



PAWS A WHILE

HUMANE SOCIETY OF TUOLUMNE COUNTY

MARCH

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March On and Make Your Best Moves This Month!

“March on. Do not tarry. Go forward and move toward perfection.”

- Kahlil Gibran



Much of the mystery about March and its meaning and symbolism is solved when we learn the month is named after Mars. Martius, the moniker for Mars, is the actual term for the month of March in Roman calendars.

Originally, Martius (March) was the very first month of the Roman calendar. In their geographical region, the grips of winter are just beginning to lose their hold in March so it makes sense that a year should begin as a new season of life begins too.

Interestingly, before he became popularized as a war-monger, Mars was actually a fertility and agricultural deity and he oversaw the new growth of spring and encouraged the continuation of life.

And so, March embodies a kind of reigniting of the hearts and consciousness of humankind. This month we feel the initial kicks of a new season from Mother Earth! And like our ancestors, we are quickened...our soul-palettes are whetted for new conquest and bold assertion and we set a course for forward-momentum towards warmer weather and the awakening of spring!



ADOPT

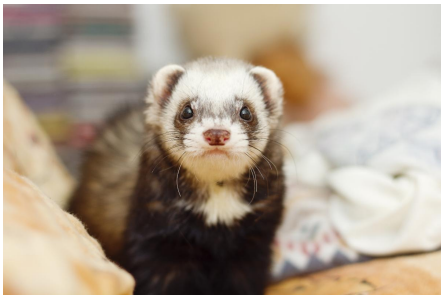
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VOLUNTEER

Eight Unique Pets That Have Found Their Forever Family Homes!

From sugar gliders to guinea pigs, check out some animals other than cats and dogs that families have chosen to adopt.

Remember that while different animals have different dietary and space requirements, all of them need love, care, and attention. Please, as with any animal adoption, always check laws in your area before adopting because the keeping, as pets, of some of them may be illegal.



Ferret - Small and energetic, ferrets are playful and intelligent mammals with long lifespans – they usually live for eight to 10 years. They can be housed in either indoor or outdoor pens; the former must be at least 27 inches long by 23 inches wide and, preferably, have different levels to help them maintain an active lifestyle. Ferrets ideally should be kept

in small groups, since they are social animals, and fed meat on a daily basis.

Hamster - Hamsters are popular pets, particularly for children, because they are easy to house and feed. There are several species – the most common is the Syrian (or golden) hamster. They have smaller lifespans – two to three years – eat fresh fruits and vegetables and are indoor pets requiring cages that are at least 24 inches long and 12 inches wide. Remember not to mix hamsters of different species because they will fight each other.

Rabbit - Rabbits can be affectionate and rewarding pets however keep in mind that they need special care and attention; this includes building a home big enough for them to hop about in and providing them with playmates. Rabbits kept in smaller cages may become irritable and bad-tempered. They can be fed grass or hay with a few fresh vegetables now and then.

Sugar Glider - Native to Australia, New Guinea,



and Indonesia, sugar gliders are adorable marsupials that can live up to 15 years in captivity, making their adoption and care a long-term commitment. Named for their love of sweet foods and their ability to glide between trees, they require companionship, fresh fruit every day (pieces of meat and live insects can be a tasty treat as well) and, if being kept indoors, a cage large enough for them to exercise and stay active is a must-have.

Chinchilla - Like most other animals on this list, chinchillas are sociable creatures. This means if you plan on making them a part of your family, be sure to adopt at least two. A pair of chinchillas (a species of rodent found in the Andes mountains in

South America) need a cage at least 24 inches long and 24 inches wide.

They require particular care when being handled and trained as they do frighten easily...so take your time building their trust. Chinchillas need food high in fiber but low in moisture and fat.

Fish - While it is true fish (particularly freshwater species) are easier to care for than other animals on this list, keeping an aquarium (and healthy and happy fish) requires time, effort, and care on your part. Remember to regularly clean the tank and maintain the specific water chemistry and temperature each species needs to survive. The most popular kinds include goldfish and angelfish. Fish must be fed carefully and only once per day, as overfeeding can be fatal.

Guinea Pig - Guinea pigs are intelligent and friendly animals that can either be kept indoors or out. Found originally in South America, they are curious creatures that are highly sociable and can live for up to seven years.

Also called cavies, they need large enclosures (called a "hutch") that includes a private and covered sleeping area; they are sensitive to sound and changes in weather. Guinea pigs should be fed fruit and vegetables (particularly those rich in Vitamin C) and can also be fed a special pre-made food mixture.



Hedgehog - Did you know hedgehogs have been around for millions of years? They are endemic to most of Africa and southern Europe and can be easily identified by its prickly quills; these can injure you, so be careful when handling them.

Hedgehogs are nocturnal and need a large cage to putter about in – four feet long and two feet

wide. In the wild, hedgehogs are insectivores but will eat everything from fish, small snakes and frogs to fruits and fresh veggies.

Dear Tabby



Dear Tabby:

I have a chatty catty and although I often talk to her, she definitely talks back...why?

Talking to our cats is often a normal part of our relationship with them. We chat away while not really expecting that they

understand our complex sentences or even some of our succinct commands. Yet when they 'talk' to us, we are often perplexed by our inability to interpret their meaning or intention.

Like humans, cats have their own unique personalities. Some are chatty and some are not. There are even certain breeds (like Siamese) that tend, by nature, to be more vocal and this is also true for many other breeds as well. You know your cat better than anyone. That makes you the best authority on what is normal and also puts you in the best position to notice any increase in your cat's vocalization patterns or habits. If your cat is talking more, ask yourself what are the possible reasons for that change?

