



12/09/2025

Dear Valued Partner,

We are writing to inform you of current supply challenges affecting our Beef, Lamb, and Salmon products across our portfolio.

Significant pressure on the domestic lamb and beef industry, driven by strong global demand and high prices, is affecting our ability to consistently source the necessary quantities of these proteins which is impacting our capacity to meet demand, which has also increased.

Additionally, the salmon farming industry has been affected by major losses to their populations. These population declines have reduced the overall supply of farmed salmon, making it challenging for us to acquire the amount we require to maintain our usual production levels.

While we continue to produce the high-quality products pet parents know and dogs love, the quantity of each protein and format we can produce has varied week to week. This may lead to intermittent out-of-stocks, depending on the day you order. We anticipate this to last for approximately six weeks.

Rest assured, this is not a long term supply issue and we don't anticipate any major outages. We encourage you to continue placing your orders as normal, and we will fulfill them based on stock availability.

SKUs affected by these supply challenges are our Beef, Lamb and Salmon products, across Rolls, Air Dried, Slow Cooked and Treats.

We are here to assist you during this time and encourage you to reach out to us at [info@prime100.com.au](mailto:info@prime100.com.au) with any questions.