

Packaging Evolution

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As pond fish food options evolve, so does the pond food packaging. Be it bags, buckets, boxes or pouches, manufacturers report constantly seeking new, more convenient storage and display designs.

Pond fish food packaging continues to evolve in size, design and freshness. (Courtesy of TetraPond) Todd Childress, president of Aquatic Eco-Systems Inc. in Apopka, Fla., said the increasing use of standing zip-top pouches to maintain and prolong product freshness and quality represents one of the most important packaging trends. "This is relevant for all feed sizes and package sizes, but especially so for specialty feeds like color enhancers and health-promoting products," he said. Additional packaging trends, Childress said, include the use of the nitrogen-flushing technology to improve product shelf-life and packaging with clear windows to allow customers to see a product before purchase.

Chris Clevers, president of Hikari Sales USA Inc. in Hayward, Calif., said some of the latest trends in pond food packaging include use of better materials that allow less oxygen transfer, which reduces oxidation. "It's important for retailers to match the proper size of purchase to their customers' needs to avoid food that is not offering all the nutrition it was manufactured with," Clevers said. "Everyone is trying to save money by buying larger sizes that are more economical. The problem is that many times this translates to food that is held too long and has lost some of its benefit."

Colette Dahl, private label manager with HBH Pet Products in Springville, Utah, said pond food packaging remained fairly basic over the years. Mainly, it consists of bags, boxes and buckets from which customers can scoop the product.

"These can become messy and or cause the products to become accidentally spoiled," Dahl said. Even simple enhancements can go a long way, she said. For example, foods that come in water-proof containers and feature pouring spouts can help eliminate the risk of spoilage due to exposure, she said.