

Breeder's Choice's Harold Taylor

Providing quality pet food for more than 50 years is a family affair that spans three generations.

It is often the entrepreneurial spirit that launches a company, but rarely does that spirit thrive for another 50 years and then some. In the case of Breeder's Choice Pet Foods Inc., the inspiration that led Harold Taylor to create his pet food delivery service in 1947 has evolved and inspired two more generations to take up the company's reins. Taylor's sons, Rick and Jeff, are the company's president and vice President, respectively. Heather Records, Taylor's granddaughter, is currently creative director for the company.

Flashback to 1947 in Southern California: Harold Taylor hears of a company in San Francisco doing brisk business specializing in home delivery of pet food. Taylor's love for animals and business savvy inspires him and his wife, Betty, to give the business a go, first by going door to door and leaving samples and eventually making product for other people who had delivery routes. Breeder's Choice's first products were steamed loaf (for home delivery, of course) and raw meat.

"I was in the military up to nine months before I started Breeder's Choice," Taylor says. "But I did work for a company that sold beef by-products to canneries. I could see first-hand the nutritional benefits of offering raw meats to dry diets in my dogs and decided to make it available to others." Originally, the company offered horsemeat

to kennels and professional breeders, but this soon proved to be too costly. Soon the company would increase its product line to include several varieties of raw meats and specialty diets for zoo animals. The company also made frozen pet meals that helped establish Breeder's Choice as a name to be reckoned with. Of course, there was the requisite product

the pet food industry for decades. The company, which was the first to offer both frozen and dry foods, continues to provide value to its customers and the best in nutrition to pets. Three generations have worked at Breeder's Choice since 1947, but it would be difficult to know how many generations of pets have benefited from the high-quality products the company offers.

"The industry has grown in size and popularity over the years," Taylor says.

"Fortunately, natural ingredients and premium pet foods became a significant part of this growth and we were positioned to be a part of it. Research and innovation has been key to this growth and we will continue to produce products that are needed for both the pet and the consumer."

INTRODUCING THE AVOCADO

Thirty-five years after founding the company, Taylor bore witness to the next phase in the company's growth.

While the company had proven itself a success with its line of food products, it was the introduction of AvoDerm, a food designed to provide nutrition while curing skin and coat problems by utilizing nutrient-rich avocados, in 1982 that catapulted the company into prominence. The company took advantage of the locally grown avocados found in California to create what was considered "a miracle" when it was first introduced. It became one of the industry's best-selling products, and the company still aggressively markets the product with publicity and advertising on television, radio, billboards and magazines and newspapers. A decade



A glimpse of Breeder's Choice's yesteryears.



testing involved.

"We hired a nutritionist to develop our special frozen diets," Taylor says. "I took one sample to a kennel that was feeding our products and she put it down for her top stud dog to try. He sniffed it

and then lifted his leg and baptized it. We've made a few improvements since then."

Taylor's modesty belies the extensive line of products, including AvoDerm, Active Care, Pinnacle, Advanced Pet Diets, and the new Perfect Servings, that have helped shape

after introducing the line, the company decided to expand it, to the point where it now includes dog food, cat food, treats and grooming aids.

The company would introduce its Pinnacle line April of 1988, its Advanced Pet Diets in 1992, and its recent Active Care line. The most recent addition, introduced this past August, is the Perfect Servings line of dog food. Calling it "The Fresh Alternative to Canned Dog Food," the Perfect Servings line is comprised of natural, healthy ingredients such as real chicken, natural herbs, pasta, fresh vegetables, flax seed and probiotics sold in a resealable zipper pouch. To prepare a warm meal for their pets, owners need simply to add warm water and wait two minutes. One bag of Perfect Servings food is the equivalent of a dozen 13.2-ounce cans.

"My vision for the company is to continue to grow and supply the best possible pet products," Taylor says. "We're successful because we follow through with what we promise to our customers. We give them value for what they buy."

The company continues to upgrade its facilities in Irwindale, California adding a state-of-the-art baking plant and extruder. The facility is designed to produce premium dog and cat food. "We have the ability to add meat to our formulas," says Taylor. "We're constantly updating with new and high-tech equipment to produce the best possible pet products."

The company has also seen its fair share of growth in employees. Taylor has watched his home-based company of one grow into

an employer of more than 100 people, including some of his direct family.

Taylor's vision for his company, based on a guiding philosophy of honesty and reliability, seems to attain constant realization in both the time-tested products that built the company's reputation and the new introductions helping to carry it successfully into the next millennium. "When I started the compa-

ny in 1947," Taylor says, "pet shops were run by the owners as it was with kennels. They had time to talk and share their ideas and needs. Many of our products were designed for those needs."

If time has proven anything, it's that Breeder's Choice continues to meet the needs of the pet industry. □

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- Brand Y Large Breed 38.7 mg/cup
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BREEDER'S CHOICE PET FOODS, INC.

Founder: Harold C. Taylor

Location: 16321 East Arrow Highway, Irwindale, CA 91706

Total Number of Employees: 100+

Major Product Lines: AvoDerm, Active Care, Pinnacle, Advanced Pet Diets, Perfect Servings, Health Food for Dogs.

Quotable: "We're successful because we follow through with what we promise to our customers. We give them value for what they buy."