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February 2006

# Petfood Industry

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## Features



### 6 Exhibitor directory 2006

By Jenny Kvamme, DVM

*Pertinent information about Petfood Forum 2006 exhibitors.*

### 20 Innovations

By Tim Phillips, DVM

*Gain useful insights and exchange ideas at Petfood Forum 2006.*



### 26 Palatability program

By Jenny Kvamme, DVM

*Focus: An in-depth course for petfood palatability enthusiasts.*

### 32 Trade show tips

By Jenny Kvamme, DVM

*Make the most of your time on the exhibition floor.*

### 33 An aisle seat

By Susan Friedmann, CSP

*Top tips towards trade show success.*

### 34 Be profitable and productive

By John Graham

*How to get more than you might expect this year.*

## Departments

### 4 Editorial Notes

By Jenny Kvamme, DVM

*Emerging areas of research defined.*

### 38 Petfood Insights

By David Dzanis, DVM, PhD

*Structured procrastination revisited.*

### 40 Ingredient Issues

By Greg Aldrich, PhD

*Oats: Cheerios® for pets?*

42 — Meeting Planner

44 — Industry News

48 — Research Notes

50 — E-News

52 — Market Place

58 — Advertisers' Index

# The “omic” mystery

## *Emerging areas of research might need some deciphering*

**I**n the January issue of *Petfood Industry*, I wrote about a recent trip to the Nestlé Purina Nutrition Forum. At that meeting, the subject of the various “omic” disciplines and how they apply to nutrition research was brought up. In my column, I mentioned a few of those strange and confusing names (*i.e.*, genomics, nutrigenomics, transcriptomics, proteomics, metabolomics, etc.) but didn’t get into too much detail about them. If you are confounded by all these names and their meanings, as I am, we are going to try to figure some of them out right now.

### What’s an “ome”?

Modern bioscience is constantly developing new technologies with the potential to transform researchers’ ability to understand and manipulate living organisms. Many of those techniques end with the suffix “-omics.” What does this term really mean? In general, “omes” stems from the Greek word for “all,” “every” or “complete.”

According to Wikipedia (<http://en.wikipedia.org/>), an online encyclopedia, the original use of the suffix “ome” was in the word “genome”—which refers to the complete genetic makeup of an organism. Because of the success of large-scale quantitative biology projects such as genome sequencing, the suffix “ome” has been extended to a host of other contexts. Bioinformaticians and molecular biologists were among the first scientists to start to apply the “ome” suffix widely.

### Glossary of terms

The Cambridge Healthtech Institute maintains a website where most of the following definitions can be found (<http://www.genomicglossaries.com/content/omes.asp>).

**Genomics:** According to Wikipedia, genomics is the study of an organism’s genome and the use of the genes. It

deals with the systematic use of genome information, associated with other data, to provide answers in biology, medicine and industry. Genomics has the potential of offering new therapeutic methods for the treatment of some diseases, as well as new diagnostic methods. Other applications are in the food and agriculture sectors. The major tools and methods related to genomics are bioinformatics, genetic analysis, measurement of gene expression and determination of gene function.

**Transcriptomics:** Depicts the expression level of genes, often using techniques capable of sampling tens of thousands of different mRNA molecules at a time (e.g., DNA microarrays). The complete protein complement of a system is referred to as its “proteome.” Studying the transcriptome remains an important part of researching the circuits of life (“metabolome”).

**Metabolomics:** The study of the metabolite profiles in biological samples. Although there is some debate over what the field should actually be called, scientists are pushing forward to find uses for metabolomic profiling, a clinical option that is comparatively cheap and non-invasive. The general aim of metabolomics is to identify, measure and interpret the complex time-related concentration, activity and flux of endogenous metabolites in cells, tissues and other biosamples such as blood, urine and saliva. Metabolites include small molecules that are the products and intermediates of metabolism, as well as carbohydrates, peptides and lipids.

**Proteomics:** The large-scale, high-throughput analysis of proteins. Proteomics represents the effort to establish the identities, quantities, structures and biochemical and cellular functions of all proteins in an organism, organ or organelle, and how these properties vary in space, time and physiological state. Proteomics is expected to have a profound impact on the

drug discovery and development process. Proteomics promises to yield drugs with reduced side effects and improve clinical trial success.

**Lipidomics:** The large-scale study of non-water-soluble metabolites (lipids). Key technologies used in lipidomics research include electrospray ionization mass spectrometry (ESI/MS) and liquid chromatography mass spectrometry. Lipidomics is a rapidly-expanding research field in which multiple techniques are utilized to quantitate the hundreds of chemically-distinct lipids in cells and determine the molecular mechanisms through which they facilitate cellular function. Recent developments in (ESI/MS) have made possible the precise identification and quantification of alterations in a cell’s lipidome after cellular disturbances.

**Nutrigenomics:** The application of the sciences of genomics, transcriptomics, proteomics and metabolomics to nutrition, especially the relationship between nutrition and health. Nutrition and health research is focused on the prevention of disease by optimizing and maintaining cellular, tissue, organ and whole-body homeostasis. This requires understanding, and ultimately regulating, a multitude of nutrient-related interactions at the gene, protein and metabolic levels. These new disciplines and their attendant technologies are changing the paradigms of health research. Nutrigenomics is associated with the issue of personalized nutrition, since claims are being made that differences in genotype should result in differences in the diet and health relationship. →

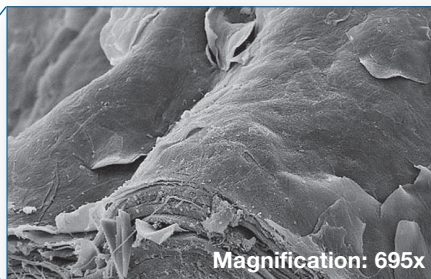
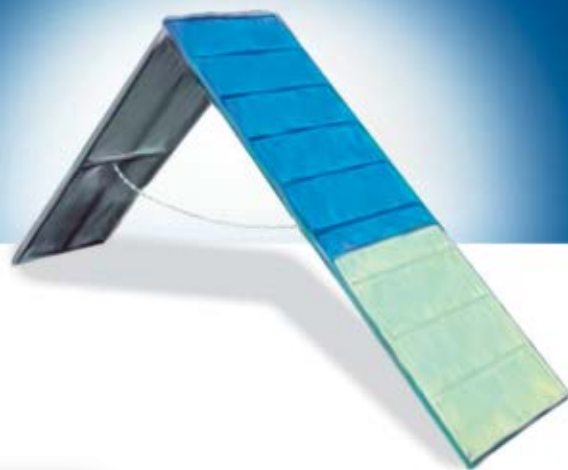
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Petfood Forum 2006

# Innovations

by Tim Phillips, DVM

**O**utstanding companies use innovation to stay in front of the market and the competition. Alas, most innovations do not fall into your lap or come knocking on your door. Still, many business people seem to think that might happen. They watch the world from their desks, and base most of their decisions from that view. Perhaps they expect the same old marketing and controlling costs will be enough to boost their profits.

Accomplished businesspersons aggressively pursue innovations. They develop a systematic process to develop an innovation strategy containing three key components:

## Analysis >> Planning >> Implementation

Analysis includes market research reports; assessing the health of your organization; finding out what your customers want; how your competitors operate; and finding out what the petfood industry's R&D trends are. Crucial to any analysis, is upper-management making face-to-face contact with experts, suppliers, retailers, existing customers and potential customers.

## Pitfalls ahead?

If you place undue resources on long-term planning, today's business will suffer. The ideal approach is to focus on the present to achieve growth and keep one eye on the future. Looking for innovations is important, but so is taking good care of current business.

## Imagining the future

Companies tend to see their competitors as providers of similar products. Then the future throws them a curve ball. A helicopter service may be doing very well transporting people to an exclusive conference center. Then, high-quality videoconferencing cuts their customer base in half. Innovators concentrate on what their customers' requirements are likely to be in the future.

## The customer's ideal

The core of what you are looking for is what the customer wants from you. Analyze why your customers buy from you and what their ideal is. Next, prioritize their needs to increase the odds of your strategy succeeding.

## Innovation stations

Paying close attention to what your customers say and what they really do is crucial. Formal and informal market research are important. Scientific journals and trade magazines are valuable resources. Perhaps some of the best hunting grounds are at symposia and exhibitions. For example, at Petfood Forum 2006, you can find useful contacts, ideas and innovations. You can network and discuss key issues. In the exhibition area, you can have an exceptional opportunity to evaluate a wide

range of products (over 170 exhibits). As one attendee put it, "it is a Mecca for purchasers."

## Testing the idea

Before committing to the production and launch of a new product, it is wise to test the idea. When projects involve different teams, the following list helps to keep the project on track and avoid problems.

- > **Product Development** passes an outline of the idea for a new product to the sales team for consideration.
- > **Sales Team** gives a brief to production to assess viability.
- > **Production** passes reports back to initiators of the idea (Product Development).
- > **Product Development** makes amendments and passes project back to sales.
- > **Sales Team** shows the idea to customers for feedback.
- > **Customers** provide feedback.

After a process has passed to another team, it will still need to be monitored if it affects your customers. Documenting processes always leads to their improvement.

Again, the core of what you are looking for is what your current and potential customers want from you now, and in the future. Innovators concentrate on what their customers' requirements are likely to be in the future. Looking for those requirements at Petfood Forum 2006 is part of that quest. The following are summaries of the innovative presentations you will find there.

## Registration information

### Potentially dramatic innovations at Petfood Forum 2006

Petfood Forum 2006 will be at the Hyatt Regency Hotel, near Chicago's O'Hare International Airport. The registration fee includes the four meals and two receptions listed in the schedule of events (see p. 25). In addition to our website ([www.petfoodindustry.com](http://www.petfoodindustry.com)), you can get more information about Petfood Forum by E-mailing Marcia Riddle at [Riddle@wattmm.com](mailto:Riddle@wattmm.com) (attendees) or Dee Henson at [Henson@wattmm.com](mailto:Henson@wattmm.com) (exhibitors).

Make hotel reservations directly with the Hyatt by calling +1.847.696.1234 or faxing +1.847.698.0139. For a lower group rate (US\$154), make reservations in the Petfood Forum block of rooms prior to March 15, 2006 and before the group block is filled.

## Topic Summaries

### Genuine lean manufacturing

Lean manufacturing is one of the most tested and powerful transformation methods today. However, most companies do not use it in a way that yields its full potential. Do you know the difference between fake and genuine lean? Jamie Flinchbaugh will explain. He is a co-founder of the Lean Learning Center, Novi, Michigan, USA.



### The realities of globalization

Trade around the world has become a relatively level "playing field." Numerous technological advances and the lowering of political/trade barriers have made it possible to do business instantaneously with billions of people across the planet. Wallace Tyner, PhD will discuss what this means to your business. Dr. Tyner is the head of Purdue University's Department of Agricultural Economics at Purdue University, West Lafayette, Indiana, USA.

### Keeping consumer confidence

How a company deals with a crisis can determine whether a brand or company survives. Stephen Payne of The Petfood Institute (USA), will share ideas for successful management



of a crisis. He will also offer warnings on pitfalls and discuss how a trade association can help an industry overcome problems. Steve is The PFI's vice president of communications. He handles a variety of public relations and consumer affairs issues and manages The PFI Market Access Program, a USDA grant funded program to expand petfood exports overseas.

### Dental developments

Over the years, many pet dental homecare programs have been advocated. Evidence of effectiveness is highly variable, however. S. Dru Forrester, DVM, Hill's Pet Nutrition, will discuss a recent *Journal of Veterinary Dentistry* report that evaluates various dental homecare methods. She will talk about current evidence that supports the use of dental petfoods, chew toys, dental treats, tooth brushing, zinc salts and other methods. Dr. Forrester received her DVM from Auburn University and completed an internship, small animal internal medicine residency, and Master of Science degree at Texas A&M University.



