



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.

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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.

Marketplace
[AnimalJobHunter.com](#), your easy-to-use, Pet Industry employment resource
Job seekers can create an account and apply to available jobs, while employers can post job openings, search a resume database of industry professionals and choose from a variety of advertising options. Visit [AnimalJobHunter.com](#) today!

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[SPF China Palatability Evening, Shanghai October 10th 2012](#)
Celebrate the opening of SPF China and learn about pet food safety and palatability. Limited seating. Register now!

[Sign up for admission to 15th annual Pet Fair Asia](#)
Register now to attend Pet Fair Asia - your gateway to growth in the China pet market - in Shanghai October 11-14

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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.

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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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