

Follow us on

•
•

Tuesday, July 29, 2014 | 8:19 a.m.

[Subscribe](#) | [Today's paper](#) | [Customer care](#)

[Sign In](#) | [Register](#)

Posted: 4:53 p.m. Monday, July 28, 2014

Jungle Jim's introduces new festival for pets

Spending on pets in U.S. may hit \$60 billion this year.

Related

By Eric Robinette

Staff Writer

FAIRFIELD — An industry devoted to the popularity of pets — and their pampering — will be the focus of a new event this weekend in Butler County.

Jungle Jim's International Market — known not only for its unique shopping but also for its festivals celebrating everything from beer to spicy foods — will host its inaugural Wild for Pets Festival on Aug. 2.

Americans spent an all-time high \$55.7 billion on their pets last year, and spending will creep closer to \$60 billion this year, according to Bob Vetere, president and CEO of the American Pet Products Association.

The humanization of our pets started about 20 years ago, Vetere told the Associated Press in a telephone interview. As pets accepted their new perch in the family, manufacturers introduced products that helped animals move from the backyard to the front room.

The biggest chunk of 2013 spending, \$21.6 billion, went for food — a lot of it more expensive, healthier grub. In 1996, total pet spending was \$21 billion.

"What is feeding a large part of the growth now are the baby boomers who have become empty-nesters and are looking for some other ways to find the love and affection they used to get from their kids," Vetere said.

Just as Jungle Jim's offers food products not found in other grocery stores, it also offers pet products not found in other stores, said Stephanie Adams, Jungle Jim's marketing associate.

"While other grocery stores have a pet aisle, we have a pet department," Adams said.

Jungle Jim's carries several brands of "high-end premium dog and cat foods," Adams said, as well as chews, treats and a toy selection that "is bigger than most pet stores."

The idea for the Wild for Pets Festival came about last summer during the store's Weekend for Wellness, which included a small section of pet products.

"It went over extremely well and was a good way to dip our toes into the beginning of a pet festival," Adams said.

Saturday's event is also geared toward those who don't have animals.

A number of local rescues and shelters will be at the festival with pets who are available for adoption. A portion of the proceeds from ticket and raffle sales will benefit several animal rescues and shelters, including: Animal Adoption Foundation, Animal Friends Humane Society, Cincinnati Pit Crew, Clermont Pets Alive, Homeward Bound Greyhound Association, League for Animal Welfare and LuvFurMutts Animal Rescue.

For children, the festival will offer a number of activities, including face painting, balloon twisters and stilt walkers. A petting zoo and a live animal show will also be a part of the festivities. Dr. Insecta will bring his Insecta Dome-A-Rama and Spider Stroll. There will also be a pet costume contest, which costs \$5 per pet.

Owners are asked to keep their pets in the event area. Pets will not be allowed inside the Jungle Jim's store, organizers said.

This is the seventh festival Jungle Jim's has created. Others include Cigar Festival, Weekend of Fire, International Wine Festival, Barrel Aged Beer Bash, Big Cheese Festival and International Beer Festival. Each of these draws hundreds of people to the store and sometimes thousands; Adams said. Jungle Jim's eventually hopes to have one festival per month.

This article contains reporting from the Associated Press.

HOW TO GO

WHAT: Wild for Pets Festival. Visitors and their pets can sample the wares of more than 20 vendors or ask experts for their advice on fitness, grooming, health and other pet-related subjects.

WHEN: 11 a.m. to 5 p.m. Saturday, Aug. 2

WHERE: Jungle Jim's Garden Center, 5440 Dixie Highway, Fairfield

COST: Presale tickets are \$2.50 for adults, 50 cents for children. Admission at the event is \$5 for adults, \$1 for children. Pet costume contest entry is \$5 per pet.

MORE INFO: Visit www.junglejims.com/wildforpets or call 513-674-6055

More News

- Woman indicted in fatal crash (journal-news.com - News)
- Find a job with JournalNews: get paid while you train (journal-news.com - News)
- Burglary reported this morning at Franklin restaurant (journal-news.com - News)
- The Top Ten Most Dangerous Dogs (Puppy Toob)

Recommended by

Comments

If you would like to post a comment please Sign in or Register

2 Comment(s)
Comment(s) 1-2 of 2



- Posted by patriciaawmcperson

This comment has been removed for violation of the visitor agreement.



- Posted by LAW52 at 5:59 a.m. Jul. 29, 2014
- Report Abuse

Dogs are stupid!

2 Comment(s)
Comment(s) 1-2 of 2

Access Blocked - Content Alert