## Specialty probiotics

Benedikt Sas, PhD will describe the benefits of the probiotic *Bacillus subtilis* PB6 for companion animals. He will also discuss its safety aspects, mode of action and challenges regarding its application. Dr. Sas started as a chemistry manager for Kemin Europe agrifoods, looking after the discovery and development of new antimicrobials, biosurfactants and antioxidants for the agricultural and petfood businesses. In 2001, Kemin Pharma was founded, and he took on the responsibility as the president. Kemin Pharma focuses on the discovery and development of innovative concepts and drugs for the treatment of infectious diseases.



## Smarter purchasing

Dave Albrecht will discuss how to develop a purchasing strategy and how to analyze the industry and the supplier for maximum company benefit. Other points he will cover include negotiating, sourcing techniques, leveraging, regulatory compliance and purchasing contracts. Dave has over 20 years purchasing experience including Fortune 500 companies such as Proctor and Gamble (The Iams Company) and Campbell Soup. He is currently director of purchasing for Wells Dairy, a leading US ice cream manufacturer.



## Feline obesity

Obesity has become one of the most common nutritional disorders in cats. Obese cats suffer a wide range of health problems such as diabetes mellitus, thyroid dysfunction, and hepatic, urological and cardiac disorders. Hussein S. Hussein, PhD will explain the etiology of feline obesity, evaluate its health risks and identify strategies for its prevention. Dr. Hussein is an Associate Professor of Nutrition and Microbiology at the University of Nevada-Reno, USA.



## The pet dietary supplements market

David Lummis is the pet market analyst for Packaged Facts, a division of MarketResearch.com. and author of "Market Outlook," a monthly column in *Pet Products News*. His report will:



- Quantify current size of pet supplements market (primarily horses, dogs, and cats) and project sales.
- Examine other market factors such as "functional pampering" (dubbed by Packaged Facts as the number one trend for 2006), the aging pet population and competition from nutrient-enhanced foods.
- Profile purchasers of pet supplements.

## Cold plasma odor abatement

Odor can be a big problem for petfood manufacturers. Non-thermal "cold plasma" odor control is an advanced technology that has been successfully used by the petfood industry. Arne Thomas Haaland will present the basic principles, design considerations and practical experience with the petfood industry. Arne is with Applied Plasma Physics (APP) in Stavanger, Norway. APP has been working with Griffin Cardwell, Louisville, Kentucky, USA, since 2002.

## State of the rendering industry

Without the rendering industry, byproducts from meat and poultry processing would fill up landfills quickly and the decomposing waste would contaminate our soil and water. In the last decade, renderers have had more than their share of problems, especially related to Bovine Spongiform Encephalopathy (BSE). Douglas P. Anderson will share his insights on the state of the rendering industry. Doug is vice president-rendering at Smithfield Foods—based in Smithfield, Virginia, USA—the world's largest pork processor and producer. He holds officer-level positions with the National Renderers Association, the World Renderers Association and the North American Rendering TSE Coalition.

## Mandatory caloric labeling?

The Association of American Feed Control Officials (AAFCO) is considering an amendment of the Model Regulations that would require a calorie content statement on all dog and cat food labels. Dr. Dzanis will describe the label changes that could be required, as well as how pets, pet owners and manufacturers could benefit. Dzanis is a consultant for the petfood industry and a former petfood expert with the US Food and Drug Administration.



## Leveraging production information

Ray Bachelor, a licensed professional engineer, founded Bachelor Controls, Inc. in 1983. His presentation will cover how to make better use of your production information, including:



- Tying the information such as production schedules, recipes, production results and raw material usage into your business systems; and
- Tracking plant floor activities; and
- Making better business decisions.

## Petfood plus: Functional ingredients

Greg Aldrich, PhD will explore functional ingredients that fortify the antioxidant defense system. Whether dog, cat, mouse or man, antioxidants are crucial to survival in an oxygenated world. Physiologically unchecked oxidation can lead to many disease states which are painful, chronic, and degenerative. Key metabolic antioxidants, such as glutathione peroxidase and ascorbic acid, have been shown to protect against oxidative damage. Dr. Aldrich is a nutrition consultant in the petfood industry.



## Innovative packaging ideas

Arielle de Jong, of TNO Nutrition and Food Research, will discuss a multi-discipline approach to petfood packaging. For example, it can combine expertise focused on:

- Packaging materials (innovative materials, functional barriers, migration, technology engineering and rapid prototyping).
- Technological aspects (shelf-life, sensory and microbiological quality and toxicology).

Packaging can interact with petfood by actively regulating conditions, thereby extending shelf-life and improving safety and quality.

## New product trends

Sumitha Nair from Mintel International, will explore the global arena of new petfood products. She will analyze some of the trends that are gaining momentum within the category, including health, humanization and specialization. This presentation will also examine a few rapidly growing ingredient claims and innovative packaging opportunities, as well as present key regional drivers and a look at future trends. Sumitha is a senior consultant with Mintel International Mintel Custom Solutions. She provides strategic guidance and analysis to a diverse portfolio of consumer packaged goods clients.



## The EU regulatory climate

Thomas Meyer is the secretary general of FEDIAF, the European association of individual country petfood manufacturer trade associations. He will describe how EU petfood regulations strive to achieve the best possible consumer protection and public health policy. Mr. Meyer will give the legal-technical



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background, summarize recent regulatory developments and elaborate in more detail on:

- Animal by-products/TSE;
- The imminent review of labeling and claims rules; and
- The further developments on the re-approval of all petfood additives.

Thomas is a lawyer who has been Secretary General of FEDIAF since 1998.

## Controversial ingredients

Genetically-modified ingredients, meat and bone meals and others—you know how these controversial ingredients affect your business now, but what about the future? This presentation goes beyond advocating a position. Juliet Zavan will use real-world examples and examine how such controversies can be expected to evolve over time and how businesses can prepare for the changes. Ms. Zavan is a multi-lingual management consultant. Her consultations cover new business opportunities, strategy, valuations, international operations, strategic alliances and competitive positioning.



## Mycotoxins: Better prevention and treatment

Current research has found new and better ways to detect and detoxify mycotoxins. Recently, dozens of dogs in the US died after eating mycotoxin-contaminated, commercial petfoods. Timothy Phillips, PhD of Texas A&M University, a widely-respected mycotoxin researcher and expert, will discuss some of his recent findings and offer practical advice.

## Extrusion trouble-shooting guide

Petfood extrusion is a complex process that is often considered more of an art than a science. Despite its complexity, there is a systematic approach to understanding and training for extrusion by organizing the process into manageable topical areas. Brian Plattner, PE, manager of the Wenger Technical Center will cover:

- Raw material selection;
- Hardware configuration;
- Processing conditions; and
- Final product characteristics.

He will examine how these topics impact the critical product characteristics such as shape and density. He will also give practical advice on how to manipulate the process variables to bring a final product back into specification.



## Flavor systems

Formulating with new flavors should be highly collaborative. Kantha Shelke will describe how successful initiatives involve marketers who provide the concept, flavor suppliers who provide the aroma compounds, flavorists who understand the material interactions, product developers who put it all together and plant operators who help ultimately to make the flavor system work. Kantha is a principal at Corpus Blue LLC, a Chicago firm that specializes in competitive intelligence and expert witness services.

## Good fats, bad fats

The concept of good fats and bad fats is one that helps humans keep track of their dietary habits and heart disease risk. John E. Bauer, PhD, DVM will discuss how dogs and cats are different and able to withstand both types of fats in their diets. For them these fats are either facilitative or functional. Dr. Bauer is Professor of Small Animal Medicine and holds the Mark L. Morris Professorship of Clinical Nutrition at the Veterinary College of Texas A&M University. His areas of specialization are lipid biochemistry, disorders of lipid metabolism and comparative nutrition.



## Asian industry analysis

The Asian petfood market is dynamic and growing rapidly. Eric Combelles, Euromonitor International, will talk about the characteristics of this market. Japan dominates sales of dog and cat food. Growth in China, with the second largest dog and cat food sector in the region, has been buoyant due to the increasing popularity of mid-priced and premium dog and cat food. Mr. Combelles monitors the research for the petfood industry in Euromonitor's key 52 countries.



## Regulation and labeling update

Information on a petfood label ranges from a statement as simple as that of net weight to recommendations for use as dietary therapy for some disease conditions. Manufacturers view a petfood label as an important aspect of the product as it communicates something about the nature of the product to the consumer. Dr. Dzanis will discuss why it is important that the consumer be aware of the valuable information on a petfood label. Dzanis is a consultant for the petfood industry and a former petfood expert with the US Food and Drug Administration.



## Ten ways to increase packaging productivity

Packaging analyst Ben Miyares is the vice president of industry relations at the Packaging Machinery Manufacturers Institute. He will explain several ways for petfood manufacturers to increase packaging productivity, including:

- Collaborate with your packaging machinery team.
- Establish realistic performance metrics.
- Maximize the performance of your installed equipment.

Miyares is editor and publisher of *Ben Miyares' Packaging Management Update®*, a weekly online resource from PMMI that tracks packaging materials and machinery technology trends.



## Animal welfare: Getting to research transparency

Dr. Daniel Carey, director of technical communication in the R&D division of The Iams Company, will explain why he thinks animal welfare guidelines should not be proprietary. He believes that petfood companies need to compete in other areas: Innovating, processing and marketing. However, when it comes to animal welfare, he says petfood companies should be more open and transparent about what they are doing by:

- Having a well-defined, well-being policy.
- Auditing studies and procedures.
- Increasing reliance on non-traditional settings.
- Providing for the destiny of dogs and cats used in feeding trials.



**Petfood Forum has become the meeting place for petfood professionals. It will be at the Hyatt Regency O'Hare, Chicago, Illinois, USA, April 3-5, 2006. In addition to our website ([www.petfoodindustry.com](http://www.petfoodindustry.com)), you can get more specific information by E-mailing [Marcia Riddle at Riddle@wattmm.com](mailto:Marcia.Riddle@wattmm.com) (attendees) or [Dee Henson at Henson@wattmm.com](mailto:Dee.Henson@wattmm.com) (exhibitors).**

*This information was as accurate as possible at press time. Speakers and topics are subject to change. Please consult your Petfood Forum 2006 program at the event for the most recent schedule and speaker line-up.*



# Petfood Forum 2006

Sessions in the same time slot are concurrent

## SECTION A

Preliminary schedule

## SECTION B

### MONDAY—April 3, 2006

Registration 1:00—7:30 pm  
Reception—Hors d'oeuvres and cocktails 5:30—7:30 pm

Registration  
Reception—Hors d'oeuvres and cocktails

### TUESDAY—April 4, 2006

Breakfast 7:00—8:00 am  
Exhibits open 9:00 am—7:30 pm  
Lean manufacturing 8:00—8:40 am  
*Jamie Flinchbaugh, Lean Learning Center*  
Keeping consumer confidence 8:45—9:25 am  
*Stephen Payne, The Pet Food Institute*  
Break 9:30—10:10 am  
Specialty probiotics 10:15—10:55 am  
*Benedikt Sas, PhD, Kemin Pharma*  
Feline obesity 11:00—11:40 am  
*Hussein Hussein, PhD, Univ. of Nevada-Reno*  
Lunch 11:45 am—1:00 pm  
Cold plasma odor abatement 1:00—1:40 pm  
*Arne Thomas Haaland, Applies Plasma Physics*  
Mandatory caloric labeling? 1:45—2:25 pm  
*David Dzanis, DVM, PhD, Dzanis Consulting*  
Break 2:30—3:10 pm  
Petfood plus: Functional ingredients 3:15—3:55 pm  
*Greg Aldrich, PhD, Pet Food & Ingredient Tech.*  
New product trends 4:00—4:40 pm  
*Sumitha Nair, Mintel International Group*  
Controversial ingredients 4:45—5:25 pm  
*Juliet Zavon, Industry consultant*  
Reception—Hors d'oeuvres and cocktails 5:30—7:00 pm

