



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Approved by:

U.S. Embassy Vienna

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A faint, light gray world map is centered in the background of the page, showing the outlines of all continents and major countries.

Product Brief

Croatia : Pet Food

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Vienna [AU1], HR

Croatian pet owners currently have 290,000 registered (under a mandatory vaccination program) pet dogs, and an estimated 500,000 cats. Since a domestic pet food industry does not exist, Croatia is a regular importer of large quantities of pet food.

Table 1. Dog and Cat Pet Food Imports (MT, Value in U.S. Dollars)

	1996	1997	1998	1.1.-31.9.1999
Total imports	6,715 (\$9,224,915)	8,064 (\$9,597,604)	9,367 (\$10,728,340)	7,195 (\$7,018,812)
Country of origin			Austria - 1928 MT Italy - 1,854 MT Hungary - 1,170 MT USA - 414 MT	Austria - 2,002 MT Italy - 1,637 MT Germany - 591 MT USA - 206 MT

Import Tariffs and Requirements

The import ad valorem and specific duties for dog and cat pet food are:

Table 4. Import Custom Tax - Dog and Cat Pet Food

CT	Description	Unit of quantity	Rate of Ad Valorem duty	Specific Duty
230910006	Dog and Cat Pet Food, for Retail.	kg	15%	0.00 HRK

The “Products Declaration” is regulated by the “Book of Regulations on Livestock Feed” (Official Gazette no. 28/1998) and has to contain the following:

Name of producing company, and if imported name of importing company
 Name of product according to “Book of Regulations” and product name if such exists
 Quality category indication for feed which is classified into more quality categories
 Nett product weight
 Date of production and best before date
 Instructions on use and storage

Also, if pertinent, the following information on composition and present quantity of following substances must be given:

vitamins
 minerals
 amino acids
 antibiotics and probiotics
 coccidiostatics

Major Croatian Dog and Cat Pet Food Importers

- 1) "AWT International"
Mr. Miho Glavic, General Director,
Slavonska avenija bb,
10000 Zagreb

Tel: ++385/1/2415-380
Fax: ++385/1/2415-377

- 2) "ZEM Trgovina"
Mr. Zdenko Mihelic, General Director
Heinzelova 62,
10000 Zagreb

Tel: ++385/1/6185-133
Fax: ++385/1/6040-813

- 3) "D.J.D. International"
Mrs. Dubravka Jelcic, General Director
Sisiceva 26,
10000 Zagreb

Tel: ++385/1/6570-890
Fax: ++385/1/6570-488

- 4) "HP Hobby Program"
Mr. Miro Savic, General Director,
Bedekova 58,
10251 Hrvatski Leskovac

Tel: ++385/1/6535-385
Fax: ++385/1/6535-385

- 5) "LP Commerce"
Mr. Zlatko Jagic, General Director
Ilica 275,
10000 Zagreb

Tel: ++385/1/375-0410
Fax: ++385/1/375-0410

- 6) "Zoo Hobby."
Mr. Edvard Varda, General Director

Bukovac 47,
10000 Zagreb

Tel: ++385/48/2342-805
Fax: ++385/48/2343-456

- 7) “Mark-L”
Mrs. Branka Lukac, General Director
Kavanjinova 002,
10000 Zagreb

Tel: ++385/1/3862-505
Fax: ++385/1/3862-505

- 8) “Zoo Industrija Repic”
Mr. Marcelo Repic, General Director
Gupceva 10,
48000 Koprivnica

Tel: ++385/48/621-259
Fax: ++385/48/621-259

- 9) “Jeruzalem”
Mr. Branko Trivic, General Director
Brajdica bb,
51000 Rijeka

Tel: ++385/51/216-314
Fax: ++385/51/216-314

- 10) “GETRO”

Mrs. Slavica Maras-Stipancic, Commercial Director
Ljudevita Posavskog 5,
10360 Sesvete

Tel: ++385/1/2030-000
Fax: ++385/1/2008-255

Quality Control

Compliance with all other Croatian legislation pertaining to marketing of pet food products in Croatia is monitored by the “State Inspectorate”:

Office of Director,
State Inspectorate (Drzavni Inspektorijat)

Avenija Vukovar 78,
10000 Zagreb

Tel:++385/1/610-6907

Fax:++385/1/610-9115

Retail Prices

The lowest retail prices in distribution centers of companies such as Getro, Segro, Superkonzum, Mercantone by product brand:

Whiskas:

100 gr: Poultry (3.77 HRK)

Trout (3.77 HRK)

195 gr: Beef (4.82 HRK)

Tuna (4.82 HRK)

Game (4.82 HRK)

Junior (4.87 HRK)

300 gr: Complete Menu: Beef/Poultry (8.41 HRK)

Beef/Chicken (8.41 HRK)

Sardine (8.41 HRK)

Poultry/Carrot (8.41 HRK)

Beef/Vegetable (8.41 HRK)

Junior (10.11 HRK)

400 gr: Game (8.28 HRK)

Turkey (8.28 HRK)

Tuna (8.28 HRK)

Salmon (8.28 HRK)

Beef (8.28 HRK)

Poultry (8.28 HRK)

750 gr: Chicken/Turkey (19.50 HRK)

