



Petfood Industry e-News

Reach more than 16,000 global petfood and pet treat manufacturing executives and decision makers with *Petfood Industry* e-News. Published three times per month, this valuable electronic resource provides a unique glimpse into the latest developments in the fast-growing global petfood marketplace including the latest news, views and product information. Our primary audience consists of C-level petfood manufacturing executives, R&D, nutritionists, QA/QC, product development specialists, consultants, private label manufacturers, distributors and importers/exporters.

2013 RATES & DETAILS

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ZuPreem bird food recalled for high calcium levels
Premium Nutritional Products Inc. is recalling several formulas of its ZuPreem line of bird food due to calcium levels higher than the recommended amount, which can pose a health threat to birds. The recalled bird food products include ZuPreem Medium/Large and Large FruitBlend With Natural Fruit Flavors.

Kasell recalls chicken jerky dog treats due to Salmonella
Kasell Associated Industries is recalling 2.5-pound packages of Nature's Deli chicken jerky dog treats, which were distributed to Sam's Club stores in 12 states, because the treats may be contaminated with Salmonella. The recall was issued after a routine sampling by the US Food and Drug Administration found Salmonella in finished products.

Petfood costs rise in the US, analyst says
The cost of petfood in the US continues to rise at a faster rate than many other consumer expenditures, according to one analyst. From 2005-2011, the inflation rate, or consumer price index, rose 2.4 percent annually, while the price of many consumer goods rose at an even faster rate.

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Blog: Ingredient scarcity calls for innovative solutions
After one of the worst droughts in US history this past summer, along with hot, dry weather in other parts of the world, it's no surprise that projections for crop supplies are continuing to decline. According to BloombergBusinessweek, a new report from the International Grains Council (IGC) projects global corn production for the 2012-2013 harvest year to come in at 833 million metric tons, down from August's prediction of 838 million metric tons and 2011-2012's actual crop of 875 million metric tons.

Preventative pet care, encouraged during National Pet Wellness Month
The Humane Society Veterinary Medical Association and The Humane Society of the United States are reminding pet owners that preventative care can help pets live longer and healthier lives as they celebrate October as National Pet Wellness Month. National Pet Wellness Month is a nationwide educational campaign sponsored by the American Veterinary Medical Association and Fort Dodge Animal Health.

European Commission regulation limits melamine in petfood
After recent reports of wet petfood containing melamine levels in excess of the 2.5 mg/kg legal limit, the European Commission created a Regulation to amend Annex 1 to Directive 2002/32/EC, which sets the legal maximum level of melamine in animal feed. Although the legal limit of melamine in canned petfood will remain at 2.5 mg/kg, a footnote has been added to state that this is on an "as sold" basis rather than a 12 percent moisture basis.

Petfood Industry launches Kindle Fire app
A new app provides mobile access to Petfood Industry issues, articles, news and products for users of the Kindle Fire, joining apps for iPhones, iPads and Android smartphones. Like the existing apps, the new Kindle Fire app allows users to explore Petfood Industry content via a library of monthly issues, and within each issue, in a navigator mode to peruse individual articles.

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