Breakfast  
Exhibits open  
The realities of globalization  
*Wallace Tyner, PhD, Purdue University*  
Dental developments  
*S. Dru Forrester, DVM, Hill's Pet Nutrition*  
Break  
Smarter purchasing  
*David Albrecht, Blue Bunny Ice Cream*  
Report on the pet dietary supplements market  
*David Lummis, Packaged Facts*  
Lunch  
State of the rendering industry  
*Doug Anderson, Smithfield Foods*  
Leveraging production information  
*Ray Bachelor, Bachelor Control Systems*  
Break  
Innovative packaging ideas  
*Arielle de Jong, MSc, TNO*  
The EU regulatory climate  
*Thomas Meyer, FEDIAF*  
Mycotoxigenesis: Better prevention and treatment  
*Timothy Phillips, PhD, Texas A&M*  
Reception—Hors d'oeuvres and cocktails

### WEDNESDAY—April 5, 2006

Breakfast 7:00—8:00 am  
Exhibits open 7:30—10:30 am  
Extrusion trouble-shooting guide 8:00—8:40 am  
*Brian Plattner, Wenger Manufacturing*  
Good fats, bad fats 8:45—9:25 am  
*John Bauer, DVM, PhD, Texas A&M University*  
Break 9:30—10:10 am  
Ingredient statement controversy 10:15—10:55 am  
*David Dzanis, DVM, PhD, Dzanis Consulting*  
Ten ways to increase packaging productivity 11:00—11:40 am  
*Ben Miyares, PMMI*  
Luncheon 11:45 am—2:00 pm

Breakfast  
Exhibits open  
Flavor systems  
*Kantha Shelke, Corpus Blue LLC*  
Asian industry analysis  
*Eric Combelles, Euromonitor International*  
Break  
Wet petfood processing progress  
*Scott Morris, PhD, University of Illinois*  
Animal welfare: Getting to research transparency  
*Dan Carey, DVM, The Iams Co.*



# Focus 2006: Anticipation Palatability Perspectives

BY JENNIFER KVAMME, DVM

*This information was as accurate as possible at press time. Speakers and topics are subject to change. Please consult your Focus on Palatability program at the event for the most recent schedule and speaker line-up.*

Dog and cat owners worldwide love to watch their “kids” eat with enthusiasm. Because of this, the palatant industry is big business. At this year’s Focus on Palatability, industry experts will discuss several facets of this big business in greater detail. This symposium for petfood manufacturers and suppliers is separate from, but will immediately follow, Petfood Forum 2006.

Focus on Palatability consists of 12 presentations scheduled for April 5-6, 2006 at the Hyatt Regency O’Hare in Chicago, Illinois, USA. More information or online registration is available at [www.petfoodindustry.com](http://www.petfoodindustry.com) or by E-mailing Marcia Riddle at [riddle@wattmm.com](mailto:riddle@wattmm.com).

At this symposium you will learn useful ideas that relate to petfood palatability. Focus on Palatability will:

- Investigate what’s new in the science of palatability;
- Examine the consequences of the on-going race for the best palatability; and
- Consider animal welfare concerns related to palatability testing and to clinical and basic research.

For members of the American Registry of Professional Animal Scientists (ARPAS), Focus on Palatability provides six continuing education credits.

## Feline in-home palatability tests

The increasing need for humane pet and animal food and product testing has resulted in the development of the Citizen Scientist® program by Dr. Timothy Bowser and Dr. Charles Abramson. The program safely and humanely tests preferences and palatability with emphasis on felines and their owners. All testing



is conducted in-home or on-farm, under no-stress conditions for the animals and their owners. Timothy Bowser, PhD, will be discussing how the program works and elucidating on some recent data on feline palatability. He is an associate professor at Oklahoma State University and co-director of the OSU Center for Palatability Studies for Pet and Animal Foods. He has over 20 years of experience in industrial and academic settings.

## Behavioral aspects of preference

Animals’ food choices are determined by: Species-typical, congenital flavor preferences; individual experience of consequences of ingesting potential foods; and information acquired from conspecifics. The importance of the first two determinants in shaping dietary repertoires is widely appreciated. In his presentation, Bennett Galef, PhD, will focus on social interactions affecting food choices. Dr. Galef is emeritus professor of Psychology at McMaster University in Hamilton, Ontario, Canada, and has authored more than 250 papers on animal behavior; edited four books on animal social learning; and is past executive editor of the journal *Animal Behaviour*.



## Packaging and palatability

Preserving the palatability of a petfood product on the retail shelf is of major importance. Packaging plays a key role in this preservation process. In this presentation, Scott Morris, PhD, will expand on the ways packaging can help maintain palatability as well as prevent



spoilage. Dr. Morris is an associate professor in the Departments of Food Science and Human Nutrition and Agricultural Engineering at the University of Illinois at Champaign-Urbana.

## Is too palatable irresponsible?

Pets live increasingly more sedentary, indoor lives, while their owners provide excessive treats and foods to enhance the human-animal bond. The resulting increased caloric intake frequently causes weight gain, which can lead to obesity. In his presentation, Sean Delaney, DVM, DACVN, will point out how the petfood industry can help prevent and manage the obesity epidemic in companion animals.



Dr. Delaney earned his DVM and Master’s degree in Nutrition from the University of California, Davis. He is a Diplomate of the American College of Veterinary Nutrition (ACVN) and is currently employed as a lecturer in Clinical Nutrition at the University of California, Davis. Dr. Delaney is also the principal consultant for Davis Veterinary Medical Consulting, which specializes in nutritional consulting for the petfood industry.

## New technologies for studying flavor release

Controlling flavor release is central to the success of new petfood products. At the Technological Institute in Denmark, work focuses on a dynamic characterization of aroma and taste compounds to understand and enable the use of the interaction between these compounds and the major ingredients used in food



products. The center's main goal is to generate the basis for new products with better taste. Anne Maria Hansen is Centre manager for the Center for Foodtechnology at the Danish Technological Institute. She will present the Institut's most recent collaboration project between six other organizations, partially funded by the Danish Ministry of Science, Technology and Development.

## Genomics: Pinpointing palatability

The sequencing of the canine genome is a milestone. It allows workers to study the complex olfactory system of the dog. The biology of taste is inextricably linked to the sense of smell, and future work will address the genetic basis of taste. Keith Murphy, PhD, will demonstrate recent advances due to genomics research, along with planned work and applicability to the petfood and animal pharmaceutical industries.



Dr. Murphy received his BS in Microbiology, his Master's degree in Microbiology and his PhD in Genetics. He is currently professor of Veterinary Pathobiology in the College of Veterinary Medicine and Biomedical Sciences at Texas A&M University. Work in his laboratory concerns hereditary diseases of the domestic dog. This work includes the use of genetic and genomic approaches to dissecting the genetics underlying diseases and behavior.

## The chemistry of savory flavors

Both dogs and cats show a preference for proteins with meaty, raw or roasted tastes and aromas—commonly known as savory flavors. These taste preferences are important for both improved palatability and for increased nutritional value of petfood. Nayan Trivedi, PhD, will detail, with specific examples, how Maillard reactions can be manipulated to generate desired flavor profiles. He will also discuss how savory flavors are created by utilizing natural vegetable or animal meat or meat by-products. The discussion will include how one can create various flavor notes by utilizing different amino acids, sugars and vitamins—as well as by varying physical factors such as time, temperature and pH of the reactions.



Dr. Trivedi is a microbiologist/food technologist with industrial research and product development experience in the food, pharmaceutical and petfood industries. He has been engaged in the creation of savory flavors for over twenty years, the last ten years with AFB International creating meat and vegetable protein-based savory flavors for companion animals.

# Focus on Palatability

WEDNESDAY—April 5, 2006

- |              |  |
|--------------|--|
| 1:00—3:00 pm | Registration   |
| 3:00—3:30 pm | Citizen Scientists: Feline in-home palatability tests<br><i>Timothy Bowser, PhD, Oklahoma State University</i> |
| 3:30—4:00 pm | Behavioral aspects of preference<br><i>Bennett (Jeff) Galef, PhD, McMaster University</i>                      |
| 4:00—4:30 pm | Packaging and palatability<br><i>Scott Morris, PhD, University of Illinois</i>                                 |
| 4:30—5:00 pm | Is too palatable irresponsible?<br><i>Sean Delaney, DVM, Davis Veterinary Medical Consulting</i>               |
| 5:00—5:30 pm | New technologies for flavor release<br><i>Anne Maria Hansen, Teknologisk Institute</i>                         |
| 5:30—6:30 pm | Reception  |

THURSDAY—April 6, 2006

- |                |   |
|----------------|---|
| 7:00—8:00 am   | Buffet breakfast  |
| 8:00—8:30 am   | Genomics: Pinpointing palatability<br><i>Keith Murphy, DVM, PhD, Texas A&amp;M University</i> |
| 8:30—9:00 am   | The chemistry of savory flavors<br><i>Nayan Trivedi, PhD, AFB International</i>               |
| 9:00—9:30 am   | Wet processing's impact on palatability<br><i>Elodie Pettelot, SPF</i>                        |
| 9:30—10:00 am  | Dry processing's impact on palatability<br><i>Sajid Alavi, PhD, Kansas State University</i>   |
| 10:00—10:30 am | Break   |
| 10:30—11:00 am | In-home palatability testing design<br><i>Robert Griffin, PhD, consultant</i>                 |
| 11:00—11:30 am | Welfare concerns and palatability testing<br><i>Dan Carey, DVM, The Iams Company</i>          |
| 11:30 am—Noon  | Innovative ingredients<br><i>Lynn Deffenbaugh, PhD, AFB International</i>                     |

## Wet processing's impact on palatability

Wet petfood palatability is the result of several process-related factors including: Product type, formula, use and application of palatability enhancers, packaging, cooking, retorting and their interaction. In her presentation, Elodie Pettelot will discuss specific methods developed in order to better understand palatability drivers of wet products, such as texture measurement and study of animal behavior.

Ms. Pettelot has a Master's degree in Food Science. She specializes in wet petfood palatability systems and development of palatability enhancers for wet petfood. She joined SPF's R&D team three years ago, where she is currently the wet petfood R&D project manager.



## Dry processing's impact on palatability

Extrusion is a commonly-used process for producing petfood. The high-temperature and high-shear nature of the process; its ability to handle a large amount of meat ingredients; and the capability for adding lipids and other palatability enhancers before, during or after the process lend a great degree of flexibility in enhancing palatability of any extruded petfood.

Sajid Alavi, PhD, will focus on the effects of addition of lipid and fresh meats to the extrusion mix on the palatability of the end product. Addition of palatability enhancers to increase acceptability of the product will also be addressed, as well as the effects of preconditioning. Dr. Alavi received his PhD in Food Science from Cornell University in 2001. He joined the Department of Grain Science and Industry at Kansas State University as assistant professor in 2002. Dr. Alavi's research interests lie in food engineering—more specifically in the areas of extrusion processing, rheology, food microstructure imaging and structure-texture relationships.



## In-home palatability testing design

When people in the petfood industry discuss in-home testing they usually focus on one or a combination of three concepts: Testing in pet owners' homes where the sole source of information comes from



the pet owners; testing in pet owners' homes (standard two-pan preference test) using the owners' pets; and/or the relationship between tests conducted with animals housed in a testing environment (i.e., kennels or catteries) and tests conducted in the home using input from the pet owners only. Robert Griffin, PhD, will address each of these topics with emphasis upon the methods commonly employed; the nature of the data generated; and examples of where the relationship between the two tests is positive and others where it is negative.

Dr. Griffin received his Doctorate in Experimental Psychology, Animal Behavior, Learning and Motivation from Florida State University. He has had experience teaching at the college level, followed by employment in the Gaines Division of General Foods Corporation. He was a private consultant for several years and joined Hill's Pet Nutrition in 1993. In 1995, he restarted his consulting venture. He currently has clients in the human and petfood industry, where he is focused upon statistical applications, consumer and sensory testing and process control/development.

## Welfare concerns and palatability testing

Animal welfare has been at the forefront of controversy in recent years. According to Dan Carey, DVM, animal welfare guidelines in the petfood industry should not be proprietary. He believes that the petfood industry should be at the forefront of driving animal welfare. In his presentation, he will show how the industry can have a well-defined, well-being policy.



