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Betagro launches pet food that boasts human-grade meat by taste/quality

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Betagro (HQ: Bangkok) has introduced Perfecta Care, a premium pet food that contains special formulae of nutrition.Â Betagro offers special formulae of nutrition that will keep pets in good health and reduce the chance of illness and hospitalization.

On 1 March, Betagro posts robust 2022 results with 7,938 million baht in net profit spurred by growth in all businesses, to declare 1 baht dividends of a share. Its revenue for the calendar year edged up 31.3% over 2021 to 113,877 million baht while net profit leaped 685.5% to 7,938 million baht, representing a net profit margin of 7%. With the increased gross profit and net profit margins, BTG is prepared to pay dividends of 1 baht per share.

Perfecta Care is the first Thai brand with a special food formula that emphasizes prevention of ill health in pets. Perfecta Care meets international standards supported by intense R&D efforts to create the formula and manufactured by modern technology under Betagroâ??s standard. High-quality materials are selected, mixed with natural human-grade ingredients.Â

Perfecta Care is formulated considering 5 concerns among pets:

- Weight Care for pets with weight problems
- Skin & Coat Care to reduce inflammation and strengthen skin and hair
- Urinary Care that can prevent gallstones

- Neutered Care for sterilized cats and dogs
- Hairball Care that prevents and eliminates hairballs for cats

Somcharn Suphapitiporn, Chief Operating Officer â?? Pet Business of Betagro Public Company Limited, said "all the 5 formulae were made from Betagroâ??s fresh chicken. Other ingredients include unpolished rice, mixed berries, ginko leaves, pumpkin and carrot, for vitamins, minerals and anti-oxidants. Notably, corns and wheat that may cause allergies were crossed out.

The robust financial performance in 2022 was a result of the across-the-board growths shown in BTG's core business groups including the agri-business, food and protein business, international business and pet business. BTG has moved into 2023 with an eye for sustainable growth.