Do you have a question about your special furry friend you'd like Dear Tabby to answer? Just send us an e-mail with your question to shelter@hsotc.org, mark the subject line Dear Tabby and we'll feature it in one of our future newsletters..

March Pet Holidays to Celebrate!

Here's a list of Pet Holidays celebrated this month!



Month-Long Celebrations

- Adopt a Rescued Guinea Pig

Day Celebrations

- March 13 – K9 Veterans Day
- March 17 – Saint Gertrude of Nivelles Day (Patron Saint of Cats)
- March 23 – National Puppy and Cuddly Kitten Day
- March 28 – Respect Your Cat Day

On The Watch: Seven Pet Industry Trends for 2021

U.S. pet market sales revenue has increased every year in the last decade, growing from \$50.96 billion in 2011 to an estimated \$99.1 billion in 2020!.

Since there's still room for more growth, we decided to take a look at what trends for 2021 will drive this growth? From pet food to supplements, see what's just around the corner in the pet marketplace.

1. Pet Supplements Take Off- The pet supplement industry is set to hit \$1B by 2027, according to an analysis by Grand View Research. The most popular pet supplements today include dog vitamins, cat fish oil, and dog probiotics. Yet, perhaps the fastest-growing pet supplement category is CBD (Cannabidiol) for dogs which is up 7400% over the past five year.

So why the spike?

First, there are a number of CBD products designed specifically for dogs as many pet owners are concerned (understandably) about giving their furry friends human-grade CBD oil. Companies like Royal CBD and Gold Bee, have released less potent CBD products engineered specifically for pets. Second, early research out of Baylor College of Medicine show that CBD oil can help treat canine osteoarthritis, which affects 20% of dogs over one year of age.

2. New Product Categories Emerge - The pet industry has traditionally been made up of a handful of product categories: food, toys, beds, leashes, and hygiene. However, we're starting to see significant amounts of innovation in the pet industry with entrepreneurs creating entirely new pet product categories.

For example pet wipes. These moist towelettes are used on pets after going to the bathroom. Although a relatively new category, Amazon already has close to 400 brands of pet wipes for sale!

Another relatively new pet product category is pet toothpaste. Oral hygiene products for pets are nothing new yet new products like cat toothpaste, are coming on the market for pet owners that want to ensure that their pet's teeth and gums are in tip top shape.



Litter-robot is another brand looking to create a new category in the cat world and is a battery-powered, Wi-Fi-connected litterbox that self cleans after every use. However, at \$500 per unit, this product also taps into a pet industry trend for luxury products.

3. High-End Products For Pets Go Mainstream- No matter the product, if it makes pets happier, there's a group of owners who will buy it which

includes expensive luxury products.

For example, The Bear & The Rat, a startup that makes frozen yogurt for dogs and is sold in Whole Foods stores nationwide and competes with Nestlé's Purina Frosty Paws.

Or, Pretty Litter is perhaps the best example of a high-end pet product seeing significant growth. Pretty Litter is a brand of kitty litter that



changes color based on a cat's urine pH levels. The company claims that the product helps cat owners detect illnesses in their cats, like metabolic acidosis or a UTI.

However, Pretty Litter is also noteworthy because, unlike basically every other kitty litter on the market, their product isn't available in pet stores. Instead, they sell their product exclusively via a monthly subscription service.

4. Increasing Number of Pet Food Niches-

According to Pet Biz Marketer, pet food makes up about 75% of all pet industry sales.

One of the fastest-growing niche pet food categories right now is freeze dried dog food. Many freeze dried dog food brands (like Bixbi), contain raw food ingredients, and since these ingredients are difficult to package and ship in pet food form it has created a rise in freeze dried pet food.

And although in the early stages, Keto pet food is another emerging pet food niche.

5. Pet Owners Increasingly Opt For DTC (Direct-to-Consumer)- Online sales of pet products increased 51% in March 2020 alone (some of which can be attributed to the pandemic restrictions and stay-at-home orders). By the end of the year, the DTC pet market was an estimated \$13.5B.

Like e-commerce in general, pet owners turn to DTC for selection, convenience, and price. One of the leaders in the pet DTC market is Chewy.com reporting a revenue of \$4.8B or a 37% increase compared to the year before. In addition, Amazon.com is also looking to expand its pet product DTC trend as they already sell a reported \$3.6B annually in pet food alone.

6. The Pet Insurance Space Continues to Grow- Pet insurance is one of the most interesting pet industry trends in 2021. Globally, the pet insurance industry reached \$3.33 billion in 2018 and is expected to grow at a compound annual growth rate of 16.3% through 2028.

Pet-dedicated competitors in the market include Healthy Paws, GoPetPlan, and the ASPCA.

7. Pet Owners Prefer Natural Food Brands- A survey of 2,181 pet owners discovered that 43.6% prioritize the health of their pet's foods over their own.

One brand that is tapping into this trend is Because Animals, a company that specializes in healthy pet treats with organic ingredients and Omega-3 content. Other growing natural pet food brands include Open Farm and Lily's Kitchen.

So that's our list of the seven growing trending that are likely to impact the pet marketplace for 2021. And as you probably have noted, the one thread that is tying most of these trends together is pet health.

It's clear that as pet owners, we are increasingly concerned about the health of our pets, and are willing to spend money to maximize the health of our furry friends over their lifetime.



You can help us
continue to save one
more animal at a time.

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