Dr. Carey is a veterinarian and Director of Technical Communication in the Research and Development Division of The Iams Company. He received his DVM from the University of Missouri in 1978 and has spent the past 25 years in clinical nutrition and nutritional research. He is co-author of *Canine and Feline Nutrition* and co-editor of all three volumes of *Recent Advances in Canine and Feline Nutrition*.

## Innovative ingredients

Palatability of a diet is not equal to the sum of the palatability of all the individual ingredients measured separately. Efforts to improve palatability by un-systematic trials of "add-in" ingredients have a low probability of success. In her presentation, Lynn Deffenbaugh, PhD will focus on how selecting ingredients to optimize palatability is more successful using integrative techniques and statistical tools such as principle component analysis.

Dr. Deffenbaugh is currently working on new business development with AFB International, Inc. She has previously held various research and technical service positions in the petfood industry with Kemin Industries, Inc. and Hill's Pet Nutrition, and has additional experience in human food product development with Kraft General Foods, Inc. and General Mills, Inc.



*This information was as accurate as possible at press time. Speakers and topics are subject to change. Please consult your Focus on Palatability program at the event for the most recent schedule and speaker line-up.*

# How to attend

## Focus on Palatability registration information

Focus on Palatability will be held at the Hyatt Regency Hotel, near Chicago's O'Hare International Airport. The registration fee includes an evening reception and breakfast listed in the schedule of events (see p. 27). For registration information visit our website, see p. 12 or contact:

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# Trade show

*Get the most out of your exhibit at PFF 2006*

*tips*



**S**uppliers participate at trade shows (like Petfood Forum) for a number of reasons, including maintaining presence in the market, to launch new products or business ventures, to prospect or to generate direct sales. Following are a few general observations on successful approaches:

## **Identify your visitors**

- Compile a list of the people you expect to see based on customer/market knowledge. Always arrive at the event prepared.

- Find out who each visitor is, who they work for, and what they are interested in. This will identify them as a prospect, supplier, distributor or publication—and consequently, how much time is warranted. Know how to disengage politely.

- Ask everyone who enters the stand for a business card. Twenty percent of all people change information on their business card every year.

## **Optimize your investment**

- Welcome everyone who enters the booth/stand. Prior to the event, agree on the key messages you wish to convey. And what supplementary information is important. Prepare appropriate literature packs to hand out.

- Identify roles as a group. Decide who will address certain roles and issues during staff rotations. Technical, sales and business inquiries should be directed to the best representative available.

- Look like you want to talk to prospects and try to stay fresh. Rotate staff positions as often as possible. This reduces boredom and stimulates booth traffic flow. Be at the booth only when scheduled. People hanging around can discourage those wanting to do business. The booth is not a meeting place for old friends.

- Ask visitors if they are aware of the full extent of your business's capabilities and services. Most

*Ask every person if you can add them to your mailing list—a process guaranteed to foster new business.*

clients are only aware of the services they buy but maybe not others. Prospects may be unaware too.

- Ask every person if you can add them to your mailing list—a process guaranteed to foster new business.

## **Avoid negatives**

- Try not to sit down unless meeting with a visitor. If you need a break, take it somewhere else. Food and drink should be consumed away from the booth/stand or limited to one preferably less conspicuous area.

- Don't ask questions that invite a "No" or a negative response. Try to stimulate.

- Traffic flow is key to success, so keep all booth entry points clear. Don't block information panels or displays, the reception desk or access to literature. →

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*That's Nice LLC is a marketing communications agency. Contact: Tel: +1.212.779.4144, E-mail: orange@thatsnice.com, Website: www.thatsnice.com.*



# An aisle seat *Top tips towards trade show success*

BY SUSAN A. FRIEDMANN, CSP

**H**ow many teams does your company send to a trade show? Unless you work for a large company, the answer is probably one. So, the same small group of staff members has to pull double-duty at the trade show, acting as both booth staff and gathering relevant information.

Are you prepared to be an attendee? Getting the most out of a trade show requires careful preparation. With two important tasks to balance, planning becomes even more important. Thirty-nine percent of all trade show attendees spend less than eight hours visiting a show—and exhibitors who have a booth to manage have a mere fraction of that time span available.

To get the most from attending a trade show, you have to have a clear strategy in mind. Knowing what you need to accomplish before, during and after the show is the first step toward success.

## **Before the show**

Make a list of the goals you want to achieve—personal goals and those of your company. Every subsequent decision that you make should put you closer to achieving your goals. Read through the trade show promotional materials carefully. Make a plan for attending the show. Include a list of “must see” booths and “want to see” booths. Spend a little time researching the vendors, so that you’ll have a clear idea of who you need to see, and what you need to learn from them. That way you’ll have useful questions to ask, and will waste little time with small talk.

Decide how much time you want

to spend at the show, and then allot an appropriate amount to each booth, making sure to schedule the “must see” booths first. Consider making appointments with those exhibitors you really want to meet with. If co-workers are attending the show with you, divide the show up into sections. Each team member can sit in on different seminars to maximize the amount of information gathered by the entire team.

Once you’ve decided who you need to see, get a map of the show floor and prioritize your route. Additionally, develop a lead form to record vendor names, products, contact information and any follow-up notes you’ll want to remember after the show.

## **During the show**

After getting your registration materials, consult the latest version of the trade show directory and revise your plans as necessary. Exhibitors may have dropped out or arrived unexpectedly, or seminar times may have changed. Collect the information that is of interest to you or that could be valuable to others in your company. Take regular breaks to make notes. The notes will help you write your trip report.

Trade shows are the ideal opportunity to gather information about what your competitors are doing. It’s often the first glimpse you’ll get of new product releases, special programs or fresh marketing initiatives. A simple: “So, what do you guys have in the pipeline?” may reward you far more than any carefully-worded queries about technical specs. Let exhibitors know that you are on a tight schedule. They want to make the best use of their time as well, and will gladly cut to the

chase with you. Sometimes booth staff may not have the answers you require. In that case, ask who you should contact at their firm for follow-up.

Don’t be shy about by-passing booths that do not interest you. The exhibitors won’t mind. They want to devote their time to potential customers. At the same time, keep your eyes open for networking opportunities. Industry leaders haunt trade shows, and they’re great people to know. Be social at receptions—this is the time to hand out those business cards.

## **After the show**

At the end of the day, take some time to organize the information you’ve gathered. If it’s for co-workers, sort it into envelopes and address them to the relevant person. If the information is for you, sort it by priority, affixing sticky notes to jog your memory after you’ve returned from the show.

Take a moment after the show to make note of any exhibits or displays that you thought were particularly effective. What did they do that you could implement in your own company’s marketing campaign? Be sure to follow up with new contacts and vendors after the show. Having a clear plan of action will make sure that the time you spent at the show was a worthwhile investment. ➔

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*Ms. Friedmann is author of Meeting & Event Planning for Dummies, and works with companies to improve their meeting and event success through coaching, consulting and training. E-mail: [info@thetradeshowcoach.com](mailto:info@thetradeshowcoach.com), Website: <http://www.thetradeshowcoach.com>.*



# Be profitable & productive

How to get more than you expect in 2006

BY JOHN GRAHAM

What can we do to make 2006 a profitable and productive year? Here are 20 ideas that can make the next 12 months turn out better than you might imagine:

➤**1. Focus on saving money for customers.**

Use this theme to brand your business. Be known for coming up with solutions that reduce costs without compromising quality. If it isn't necessary or correct, don't let them buy it. If it isn't right, advise against it: "Do you really want to do that?"

➤**2. Be the consultant.** This isn't about gimmicks or ruses. It isn't using a title on a business card to mask that you're in sales. And this isn't so-called "consultative selling." It means being thoroughly knowledgeable about a customer's business so you can be candid and offer workable options that may or may not be related to what you sell. As a by-product, this is perhaps the best way to earn respect.

➤**3. Offer ways to save time.** While price is always important, saving time can be equally so. It translates into reducing costs. Make sure your customers recognize the time-saving benefits of what you're selling.

➤**4. Stay closer to customers.** Customer contact is changing as companies deal with higher gasoline and travel costs. Develop a schedule for all types of planned contacts—phone conferences, direct mail, E-mail and in person. This is more important than ever since the competition is on the prowl. Large companies are looking to attract long-ignored smaller customers, for example. You need to be there.

➤**5. Focus on differentiation.** There's danger ahead when we allow our products and services to look like everyone else's. Do battle to avoid anything you sell being perceived as a commodity by giving products and services a unique identity.

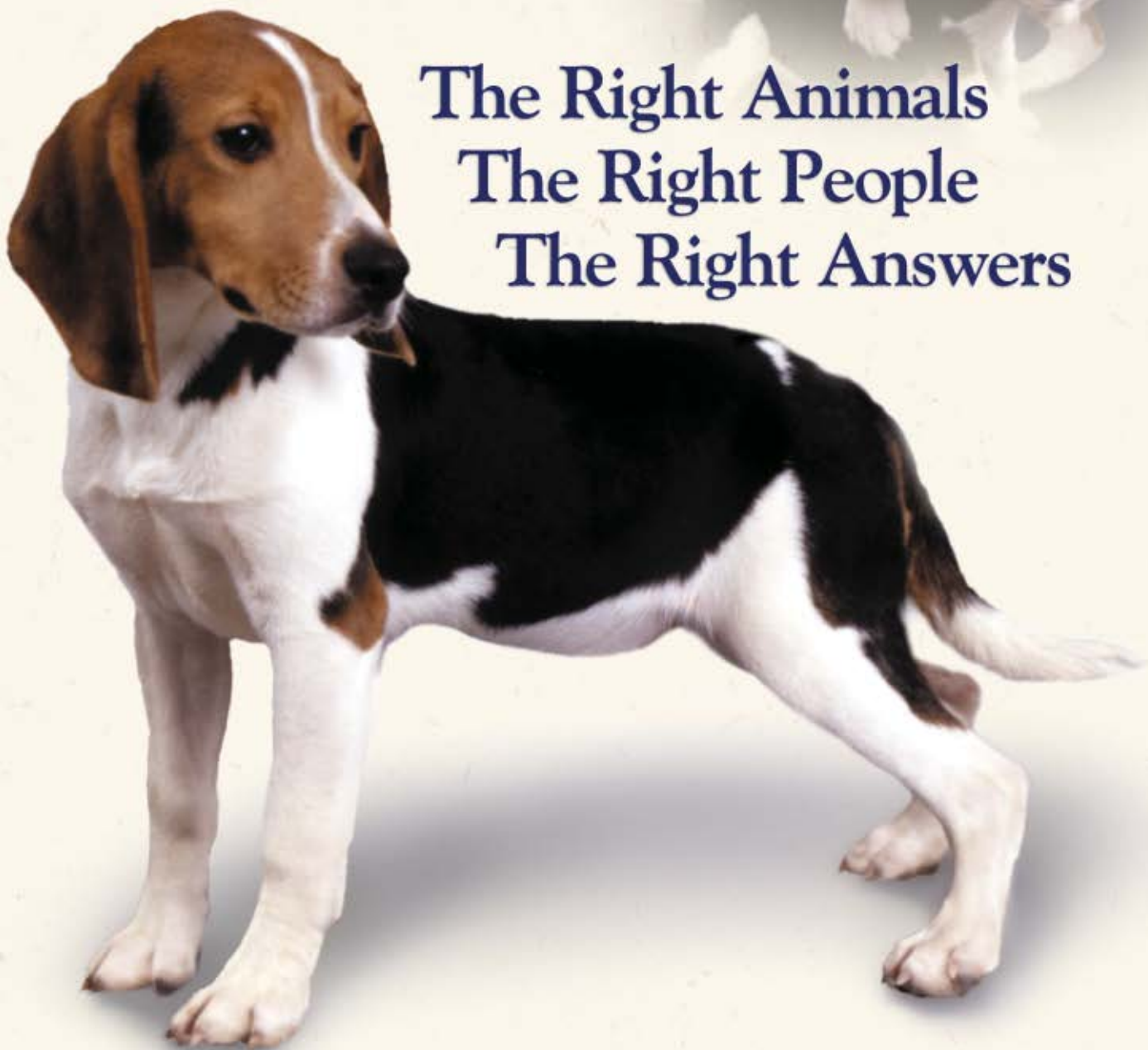
➤**6. Keep the CEO out of marketing.** Top management controls the budget, so its buy-in is necessary when it comes to marketing. But the top brass can also present a problem—they tend to view everything through company eyes and have a particularly difficult time thinking like a customer. It's only natural, since the company is their mission. Make sure you have a capable marketer available to help the CEO understand the role of marketing.