Beef/Chicken (19.50 HRK)

Sheba

100 gr: Beef (6.33 HRK)

Poultry (6.33 HRK)

Salmon (6.33 HRK)

Chappi

400 gr: Beef (5.72 HRK)

Poultry (5.72 HRK)
Game (5.72 HRK)

800 gr: Poultry (10.48 HRK)
Beef (10.48 HRK)

1200 gr: Beef (14.50 HRK)
Poultry (14.50 HRK)
Game (15.90 HRK)

1 kg: Beef (14.30 HRK)

3 kg: Beef & Cereals (37.80 HRK)
Poultry & Cereals (34.30 HRK)

15 kg: Beef (164.18 HRK)

Pedigree

400 gr: Beef (6.99 HRK)
Poultry (7.31 HRK)
Junior (7.37 HRK)
Game/Poultry (7.37 HRK)
Beef/Poultry (7.37 HRK)

500 gr: Poultry/Rice (7.64 HRK)
Beef/Poultry (7.67 HRK)
Junior (9.10 HRK)

800 gr: Poultry (12.00 HRK)
Beef (12.00 HRK)

1200 gr: Beef (17.10 HRK)

3 kg: Beef (47.40 HRK)
Poultry & Rice (47.40 HRK)

15 kg: Beef (186.60 HRK)

Pedigree Schmacks (40 gr) - 4.01 HRK

Pedigree Markies (150 gr.) - 7.97 HRK

Pedigree Multibiscrocks (150 gr.) - 7.97 HRK

Kitekat

400 gr: Beef (6.09 HRK)
Poultry (6.09 HRK)
Liver (6.09 HRK)
Fish (9.02 HRK)

500 gr: Beef/Vegetables (8.54 HRK)
Fish (8.54 HRK)

800 gr: Poultry (11.39 HRK)
Beef (11.39 HRK)

2 kg: Kitekat Complete Menu (35.37 HRK)

Omega

400 gr: Omega Cat: Beef (5.36 HRK)
Chicken (7.92 HRK)
Salmon (8.04 HRK)
Tuna (8.04 HRK)

Omega Dog: Beef (5.36 HRK)

400 gr: Omega Cat Fish Mix (9.75 HRK)
Omega Cat Meat Mix (9.75 HRK)

1 kg: Omega Dog Tasty (15.12 HRK)

2 kg: Omega Cat - Lamb, Beef, Vegetables (29.88 HRK)

2.5 kg: Omega Dog Tasty (33.66 HRK)
Omega Dogs Puppy (35.86)

2.5 kg: Omega Super Mixer (27.07 HRK)
Omega Active (35.73 HRK)

Frolic

500 gr: Beef/Carrot/Cereals (15.30 HRK)

Cesar

150 gr: Beef (8.28 HRK)
Game (8.28 HRK)
Beef/Vegetables (8.28 HRK)
Poultry/Carrot (8.28 HRK)

Purina

100 gr: Beef/Lamb (4.86 HRK)
 Salmon/Tuna (4.86 HRK)
 Chicken/Tuna (4.86 HRK)

400 gr: Cat Chow - Rabbit/ Liver/Carrot (10.11 HRK)
 Beef/Vegetables/Veal (10.11 HRK)

 Cat Meomix (8.89 HRK)

1.5 kg: Purina Puppy Chow (24.75 HRK)

1.5 kg:

3 kg: Purina Dog Chow Complete (42.32 HRK)
 Purina Puppy Chow Complete (46.96 HRK)

4 kg: Dog Meal Plus (43.10 HRK)

20 kg: Dog Meal Crocchette (177.60 HRK)

Buon Cat

400 gr: Beef (4.87 HRK)
 Poultry (4.87 HRK)
 Fish (4.87 HRK)

Keke

100 gr: Poultry (4.75 HRK)
 Turkey (4.75 HRK)
 Salmon (4.75 HRK)

Hobby Dog

300 gr: Beef (7.64 HRK)
 Junior (7.64 HRK)

500 gr: Beef (7.00 HRK)
 Junior (8.31 HRK)

830 gr.: Lamb (8.69 HRK)
 Beef (8.69 HRK)

1200 gr.: Game (12.06 HRK)
 Poultry (12.06 HRK)

2.5 kg: Beef (28.53 HRK)

Hobby Cat

400 gr can: Beef (4.99 HRK)
Game (4.99 HRK)
Lamb (4.99 HRK)

400 gr. dried: Beef (8.24 HRK)
Game (8.24 HRK)

Jolly Dog

830 gr: Game (12.48 HRK)
Poultry (12.48 HRK)
Beef (12.48 HRK)

Misha

415 gr.: Fish (5.09 HRK)
Veal/Poultry (5.09 HRK)

Top Cat

400 gr dried: Fish (7.69 HRK)
Poultry (7.69 HRK)

415 gr. canned - Beef (4.76 HRK)
Poultry (4.76 HRK)

Top Dog

1250 gr.: Beef (12.06 HRK)
Poultry (12.06 HRK)
Game (12.06 HRK)
Lamb (8.31 HRK)

The VAT in Croatia for pet food is 22%.

Exchange rate: \$1.00 = HRK 7.9