can tell them ‘feed only 6 crisps twice a day,’ which is much better than ‘as much as the fish will eat in three minutes.’”



GARY LANGE

How Has the State of the Economy Affeted Your Pet Care Decisions?



Source: FishChannel.com 418 Respondents