➤**7. Don't get distracted.** This is the year to stay on course. That means focusing on performance, getting everything right. While new ideas are exciting, they can be dangerous if they distract from getting the job done.

➤**8. Plan and execute.** Talking doesn't make it so; simply saying "yes" doesn't necessarily get the job done. Make this a priority: Who's going to do what to whom and when? Poor performance results from poor planning.

➤**9. Take advantage of your expertise.** Every business has more expertise than it realizes. Pick out two or three niche markets where you have several customers, and brand your company as the "go to" people for each one. Create specialized letterhead, business cards, direct mail and other marketing materials such as a dedicated website for each segment. Put your expertise to work where it works best for you.

➤**10. Take advantage of direct mail.** Forget about all those E-mail and fax "blasts." Make sure E-mails are personalized and focused on the recipients. The goal is to connect with the right customers. While "blasting" is easy and cheap, it rarely delivers expected results. Direct mail



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takes planning and careful execution, but you can hit the right customers.

**>11. Update corporate identity.** You want customers and prospects to give you a second look. Attract attention by selecting compelling colors and a logo design that sends the message that your company is energized. Use this as an opportunity to re-affirm your core message.

**>12. Prospect systematically.** Most so-called "prospecting" is random and dependent on luck rather than carefully planned, properly-executed and consistent efforts. Efficiency and sales growth depend on year-round prospect development. Since buying decisions take longer and longer today, cultivating a minimum of several hundred prospects at all times is necessary.

**>13. Marketing precedes selling.** "The goal of marketing is to make selling superfluous," stated the legendary Peter Drucker. Failure to create a buying environment through marketing makes getting sales feel like pushing boulders up a mountain.

**>14. Ask customers what they want and give it to them.** Isn't just the wrong movie that keeps the theater seats empty, it's the wrong venue. Why go out to see an expensive movie, eat pitiful popcorn and walk on a sticky floor, when you can relax at home and watch a movie on a brilliant, sharp flat screen on the wall? Why not answer an E-mail in real time with a BlackBerry rather than waiting to get back to the office to check your E-mail? Why not let consumers listen to the music they want when they want it on the cheap? Give them an iPod nano.

**While new ideas are exciting, they can be dangerous if they distract from getting the job done.**

**>15. Cut the nonsense.** Knock off the hype and all the corporate jargon. Telling it simply and clearly captures attention. Forget about using the latest titles; they're self-serving and no one cares. Get off the kick of trying to impress people; then you'll have plenty of time to hone a compelling 30-second speech on why a customer should do business with you.

**>16. Knowledge-based relationships.** It's slow to sink in, but the revolution is here: Knowledge-driven business relationships are where it's at today. Knowledge-based business relationships are critical to sales success.

**>17. Avoid overload.** Don't pile the plate so full that it loses its appeal. Tantalize customers and prospects with one benefit, one concept or one opportunity at a time. If you're doing direct mail, plan the campaign so

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you can showcase one facet at a time. Don't try to tell the whole story in a single letter. Let the story unfold in a series of letters. In the same way, plan several sales calls before trying to close the deal.

➤**18. Persistence is power.**

Salespeople know decisions are delayed and often drawn out over months (and sometimes even years); so you'd better be there when a prospect is ready to buy. Fourteen years after giving a seminar, a marketing executive received a call from a salesperson who had attended the session and received the marketer's newsletters over the years. What followed was a meeting with the company's VP to plan a marketing effort.

➤**19. Use technology to the fullest.** Technology wins. The issue isn't whether a person answers the phone, it's making it easy for someone to contact you. Call forwarding from the office to a cell phone sends the right message. One of the best ways to compete with large corporate competitors is to push the technology. No salesperson should be without a laptop with a cell phone connection, a BlackBerry or both. More and more, customers expect real-time responses.

Salespeople who do it now, get the business. At the top of the list should be a customer relationship management system that automates sales activity and prospect cultivation. ACT!, Maximizer and GoldMine are versatile and powerful. From a service perspective, call centers have evolved and are virtually transparent to the customer. If it makes it easy and convenient for the customer, it passes the test.

➤**20. Business isn't warfare.** It's easy for the competitive spirit that drives business to get misdirected. It's less about beating the competitor and more about getting and keeping customers. In some ways, this is a far more difficult and less exciting task, but nevertheless, it's the really important one. In fact, business consultant Gary Hamel holds that the task is to move away from the competition. That's

what differentiation is all about and why IKEA is so successful.

There seems to be indications that 2006 may hold some surprises, one of which is a more serious and focused business mindset. These 20 guidelines can help you get even more than you expect from the year ahead. ➤

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# Life is more than petfood:

## *A procrastinator's "Guide to the Internet"*

**F**requent readers of this column may have perused my thoughts on "Structured Procrastination" in the past. For those who haven't, it is the discipline by which a lot of work can be accomplished in the process of avoiding doing something even more important. In fact, as I compose this column over a week before its deadline, I am consciously evading another much more urgent matter.

While a long-time practitioner of Structured Procrastination, I appreciate that sometimes only plain, simple procrastination will suffice—and that there are just so many games of computer solitaire a person can play. As a service to those like-minded readers (whether they be from industry or government), below are a few websites that have absolutely nothing to do with petfood, nutrition or regulations.

I am not the creator of Structured Procrastination, merely a humble student. To view the thoughts of the original theorist, see the treatise by John Perry at <http://www-csli.stanford.edu/~john/procrastination.html>.

### **Deep thinker or easily amused?**

The website for the "Annals of Improbable Research" (<http://www.improb.com/>) is a bit esoteric for some, as it is humor by, about and for scientists. I think AIR is where I originally learned about Structured Procrastination. Readers also can submit papers that actually have been published in the scientific literature on research that the reader believes are

**Here are a few websites that have absolutely nothing to do with petfood, nutrition or regulations.**

— D. Dzanis



"improbable." I once contributed a paper entitled "*Salmonella* excretion in joy-riding pigs" that ended up winning its author an Ig Nobel Award.

Another science-related, albeit less recondite, site is "Ask Dr. Science" (<http://www.drscience.com>). Like the Dr. Science radio program and the long-defunct TV show, it's funny for all. I still have the "I Know More Than You Do!" Dr. Science coffee mug that I used to take with me to internal Food and Drug Administration meetings. The Association of American Feed Control Officials may be interested to know that Dr. Science also does public appearances at business meetings and conferences (hint, hint).

*The Onion* (<http://www.theonion.com>), a satirical newspaper, is very entertaining as well. A word of caution, though. While I personally think the website is "safe for work," I know of at least one government employee who was expressly and specifically banned from visiting the site while on the job.

Who doesn't enjoy a good lawyer joke? Because I am married to a lawyer, I am allowed to disseminate lawyer jokes with legal impunity

(I think it's a federal law, not just a state thing). Anyway, go to <http://www.lawyer-jokes.us> to refresh your memory of your favorites and maybe even learn a few new ones.

For the very bored, and/or easily amused, visit the "Traffic Cone Preservation Society" (<http://animation.filmtv.ucla.edu/students/awinfrey/coneindex.htm>).

### **Late night at the office?**

If you're working late and your office doesn't have a window, go to the "World Sunlight Map" (<http://www.die.net/earth>). Approximate your location on the globe, and you can determine whether it's light or dark outside without the hassle of having to leave your desk.

Is everyone else in the office gone and you can't believe the clock is right? Go to <http://nist.time.gov> (do not start address with "www") to get the "Official US Government Time" anywhere in the United States.

Worried about drinking too much of that office coffee? Visit "Energy Fiend" (<http://www.energyfiend.com/death-by-caffeine>), plug in your body weight and choose your favorite

caffeinated drink from the list, and the calculator will tell you how many servings of that beverage would kill you. Only if you're really bored should you attempt to validate that figure.

If you work so late that you miss David Letterman on TV, you can view an archive of his "Top Ten" at [http://www.cbs.com/latenight/lateshow/top\\_ten/archive/](http://www.cbs.com/latenight/lateshow/top_ten/archive/). The site also is good for those of us fuddy-duddies who go to bed too early to watch the show.

### **Need to adorn your workspace?**

If you're like me and tired of the "inspirational" posters such as you see in airline in-flight catalogs (e.g., "Teamwork," "Success"), try a "Demotivator" to dress up your office wall (<http://www.despair.com/>). Management may not appreciate sayings such as "Procrastination: Hard work often pays off after time, but laziness always pays off now," but the accompanying photography is beautiful. Also, when was the last time your boss was actually in your office, anyway?

Only in Los Angeles would the country coroner's office have its own gift shop. Visit "Skeletons in the Closet" (<http://www.lacoroner.com/>) and impress strangers on your next business trip with your very own official LA Coroner carry-on bag ("Why yes, I am a CSI!"). A beach blanket with a chalk outline of a body on it also makes a great gift.

Finally, if you truly want to take the coroner façade to its limits, you can purchase a real human skull at <http://www.boneroom.com> (just don't try to take it on the plane with you). It would also be impressive as part of your office decor, especially for its intimidation value (it works for superiors, peers or underlings). ➔

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# Oats

## *Cheerios® for pets?*

**O**ats, as a whole grain, are widely promoted for their benefit to human nutrition and health—especially since the first federally-sanctioned health claim for a manufactured food was granted to makers of oat-rich foods in early 1997. The petfood industry is no stranger to oats; they are a staple in horse feed and a key component in many pet rodent diets. However, oats are not all that common an ingredient in dog and cat diets.

They are used as an “alternative” carbohydrate in holistic diets or as a novel carbohydrate in food hypersensitivity and/or elimination diets. Some petfood manufacturers use oats in their formulas, and there are even some diets in which oats are mentioned as part of the product name. But, by and large, oats don’t seem to be as prominent as other grains. Is there a simple reason why oats aren’t that popular in dog and cat diets? The short answer is no.

### **Cost-effective and readily-available**

Oats (*Avena sativa* L.) are a common cool-season crop adapted to temperate latitudes and grown in large quantities in North America, Europe and Asia. Globally, oats are the fifth-largest cereal grain crop accounting for about 5-7% of the coarse grains. Oats can be competitively priced relative to other cereal grains and may, at times, be a bargain based on their nutrient composition.

From a labeling perspective, there are plenty of label-friendly names to choose from: Oat groats (a groat is the seed or caryopsis); feeding oat meal;

rolled oats; whole oats; ground oats; toasted oats; broken oat groats; oat groat chips; oat flour; or clipped oats. As an ingredient in dog and cat diets, oats appear to have a favorable effect on palatability. Thus, availability, cost, labeling and taste aren’t really issues limiting their use.

### **Key nutrients**

The nutrient composition of oats is high relative to other cereal grains. Oats are higher in protein (17.1%) with more lysine, methionine and total essential amino acids than most other popular feed grains. Oats also carry a higher level of lipids (around 8.0% ether extract) than most other grains, of which about 40% is the essential fatty acid linoleic acid (C18:2n6).

However, the biggest story with oats is the appreciable amount of the water-soluble mixed linkage (1 → 4) and (1 → 3) β-D-glucopyranosyl. These non-starch polysaccharides are commonly referred to as beta glucans. Beta glucans are distributed throughout the oat seed and range from 3-6%.

### **Beta glucans**

In the gut, beta glucans increase the viscosity of the luminal contents. As

**Oats are not all that common an ingredient in dog and cat diets.**

— G. Aldrich



the digesta thickens due to these water-soluble beta glucans, it is thought that they impair re-absorption of bile acids and whatever nutrients that they happen to be associated with. For humans, the big benefit to beta glucans is their role in lowering re-absorption of cholesterol via this mechanism.

