



Shaun Harrison
(Quest Baits MD)

“I’m really not sure what the ceiling price would be but feel we are about there now. We haven’t increased our boilie prices

at Quest Baits for six years now so the margins are now incredibly tight as the raw ingredient prices continue to increase all the way across the board each year. We needed to increase them at the start of this recession but felt that wasn’t a very tactful move and three years on we are still in that recession so I am not sure many baits will stand much of an increase even now, despite in reality them being cheaper than they have ever been.

“The problem for us is that we pitch our baits against baits carrying some very cheap ingredients but I refuse to alter our recipes to fit a price bracket. Fortunately I have never relied particularly heavily on fishmeals in our range and currently only have four baits containing fishmeals and three of those four contain absolute minimum amounts. With the severe

shortage of quality fishmeals available and the way they are escalating in price, a lot of bait companies out there must be really fretting about this and they will have no alternative other than to dramatically increase the cost of their baits or dilute the quality if they want to keep them the same price. Not good whichever way you look at it.

“I used to feel I had perhaps gone down the wrong line with my continued use of expensive birdfood ingredients rather than the cheaper fishmeal route but have always worked along the lines of what I know works and taking my developments as far as I can rather than starting from scratch with things that have hardly featured in my 30 plus years of bait making. Now I am beginning to feel rather relieved that I don’t rely on fishmeals and fish oils in our Quest Baits range. The future of quality affordable fishmeals isn’t looking good at all.”

