



## BeneTerra Line Of Organic Small Animal Food By Oxbow Receives Awards

**Both SuperZoo and Pet Business gave awards to Oxbow Animal Health for its BeneTerra line of small animal food.**

*By The SmallAnimalChannel News Division*

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Courtesy of Oxbow Animal Health

The award-winning BeneTerra line of small animal food from Oxbow Animal Health includes five products for animals like rabbits, guinea pigs, chinchillas and others.

The latter half of 2009 brought two separate awards to the BeneTerra line of organic food for small animal pets by Oxbow Animal Health. In September, the BeneTerra line placed second in awards for best new small animal products at the SuperZoo show in Las Vegas; the SuperZoo show is organized by the World Pet Association (WPA).

Doug Poindexter, president of the WPA, said that the new product awards give recognition to products. "Oxbow Animal Health's BeneTerra line is a fantastic example of the original and innovative new products advancing the small animal product sector and the pet industry as a whole," Poindexter said. "We look forward to what Oxbow Animal Health brings to the table at next year's SuperZoo."

The products in Oxbow's BeneTerra line consist of organic and all-natural ingredients, including premium high-fiber hay free of chemicals, pesticides and synthetic fertilizers. The BeneTerra line includes: Organic Meadow Hay, Organic Guinea Pig food, Organic Rabbit food, Organic Barley Biscuits treats and Eco Straw litter. BeneTerra products are currently available at retailers nationwide.

In December, Pet Business announced that it had awarded Oxbow's BeneTerra line its 2009 Industry Recognition Award in the small animal food category. The recognition awards have 36 categories.

Melissa Ross, marketing operations manager for Oxbow Animal Health said Oxbow is honored by the award and believes that BeneTerra meets a growing need. "More and more of today's small animal owners are interested in a true organic option when it comes to their pets' diet," she said. "BeneTerra offers pet owners all-natural, USDA Organic products, which are beneficial for pets and the environment at the same time."

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