While cholesterol and its role in coronary heart disease don’t really apply for the dog or cat, that doesn’t mean that beta glucans don’t have some benefit. With the thickening of the digesta, starch digestibility may be slowed and could help explain why oats lower the glycemic index more than other grains (Jose-Cunilleras, *et al.*, 2004). This effect occurs whether oats are fed whole, ground, pulverized (Behall, *et al.*, 2005) or thermally processed (Vervuert, *et al.*, 2003). This effect certainly has implications in diabetic diets for companion animals, but may also benefit performance and general long-term health.

### **Digestion and utilization**

While the rate of digestion and absorption may be slightly slower as reflected in the glucose and insulin levels (glycemic index), the extent of overall digestibility of the starch



fraction in oats doesn't appear to be different from other cereal grains (Walker, *et al.*, 1994). However, a high level of oats in the diet can lower dry matter digestibility (Kempe, *et al.*, 2004), lead to softer stools and diarrhea. This is primarily due to the water-holding capacity of the beta glucans. Further, this effect can be exacerbated when both oats and barley (another grain high in beta glucans) are the two principal grains in a petfood.

As a rule of thumb, keeping oat levels below 30% of the formula should prevent this from being an issue. Other lower bowel benefits of oats have been noted as well. Specifically, the fiber fraction from oats has been reported to improve colonic fermentation and to increase beneficial butyric acid production (Bach Knudsen, *et al.*, 1993). This effect may actually be enhanced by extrusion (Dust, *et al.*, 2004).

## Benefit for both

While oats are used sparingly in petfood today, there doesn't appear to be a prevailing nutritional reason against their inclusion in dog or cat diets. Rather, the data would suggest that oats might be a smart carbohydrate option. Increasing acceptance and/or demand for oats in pet diets will likely hinge on the growing awareness of how oats benefit our own health.

Once consumers better understand this, they might look for oat choices in their dog's or cat's diet. Even if the nutritional rationale isn't the same, both companion and owner will no doubt benefit. ➔

*Dr. Greg Aldrich is president of Pet Food & Ingredient Technology, Inc., whose focus is to facilitate innovations in foods and ingredients for companion animals. He can be reached at Tel: +1.785.271.0238, Fax: +1.785.271.6238, E-mail: aldrich4@cox.net.*

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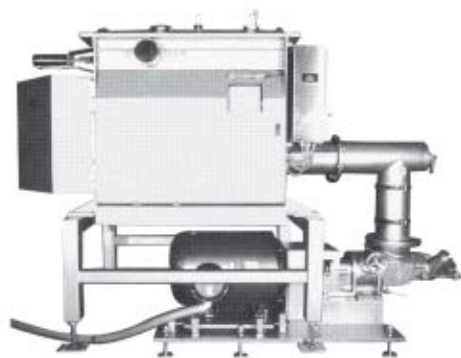
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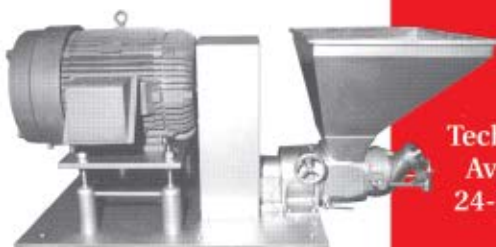
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**Annual British Society of Animal Science (BSAS) Meeting**, March 27-29, 2006, University of York, United Kingdom. Contact: British Society of Animal Science (BSAS), PO Box 3, Penicuik, Midlothian EH26 0RZ, United Kingdom, Tel: +44.131.445.4508, Fax: +44.131.535.3120, E-mail: BSAS@ed.sac.ac.uk, Website: www.bsas.org.uk.

**Petfood Forum**, April 3-5, 2006, Hyatt Regency O'Hare Hotel, Chicago, Illinois USA. Contact: Marcia Riddle, Watt Publishing Company, 122 S. Wesley Avenue, Mt. Morris, Illinois 61054 USA, Fax: +1.815.734.5631, E-mail: riddle@wattmm.com, Website: www.petfoodindustry.com.

**Focus on Palatability**, April 5-6, 2006, Hyatt Regency O'Hare Hotel, Chicago, Illinois USA. Contact: Marcia Riddle, Watt Publishing Company, 122 S. Wesley Avenue, Mt. Morris, Illinois 61054 USA, Fax: +1.815.734.5631, E-mail: riddle@wattmm.com, Website: www.petfoodindustry.com.

**Pet Industry Spring Trade Show**, April 7-9, 2006, Atlantic City, New Jersey USA. Contact: HH Backer Associates, Inc., 200 S. Michigan Avenue, Suite 840, Chicago, Illinois

60604 USA, Tel: +1.312.663.4040, Fax: +1.312.663.5676, E-mail: hhbacker@hhbacker.com, Website: www.hhbacker.com.

**ACVIM Annual Forum**, May 31-June 3, 2006, New Orleans, Louisiana USA. Contact: ACVIM, 1997 Wadsworth Blvd., Suite A, Lakewood, Colorado 80214-5293 USA, Tel: +1.303.231.9933, Fax: +1.303.231.0880, E-mail: ACVIM@ACVIM.org, Website: www.acvim.org.

**AVMA Annual Meeting**, July 15-19, 2006, Honolulu, Hawaii USA. Contact: AVMA, 1931 North Meacham Road, Suite 100, Schaumburg, Illinois 60173 USA, Tel: +1.847.925.8070, Fax: +1.847.925.1329, E-mail: avmainfo@avma.org, Website: www.avma.org.

**IFT Annual Meeting and IFT Food Expo**, July 22-26, 2006, Orlando, Florida USA. Contact: Institute of Food Technologists, 525 W. Van Buren, Suite 1000, Chicago, Illinois 60607 USA, Tel: +1.312.782.8424, Fax: +1.312.782.0045, E-mail: info@ift.org, Website: www.ift.org.

**Petfood Forum Asia**, September 11-13, 2006, Queen's Park Imperial Palace Hotel, Bangkok, Thailand. Contact: Marcia Riddle, Watt Publishing Company, 122 S. Wesley Avenue, Mt. Morris, Illinois 61054 USA, Fax: +1.815.734.5631, E-mail: riddle@wattmm.com, Website: www.petfoodindustry.com.

**American Association of Cereal Chemists (AACC) 2006 Annual Meeting**, September 17-20, 2006, The Moscone Center, San Francisco, California USA. Contact: American Association of Cereal Chemists, 3340 Pilot Knob Road, St. Paul, Minnesota 55121-2097 USA, Tel: +1.651.454.7250, Fax: +1.651.454.0766,

E-mail: aacc@scisoc.org, Website: www.aaccnet.org.

**National Annual Pet Industry Trade Show 2006**, September 17-18, 2006, Toronto, Ontario, Canada. Contact: Pet Industry Joint Advisory Council - Canada (PIJAC), 2442 St. Joseph Blvd., Suite 102, Ottawa, Ontario K1C 1G1 Canada, Tel: +1.613.834.2111, Fax: +1.613.834.4854, E-mail: executiveoffice@pijaccanada.com, Website: www.pijaccanada.com.

**SuperZoo 2006**, September 20-22, 2006 (tentative), Mandalay Bay Convention Center, Las Vegas, Nevada USA. Contact: World Wide Pet Industry Association (WWPIA), Tel: +1.800.999.7295, Website: www.pia.org.

**Pet South America International Trade Show 2006**, September 27-29, 2006, Sao Paulo, Brazil. Contact: VNU Business Media do Brasil, Tel: +55.11.3873.0081, ext. 110, Fax: +55.11.3873.1912, E-mail: pet@vnu.com.br, Website: www.petsa.com.br.

**VIV China 2006**, September 27-29, 2006, Beijing, China. Contact: Richard de Boer, VNU Exhibitions Europe, PO Box 8800, 3503 RV Utrecht, Netherlands, Tel: +31.30.295.2714, Fax: +31.30.295.2809, E-mail: richard.de.boer@vnuexhibitions.com, Website: www.vnuexhibitions.com or www.viv.net.

**Pet Industry Christmas Trade Show**, October 6-8, 2006, Donald E. Stephens Convention Center, Rosemont (Chicago), Illinois USA. Contact: HH Backer Associates, Inc., 200 S. Michigan Avenue, Suite 840, Chicago, Illinois 60604 USA, Tel: +1.312.663.4040, Fax: +1.312.663.5676, E-mail: hhbacker@hhbacker.com, Website: www.hhbacker.com.

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# Industry News

## Wenger and Extru-Tech, Inc. announce expansion

Wenger Manufacturing and Extru-Tech, Inc. recently unveiled plans that include facility expansions for 2006, as well as enhancements and additions to their extrusion product lines to address specific market needs and trends. In addition to the primary manufacturing center at headquarters, Wenger is leveraging strategic supply initiatives by adding licensed manufacturing facilities in South America and Asia.

It was also announced that Extru-Tech, Inc. would expand their Sabetha, Kansas, USA manufacturing facility with a planned 9,000-square-foot addition. The company expects to complete construction of the building in middle to late 2006.

Wenger Manufacturing is also introducing the Magnum ST twin screw line. The Magnum ST line includes enhancements to the Wenger Magnum twin screw extruder line. According to the company, production capacities are 50% higher and double the available power for a given screw diameter. A newly-released enhancement to the Extru-Tech, Inc. extrusion line is the E800 Cooking Extrusion System. This is an in-line system including a bin/feeder combination and newly-engineered conditioning cylinder specifically designed for aquatic feed production.

## Cornell develops aflatoxin test

Even though Diamond, Country Value and Professional brand dog foods have been recently recalled for containing aflatoxins, they have caused at least 100 dog deaths in recent weeks, say Cornell University veterinarians. To better screen affected dogs so they can be treated as soon as possible, Cornell veterinarians report that they now have a new test, adapted from one used in humans, to accurately assess aflatoxin poisoning in dogs.

Cornell's Animal Health Diagnostic

Center (AHDC) is analyzing blood and liver samples from sick dogs around the country, testing suspected dog food, conducting autopsies and collecting as many livers as possible from dead dogs to confirm cause of death, tracking dogs that have died and following up on the health of dogs that survive the food poisoning. The AHDC has information for veterinarians on its website at <http://diaglab.vet.cornell.edu/news.asp>.

## PFI statement on recent petfood recall

The Pet Food Institute (PFI) has issued the following statement regarding the recent petfood recalls due to aflatoxin contamination: "Recent recalls of some



drypetfoodproducts in the eastern US have caused some pet owners to be concerned regarding the safety of the petfoods they use which are not involved. The affected petfood was manufactured in one facility in the southeast and represents a very small portion of the petfood sold in the US. Accordingly, the vast majority of US petfood is not affected by this recall. Members of the Pet Food Institute take their responsibility to pet health and well-being very seriously and constantly monitor the safety of their ingredients."

"Aflatoxin is a naturally-occurring substance which may be found in some crops, such as oats, rice and corn. PFI members test all of the ingredients they use in petfood as part of their good manufacturing practices to ensure they are safe and free of hazardous levels of aflatoxin or any other unwanted materials. An acceptable level in petfood for this substance is at the same or lower than that allowed for human food."

Further clarifying information regarding the products involved, and symptoms that pet owners should look for, can be found at <http://www.diamondpet.com>.

Other information regarding the recall can be found at <http://www.fda.gov/bbs/topics/NEWS/2005/new01290.html>.

## International Pet Food Co. to expand production

International Pet Food Co., the manufacturer and distributor of JerHigh petfood under the Charoen Pokphand Group, plans to invest 365 million baht to expand production capacity this year and next. Managing director, Sukhawat Dansersuk, said the investment would be made in two phases. About 250 million baht would be spent this year to quadruple the daily capacity of dry JerHigh pet snacks to 20 tons.

Next year, the remaining 115 million baht would be used for machinery installation to increase wet food production, bringing daily capacity of all kinds of products, wet and dry, to 40 tons from 15 tons currently.

