



Petfood Industry Nutrition News

Petfood Industry Nutrition News is delivered monthly and designed specifically as a resource for petfood professionals who develop nutritional and healthy petfoods and treats. Nutrition News contains news and information on upcoming nutrition-related events and the latest on petfood ingredients.

2013 RATES & DETAILS

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Hill's Pet Nutrition to reformulate Science Diet petfoods
Hill's Pet Nutrition will reformulate its Science Diet dogs and cat foods to add more natural ingredients. The company made the decision to reformulate the Science Diet petfoods because some consumers were making product choices based primarily on a set criteria for ingredients, rather than the overall promise of nutrition and clinical research.

Indian pet care market to reach US\$144.8 million by 2013
According to a report from Euromonitor International, the pet care market in India is estimated to reach Rs800 crore (US\$144.8 million) by 2015 from Rs368 crore (US\$66.6 million) in 2011, as pet ownership rises and fuels greater demand for pet care products. Industry players estimate that average spending on pets is crossing more than Rs10,000 (US\$180.74) per month, which includes daily hygiene care, petfood, vaccination and other services.

Column: Organ meats: quality source of protein for pets
Organ meats have been called a multitude of names like viscera, entrails, tripe, plunch, offal and giblets. Despite the 19th-century monikers, they are the working internal organs, the guts, of the pig, chicken, cow, sheep or fish from which they derive. It might make you a bit queasy to consider them a food item, but rest assured dogs and cats consider them a delicacy...and with good reason.

Brakke Consulting expands into Chinese animal health market
Brakke Consulting has joined with Vaxiom LLC, located in Manhattan, Kansas, USA, to expand its consulting services into the Chinese animal health market. Vaxiom is currently helping Chinese animal health companies to set up research and development laboratories in the US, to evaluate new technologies and products that can be licensed to China, and to identify business partners for animal health markets in China and the US.

Petfood Forum 2013 call for papers ends October 1
The Petfood Forum 2013 content advisory board is seeking abstracts for noncommercial oral and poster presentations, due October 1. Potential speakers are invited to submit abstracts on topics including nutrition and ingredients; market data, trends and projections; petfood safety; new product development; and more.

My Perfect Pet exhibits new petfood blends at SuperZoo 2012
My Perfect Pet, a frozen and fresh petfood company, participated in SuperZoo 2012, taking place September 11-13, at the Mandalay Bay Convention Center in Las Vegas, Nevada. My Perfect Pet showcased two new specialty petfood blends and provided informational packets for distributors and retailers.

Marketplace

Del Monte Foods Seeking Director Regulatory Affairs & Nutrition
Position is located in Walnut Creek, CA or Pittsburgh, PA. The three general functions are Regulatory Support, Nutritional Support and Outreach programs in both Consumer Products and Pet Products. All resumes are to be submitted through [our website](#).

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Online Nutrition Courses for Continuing Education
Learn fundamentals of companion animal nutrition, plus more specialized nutrition courses. Browse the WATT eLearning online catalog today.

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[Building Effective Food Safety Systems for Pet Foods](#)
On September 19, uncover the challenges of microbial contamination in pet food and solutions to better food safety systems. Register now.

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