

# Pet potty the pick of the litter

By **BRADEN HUSDAL**  
Leader-Post

For owners of feline pets, this product is the cat's meow.

Bio-degradable, flushable and environmentally friendly, LitterMate cat litter is finally available to Regina residents.

The Saskatchewan-produced cat litter has recently made the jump from small, individually owned stores to a big chain retailer. Lakeshore Sobeys in South Regina recently became the first major retailer in Canada to carry the product and will be the test model for future sales endeavours.

"The University of Saskatchewan developed a type of barley called waxy hull-less barley that we use in the product," said Brandon Moore, brand manager for LitterMate Bio-Products Ltd. in Saskatoon. "This specific type of barley is very high in starch and it makes the litter very clumpable."

"Essentially, what this does is make it very easy for consumers to remove the nasty stuff pretty much any way they want, as fast as they can. It also makes the product last a lot longer than some traditional cat litter because the excess, non-clumped product does not need to be thrown out and can be reused."

Moore says that a big problem with traditional cat litter is that they're made from materials that don't break down and decompose. This creates problems both in toilets and in garbage dumps throughout North America.

Traditional cat litters will settle in the S-bend of a toilet when they are flushed, which eventually leads to a clogged toilet or sewer. When disposed of in the garbage, it can lead to a big problem in dumps because cat owners go through millions of tons of the product each year.

LitterMate is advertised to both flush without clogging toilets and to be compostable in gardens while having no toxic substances.

"We're not telling people to put this in their vegetable gardens or anything like that," said Moore. "It's more for people with flower gardens or other



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Sobey's employee Lisa Hill arranges a display of LitterMate cat litter on Monday.

plants and who want to be environmentally sensitive.

"We've found over the past five years that people on the West Coast are very receptive to using it."

If the product is successful in Saskatchewan, it could be beneficial to the province's economy. All of the waxy hull-less barley is grown in-province and the final product of LitterMate is also produced here.

It has taken a long time for the product to get a chance in Saskatchewan, but the Lakeshore Sobeys location seems like a perfect fit.

"A lot of our customers are looking for more organic options at this location," said Dave Krupski, store manager of Lakeshore Sobeys. "We thought that if they're looking for that kind of thing in their food, then they would probably be looking for it in cat litter too."

"It doesn't retail for much more than the traditional cat litter and it's supposed to last longer too," he said. "Cat litter isn't something that people jump all over right away because it's on a need basis, but we'll likely have the product for a long time to see how interested our customers are."