In its first years, sales of JerHigh reached 70 million baht, and in 2005, they jumped to 150 million baht. The company expects sales to reach 260 million baht this year, 514 million baht next year and 900 million baht in 2008. Half of the products are now sold domestically, and the rest exported, mainly to Australia, New Zealand, Indonesia, Malaysia and Hong Kong. Most of the output from the expanded capacity would be for export, according to the company. The company has recently launched a wider range of JerHigh products, which includes main dishes, food supplements, snacks, pet treats and gifts.

## AFIA Conference offers timely topics, expert speakers

The American Feed Industry Association (AFIA) will hold the annual Purchasing & Ingredient Suppliers Conference, March 8-10, 2006 at the Sandestin Golf & Beach Resort in Destin, Florida, USA. The

conference is held in conjunction with AFIA's Spring Forum. The conference program focuses on the future direction of the industry, global food issues, efficient and frugal company management, market demands for energy, grains and oilseeds, the impact of weather on crops and markets, trends in the economy and animal protein supply and demand. Registration and program details can be found at [www.afia.org](http://www.afia.org), or call +1.703.524.0810.

### Japan to test US food corn for aflatoxin

Japan has said it will now start testing all US corn destined for food use in the country for aflatoxin, according to a report by Reuters. Japan currently has a zero tolerance policy for aflatoxin in corn for food use, but has established limits on aflatoxin in corn for feed use. Japan will not be testing corn for feed use, according to the reports. Most of the 16 million metric tons (mmt) of corn imported by Japan is destined for the feed industry. The appearance of fungus in the 2005 corn crop due to drought in various portions of the country is behind the stepped-up surveillance by Japan.

### UK animal welfare reform substantial

Margaret Beckett, UK Secretary of State for Environment, Food and Rural Affairs, hailed the British government's Animal Welfare Bill as the biggest animal welfare reform in a century. Beckett said, "the Bill introduces a positive duty to ensure the welfare of companion animals. This means that their care no longer lags behind the protection we already give to farmed animals. For the first time, there will be powers to act before a pet suffers—a radical change, as now it can take up to 25 visits by RSPCA inspectors before enough evidence is gathered to prove animal cruelty. There will also be increases in the penalties available for the most serious offenses. Those convicted of cruelty and animal fighting will face a quadrupling of the maximum fine to £20,000, or up to 51 weeks imprisonment or both."

The Bill—which will have its second reading in Parliament in a debate opened by the Secretary of State—will also simplify animal welfare legislation for enforcers and animal keepers and extend the power to make secondary legislation and bring current licensing powers into a one-stop shop. The Animal Welfare Bill applies to England and Wales.

### 2006 NIAA Annual Meeting

Make plans to attend the 2006 Annual Meeting of the National Institute for Animal Agriculture (NIAA) scheduled for April 3-6, 2006. The Galt House Hotel and Suites in Louisville, Kentucky, USA will serve as the site for the event. Each year, NIAA's Annual Meeting brings together producers, veterinarians, business executives, scientists, academicians, state and federal regulatory officials and other stakeholders in the animal food and fiber industry to discuss the latest issues in animal agriculture.

In addition, a special focus symposium—"Business Continuity and Disaster Recovery Planning: Applying a Full-Court Press for Animal Agriculture"—will take place in conjunction with the annual

meeting on April 6. More information on the 2006 NIAA Annual Meeting, including registration, hotel and sponsorship information, will be available at [www.animalagriculture.org](http://www.animalagriculture.org), or by calling +1.270.782.9798.

### Kice welcomes Alles

Greg Alles has recently accepted a position with Kice Industries, Inc. as a regional sales manager serving the Great Lakes, Ohio Valley and Mid-South areas of the US. Alles will spend 6-8 months at Kice's home office prior to opening an office in his territory. Alles brings to Kice Industries, Inc. 25 years of selling industrial processing



Greg Alles

and packaging systems. He has a range of experience and knowledge with such equipment categories as screening, sizing, aspiration, particle reduction, agglomeration, cooling, feeding devices, product weighing, bag closing and palletizing. He has worked with cereal grain processing, petfood, aquaculture, oil seed, food and spice, seed, rendering, ethanol, agriculture by-products, plastic/fiber compounding,



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### **Pet Appeal, Inc. makes environmental packaging choice**

Pet Appeal, Inc., a Clackamas, Oregon, USA-based pet products company, announced a partnership with the 100% Recycled Paperboard Alliance following the conversion of packaging for its Organix and Good Buddy dog treat brands to 100% recycled paperboard. The success of an initial conversion of the Organix packaging during the summer of 2005 prompted the company to expand the conversion to its Good Buddy dog treat line, which is all natural and offers treats in four flavors.

Pet Appeal, Inc., makers of Castor & Pollux petfood and supplies, made the decision to convert from virgin solid bleached sulfate (SBS) paperboard to appeal to their environmentally-conscious consumers and align with their sustainability focus. Smurfit-Stone Container Corporation's Santa Clara, California, USA mill is supplying the

100% recycled paperboard and Rose City Printing of Portland, Oregon, USA is the converter.

Through Pet Appeal's partnership with the 100% Recycled Paperboard Alliance, the company is licensed to display the trade group's "100% Recycled Paperboard" symbol on the new packaging. The 100% recycled paperboard symbol is owned by RPA-100% and is reserved exclusively for licensed use on products and packaging made with 100% recycled paperboard, and use of the symbol is free for licensees of RPA-100%. Currently, more than 100 companies have signed licensing agreements to display the symbol and become RPA-100% partners.

### **Liu joins International Ingredient Corporation**

Dr. Qingping Liu has re-joined International Ingredient Corporation as director of sales Asia. Liu will be responsible for the sales of all company products to customers in Asia. He is a native of China and brings with him 10 years of international feed ingredient industry experience. Liu earned his PhD in animal nutrition from the University of Missouri. International Ingredient Corporation is a manufacturer of dairy and specialty feed ingredients, manufactured at the company's nine production facilities.



Dr. Liu

### **Ampac Flexibles announces director positions**

Dave Bartish has joined the Ampac Flexibles, a division of Ampac Packaging LLC, Performance Films group as the director of sales. Bartish has almost 20 years experience in flexible packaging including sales, sales management and marketing. Most recently, he led the sales and business development team for a major account at Curwood, a Bemis company.

Also joining the Ampac Flexibles team as part of its Converted Products

group is Tricia Reighard, director of technical marketing. Reighard comes to Ampac with a PhD in analytical chemistry and an extensive consumer packaging research background.

Additionally, Tom Crosson, business development manager, will help spearhead key growth initiatives for the Performance Films group.

### **Cargill opens new feed mill**

Cargill Animal Nutrition has opened a new 140,000-ton-capacity feed manufacturing facility in Louisiana, USA that enhances its ability to serve customers through expanded capacity and new capabilities. The new mill will produce feed for the petfood, aquaculture, equine, beef, poultry, dairy and the wild game industries. Two separate extruders allow the mill to produce petfood and specialty aquafeeds at the same time.

Construction of the mill took nine months. To ensure the safety of the employees, the older mill was shut down during the heart of construction and ultimately torn down, while the new facility was built on an adjacent lot. Feed was brought in from Cargill Animal Nutrition (CAN) mills in four different states including Alabama, Mississippi, Tennessee and Texas to meet the needs of customers.

### **Pet Ecology Brands, Inc. announces record operational results**

Pet Ecology Brands, Inc. (www.petecology.com) reports another record month of operations. The company added another 30 new stores during the month of November. This brings the total retailers in North America presently offering the company's products to approximately 150 stores. The company expects this growth rate to continue for the foreseeable future, as its national launch continues. Current market exposure and penetration exceed the goals that the company had set to achieve by the end of the year.

The company finalized production and packaging schedules for its K-

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9 Fat Free Dog Treats, which are reportedly the only fat free dog treats currently available in the market. The launch of this new product line was set for January 15, 2006, and will be offered initially through specialty pet stores in the US and Canada.

## New diets promote dental health

The new Purina Veterinary Diets® DH Dental Health™ brand Canine and Feline Formulas were developed to significantly reduce tartar build-up while providing balanced nutrition for everyday use by adult dogs and cats.

According to Nestlé Purina, daily feeding maximizes the potential of DH for overall plaque and tartar reduction. The three DH Canine and Feline Formulas are made specifically for cats, medium- and large-breed dogs, as well as smaller dogs weighing less than 30 pounds. The patented kibble of DH has a less brittle texture than conventional dry diets, said

the company release. This promotes cleaning by allowing deeper tooth penetration before the kibble breaks apart. Testing proves DH produces significant tartar reduction when fed every day.

Treat time can provide dental benefits as well, with Purina Veterinary Diets® Dental Chews™ Canine Treats. Dental Chews have received the Veterinary Oral Health Council Seal of Acceptance, given to products meeting the council's standards for retarding tartar.

## Waggers include algal DHA

Waggers Pet Products of Canada announced recently that it is the first company to market a dog treat incorporating omega-3 DHA from an algal-sourced feed ingredient. Tid Bits, Waggers' debut product, is on the shelves at approximately 500 pet stores across Canada, with negotiations underway for distribution

into the US and overseas.


Jason Bailey, director and CEO of Waggers, said: "Our research for the functional nutrition ingredient DHA initially led us to fish oil, but then we discovered ABN's algal DHA, a cleaner and environmentally-sustainable source of this important omega-3 fatty acid."

## Pet Age Retailer Survey identifies trends

The 2005-2006 *Pet Age* Retailer Survey, a benchmarking tool designed to identify sales and profit trends in pet stores across the USA, found that products for dogs led the way to growth. In fact, products for dogs represented at least three of the 10 fastest-growing product categories. Number one was dog food, followed by treats and food/petfood. Sixty-nine percent of retailers surveyed said that their dog food sales increased in 2004. For more information visit [www.petage.com](http://www.petage.com).

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# Research Notes

## Oral health trials

DSM Nutritional Products, Basel, Switzerland, conducted an oral health care study at the Institute of Animal Physiology, Ludwig-Maximilians-University, Munich, Germany. The product, STAY – Clean from DSM, is a specially-formulated product form of ascorbyl monophosphate.

The effectiveness of STAY – Clean was examined in multiple cat trials with two populations of nine shorthair cats each. After cleaning the oral cavity on day 0, one group was fed for 28 days with a control diet, the other group with the same diet with topically applied STAY – Clean. Blood samples, as well as readings of the oral cavity parameters were taken on day 0 and day 29. The oral cavity parameters included plaque and calculus formation, reduction in gum-tooth attachment and clinical signs of gingivitis.

Following the 28-day test period, no adverse effects on general health were observed. Cats receiving the diet with STAY – Clean showed a 20% reduction in plaque formation and 14% reduction in calculus formation. The data also implied that cats fed the STAY – Clean diet maintained healthy gum-tooth attachment and showed a reduction in gingivitis, unlike the cats fed the control diet. These results were further substantiated in an *in vitro* study conducted by DSM which demonstrated the ability of STAY – Clean to inhibit the growth of oral bacteria including those specifically responsible for plaque formation.

**Source:** DSM Nutritional Products data.

## Owner impressions of premium diets

Forty-four healthy dogs were enrolled in a study to determine owner impressions of three premium diets when extraneous factors such as price and source (i.e., grocery store vs. pet specialty store or veterinary clinic) were removed. During the initial 12 months of the study, dogs were each fed three premium diets for

four months in random order. Owners who were not informed about identity of the diets, completed questionnaires regarding palatability of the diet; the dog's attitude; energy level; fecal consistency; frequency of defecation; hair coat quality; body condition score; and whether they would feed the diet if available commercially. During the last four months of the study, owners fed the same diet they had been feeding during the preceding four months.

In general, scores for most variables did not differ among diets and only minor differences were found. However, mean body condition score assigned by the owners was significantly lower than mean score assigned by an investigator. When asked at the end of the third and fourth study periods whether they would consider feeding the diet long-term, 12 of the 44 (27%) owners gave inconsistent responses. Results suggest that factors other than the diets themselves may affect owner impressions of dog foods.

**Source:** Sanderson, SL, *et al.*, 2005. Owner impressions of three premium diets fed to healthy adult dogs. *JAVMA* 227:1931-1936.

## LCPUFAs improve ERG responses in puppies

Long-chain polyunsaturated fatty acids (LCPUFAs) are essential for proper neural and retinal development in many mammalian species. A study investigated puppies born to dogs fed diets containing varying amounts of vegetable and marine omega-3 fatty acids during gestation/lactation. The fatty acid compositions of dogs' milk and puppy plasma phospholipids were evaluated, and electroretinographic responses of the young dogs were determined after they were weaned to the same diets.

Dogs' milk fatty acid composition reflected the diets fed during gestation/lactation. The milk of dogs fed a high  $\alpha$ -linolenic acid (ALA) diet was enriched in ALA, but not docosahexaenoic acid (DHA). Puppies fed this ALA-

enriched milk accumulated more plasma phospholipid DHA than the low (n-3) fatty acid group. However, this accumulation was less than that obtained in puppies fed pre-formed DHA during development and suckling ( $P < 0.05$ ). Electroretinograms (ERGs) of 12-week-old puppies revealed significantly improved rod performance in dogs fed the highest amounts of (n-3) LCPUFAs ( $P < 0.05$ ).

These puppies demonstrated improved rod response (improved amplitude and implicit time of the a-wave,  $P < 0.05$ ). Puppies from the low (n-3) fatty acid group exhibited the poorest ERG responses compared with the high-marine or high-vegetable (n-3) groups. A novel parameter devised in this study, the initial intensity at which the a-wave was detectable (i.e., the threshold intensity), also demonstrated that retinal response of puppies consuming the (n-3) LCPUFA-containing diets occurred at lower light intensity, thereby exhibiting greater rod sensitivity, than the other diet groups. These findings indicate that pre-formed dietary (n-3) LCPUFA is more effective than ALA in enriching plasma DHA during perinatal development and results in improved visual performance in developing dogs.

**Source:** Heinemann, K.M., Waldron, M.K., Bigley, K.E., Lees, G.E. and Bauer, J.E., 2005. *J Nutr* 135:1960-1966.

## Nutritional management of brain aging in dogs

Cognitive dysfunction syndrome (CDS) has been used to describe behavioral changes in older dogs. In a study of 26 pet owners' responses, the most common complaints associated with older dogs included destructive behaviors, inappropriate urination and defecation and excessive vocalization. In another study, 22 of 80 (28%) dogs 11 to 12 years of age, and 23 of 34 (68%) dogs 15 to 16 years of age had evidence of CDS. Furthermore, CDS may be progressive because older dogs with impairments in one behavioral



category subsequently had impairments in two or more categories within 12 to 18 months.

A series of studies were used to test the hypothesis that a food enriched with complex mixtures of antioxidants and mitochondrial cofactors could result in improvements in learning and memory and reduce the extent of pathologic changes that accumulate in the brain of older dogs. In addition, a longitudinal investigation of the effects of dietary management on cognitive function of Beagles has been completed.

Other measures from longitudinal studies evaluated dietary effects on landmark-discrimination learning in dogs. The available evidence suggests that spatial ability deteriorates with age and dementia.

**Source:** Roudebush, P., Zicker, S.C., Cotman, C.W., Milgram, N.W., Muggenburg, B.A. and Head, E., 2005. Nutritional management of brain aging in dogs. *JAVMA* 227(5):722-728.

### Commercial vs. traditional food in canine health

A one-year study at the Department of Medicine, Veterinary College, Bangalore, India included three groups of dogs: Group I (fed on traditional homemade vegetarian food including rice, bread, lentil, milk and vegetables); Group II (homemade food with meat, egg, beef, chicken, rice, bread and milk); and Group III (imported commercial feed).

A total of 1,229 dogs of different breeds were randomly allocated to the different groups. Occurrence of diseases of the digestive system, urinary system, skin disorders and metabolic diseases was recorded. The dogs were monitored throughout the course of the study by this case history sheet maintained in the Department of Medicine.

The results of overall incidence of disease in dogs indicated that percentage of occurrence of disease in Group III animals was less as compared to Groups I and II. The mortality pattern of pups till weaning indicated that the percentage of survival of pups in Group III fed on commercial food was higher as compared to Group I and Group II. This study concluded that commercial food is balanced and meets

the requirements of the animals better than homemade food.

**Source:** Abdul Rahman, S., and Yathiraj, S., 2005. Proceedings of the Waltham International Nutrition Sciences Symposium, Washington, DC, USA.

### Effect of BCAAs on cognitive function in dogs

Branched-chain amino acids (BCAA) ingested prior to, and during, a cross-country race improved the cognitive performance of human athletes. The aim of this study was to determine if BCAA had a similar effect on cognition in exercising dogs.

The dogs (n=24) represented two age groups—young (aged 1.5-3.0 years) and senior (>8 years). All dogs underwent seven weeks training over a standard, seven-obstacle agility course. The test comprised three consecutive circuits of this standard (familiar) course, followed immediately by a fourth (novel) course, which was sited in a different area, using a different configuration of the apparatus. BCAA were provided approximately 2.5 hours before the start of the test to the supplemented group (n=12) in the form of a low-protein, high-carbohydrate rice cake coated with a baste of valine (40%), leucine (35%) and isoleucine (25%) in a carbohydrate solution (7g/100g water). Unsupplemented dogs received the rice cake with no BCAA.

There was no effect of supplementation or sex on baseline performance counting the number of errors made over course 2 (familiar), although young dogs tended to make more errors compared to senior dogs. This age effect was significant over course 4 (novel), with young dogs making almost double the number of errors compared to senior dogs, but there

was no effect of supplementation, breed or sex. However, following correction for baseline performance, errors over course 4 tended to be less in supplemented compared to unsupplemented dogs irrespective of age. These findings suggest that BCAA may improve the ability of dogs to sustain cognitive performance during exercise, which may impact on overall performance.

**Source:** Fretwell, L.K., McCune, S., Fone, J.V. and Yates, D.J., 2005. Proceedings of the Waltham International Nutrition Sciences Symposium, Washington, DC, USA.

### CLA reduces body fat accretion

Numerous studies in recent years have confirmed beneficial effects of conjugated linoleic acid (CLA) on cancer, immune function, atherosclerosis, weight gain, energy metabolism and body composition. Of particular interest is the impact of CLA on body fat.

In growing mice, CLA reduces the percentage of consumed energy stored in body fat while increasing energy expenditure. Similar changes in body composition, but not energy expenditure, were observed in growing hamsters and pigs supplemented with CLA. In addition, lean body mass was increased in pigs supplemented with CLA. Body fat accumulation also is reduced in growing puppies fed CLA, as demonstrated by research conducted at the Nestlé Purina PetCare Center. After 10 months, puppies fed the diet enriched with CLA from hydrolyzed sunflower oil had significantly less body fat than the control group.

**Source:** CLA reduces body fat accretion. From Nestlé Purina Pet Institute *Research Report* 9(2):5. ➔



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## Teleworking benefits employees, employers

“In addition to quality of life and productivity benefits, telework has critical implications for the federal government’s efforts toward recruiting and retaining the best and brightest, conserving energy and gasoline, as well as realizing robust business continuity preparedness,” according to Stephen O’Keeffe, executive director of the Telework Exchange. The rising cost of fuel is prompting thousands of federal government workers to consider the benefits of teleworking—either working from home or at an off-site location closer to home.

To further the cause, Telework Exchange recently published a study that examined the cost of the daily commute from April to September 2005. It found that Americans spent US\$250 million on commuting each business day during April.

“With the September gasoline price hikes, the commuting costs for all white-collar America jumped by over 42.6% to US\$355.8 million,” O’Keeffe said. Over the course of

an average week, the study found that the US white-collar workforce consumes 583.3 million gallons of gasoline. “If the entire US white-collar workforce teleworks just two days per week, America would conserve 233.3 million gallons of gasoline each week,” O’Keeffe said.

## Silliker Online University

Silliker Online University, Powered by EduNeering, provides a curriculum of online learning courses designed for small to mid-sized companies with a strong commitment to food safety. According to Silliker, its online university allows companies to optimize employee time, training budgets and production schedules to increase productivity and profitability. Upon registration, employees are given access to courses within two business days and can take courses 24/7 from any computer with Internet access. Learners receive six months to complete their designated courses.

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## RFID rush

A recent study by Frost & Sullivan and the Computing Technology Industry Association found that over 50% of the 510 North American companies it surveyed are evaluating, pilot testing, implementing or currently using RFID technology. David Sommer, vice president of electronic commerce for the Computing Technology Industry Association, explained: “Much of the RFID adoption in North America is being driven by mandates and directives from key organizations, including the US Department of Defense, the Food and Drug Administration and Wal-Mart.”

Fully 46% of the consumer goods manufacturers surveyed have implemented a RFID solution because of mandates from Wal-Mart, along with 34% of food and beverage makers and 24% of textile and apparel manufacturers. The result among many of the pressured companies has been “slap-and-ship” implementation, where RFID tags are attached to shipping containers, rather than more fully integrated into the overall process. Over one-half of businesses in the consumer goods, food and beverage and textiles and apparel markets use the “slap-and-ship.”



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## Picking the best day to send E-mails

When should you E-mail your prospects? The eROI Q3 2005 *Email Statistics* study found that the day of the week was not the only factor in determining E-mail marketing success. eROI studied mailings by “micro-mailers,” with lists under 5,000; “small mailers,” with lists of 5,000 to 24,999; “midsize mailers,” with lists of 25,000 to 99,999; and “large mailers,” with lists over 100,000. And it found that size matters—a lot. For large distribution lists, Monday through Wednesday were found to be the best days to E-mail—posting a 32% increase in reads and just over twice as many clicks compared to the remaining days of the week.

eROI found that as list size increases, so do bounce rates, and read and click rates decline. eROI analysts say these findings reaffirm their earlier research—namely, that sending volume is inversely related to how read and click rates. The bigger the list, the less efficient it will be.

One way large E-mail marketers might utilize the eROI findings is to break big lists down into smaller segments and treat different customers differently or, even better, utilize dynamic data to address them. Also, as the report recommends, “consider removing individuals that are not reading your E-mails or separate them out into a different segment and mail to them less frequently and see how that affects the overall success rate of your campaigns.”

## International ad growth likely to come from unexpected places

New figures from ZenithOptimedia show that traditional ad expenditures continue to track or exceed the world economy—reaching over US\$400 billion in 2005. ZenithOptimedia estimates that advertising spending this year will grow 4.8%. And, looking forward, the firm projects that 2006 will be even healthier with a 5.9% growth rate, with 2007 and 2008 roughly the same at 5.7% and 6% growth, respectively.

While the US continues to be the largest contributor to global advertising growth, providing 33% of ad dollars added between 2004 and 2008 while accounting for 41%-43% of global advertising, growth rates are strong around the globe. ZenithOptimedia recommends keeping an eye on the countries it calls the ad-growth “hotspots”—the “BRIIC” economies of Brazil, Russia, India, Indonesia and China. Currently, they account for only 6-10% of ad spending, but are all among the top eight growers, and ZenithOptimedia predicts they will account for 26% of global ad growth 2004-2008.

By contrast, the five largest European markets (UK, Germany, France, Italy and Spain) are making a predicted contribution of 11%, and their combined share of the global ad market consequently will shrink from 19% to 17% over the same period. ➔



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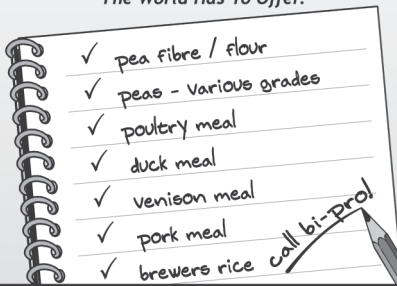
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Evanger's Dog & Cat Food Co.....	55	1.847.537.0102	1.847.537.0179	www.evangersdogfood.com
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