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March 2006

# Petfood Industry

WATT

[www.petfoodindustry.com](http://www.petfoodindustry.com)

## Greenies' Growth

The story behind their  
phenomenal success

S&M NuTec co-founders Joe and Judy Roetheli and Max

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**Europe:** England +44.1344.637227 [lincoln@nutriscience.com](mailto:lincoln@nutriscience.com)

**Australia:** Victoria 613.59.711105 [jseletto@ingham.com.au](mailto:jseletto@ingham.com.au)

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## New and interesting Petfood Industry *changes and PFF 06*

**Y**ou may have noticed a few differences in the last couple of issues of *Petfood Industry* magazine. Our company, WATT, has recently been going through a period of change and growth. Along with this has come change and growth for our magazine. The January 2006 issue was the first issue to display the new *Petfood Industry* logo and “look.”



Along with font changes, design and layout differences and an updated style, we are attempting to revamp the content and make the articles and information more informative and relevant to our readers. In the near future, we hope to learn more about what our readers want to read and how they want to receive their information. We hope you find the new version a good change. Be on the look-out for future changes and improvements in *Petfood Industry*, as we know that there's always room for improvement.

### Digital version

Most of you have probably taken a look at our new digital version of the magazine. Also beginning in January 2006, *Petfood Industry* went digital. This electronic version of the magazine will allow readers to click on active web links and E-mail addresses within articles for further

**There's always room  
for improvement.**

— J. Kvamme



information. To check out the new digital magazine, go to <http://www.petfoodindustry-digital.com/petfoodindustry/200601/>.

You will have several months to decide which version you prefer to receive (print or digital). If you wish to change your subscription to the digital version right away, an ad appears on the front page with a link to make the switch. Our circulation department will take care of the rest.

### Petfood Forum 2006

Even though there aren't too many major differences to be seen at the 2006 event, I couldn't miss a chance to mention Petfood Forum in this issue. One thing to note is that we have had a speaker change in that Terry A. Plant of T.A. Plant Consulting will be discussing “The EU Regulatory Climate” instead of Thomas Meyer as noted in the February issue.

Plant graduated with a BS in Food Technology, has over 30 years experience in the feedstuffs/petfood industry with one of the industry's leading companies and played a prominent role in trade associations at both the UK and European level. Be

sure to check your program for the latest information on speakers and topics.

### Petfood Forum Asia

Future events include our Petfood Forum Asia to be held September 11-13, 2006 in Bangkok, Thailand at the Queen's Park Imperial Palace Hotel. We are in the planning stages for this event, and materials will soon be released with further information in upcoming issues of our magazine and the E-newsletter, as well as on our website, [www.petfoodindustry.com](http://www.petfoodindustry.com). This event will be formulated similar to our European event (with no concurrent presentations) and will include an exhibition hall.

If you have any suggestions for topics or speakers at Petfood Forum Asia, send an E-mail to me at [Kvamme@wattmm.com](mailto:Kvamme@wattmm.com) and we will consider your suggestions. So, save the date and hope to see you in Bangkok. ➔

*Dr. Kvamme is the associate editor of Petfood Industry magazine. She can be reached at 122 S. Wesley Ave., Mt. Morris, IL 61054 USA, Tel: +1.815.734.5637, Fax: +1.815.734.5649, E-mail: [kvamme@wattmm.com](mailto:kvamme@wattmm.com).*



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# Exhibition guide

*Pertinent information about  
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3D Corporate Solutions, LLC includes: Pet Solutions, LLC—a protein conversion facility in Arkansas, USA, that produces EU-certified chicken meal and EU-certified chicken fat; Protein Solutions, LLC—a research and development company that offers innovative ideas for specialty and premium proteins; and Midland Ingredients LLC—involved with the milling of rough rice exclusively for the petfood industry, producing white rice, brown rice, bran and rice hulls.

See ad on page 15

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[kslentz@adfinc.com](mailto:kslentz@adfinc.com)

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See ad on page 80,81

Petfood Forum 2006 will feature an international exhibition of ingredients, equipment & services for the petfood industry.

*Here are the Petfood Forum 2006 exhibitors, as of press time. Advertisers in this issue are listed in **boldface** type. Please refer to their advertisement to find more information about their products and services.*

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 Fax: +1.217.231.2335  
[animalnutrition@admworld.com](mailto:animalnutrition@admworld.com)

ADM Animal Health & Nutrition, a division of Archer Daniels Midland Company, has been supplying companion animal specialty blends, vitamin premixes and ingredients for over 25 years. ADM produces nutritional ingredients, Nutreon Natural Antioxidant System, mixed tocopherols, Natural Source Vitamin E, lecithin, vegetable proteins, vegetable oils, dextrose, starches, and xanthan gum. ADM also supplies Lonza brand L-carnitine, L-Carnipure® and Omega fish oils. ADM assists customers in formulating optimal performing diets.

See ad on page 84

**AFB International**  
 937 Lone Star Drive  
 O'Fallon, MO 63366 USA  
 Tel: +1.636.281.0040  
 Fax: +1.636.272.0880  
[bmckay@afbinternational.com](mailto:bmckay@afbinternational.com)

AFB International (AFB) develops, manufactures and markets high-performance, premium-quality palatability enhancers for the petfood industry. These unique products optimize animal acceptance and dramatically improve the palatability of dog and cat foods and treats.

See ad on page 46-47

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See ad on page 84

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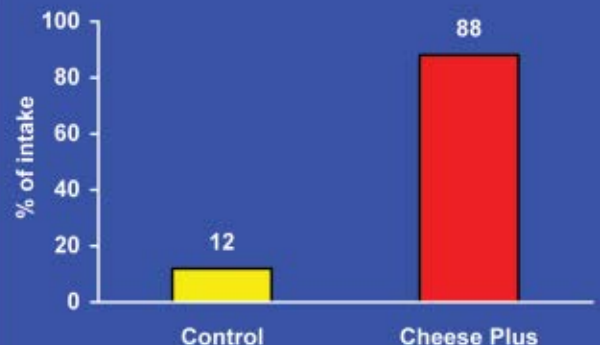
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See ad on page 28

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See ad on page 19

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[joel@aleutianproteins.com](mailto:joel@aleutianproteins.com)

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See ad on page 39

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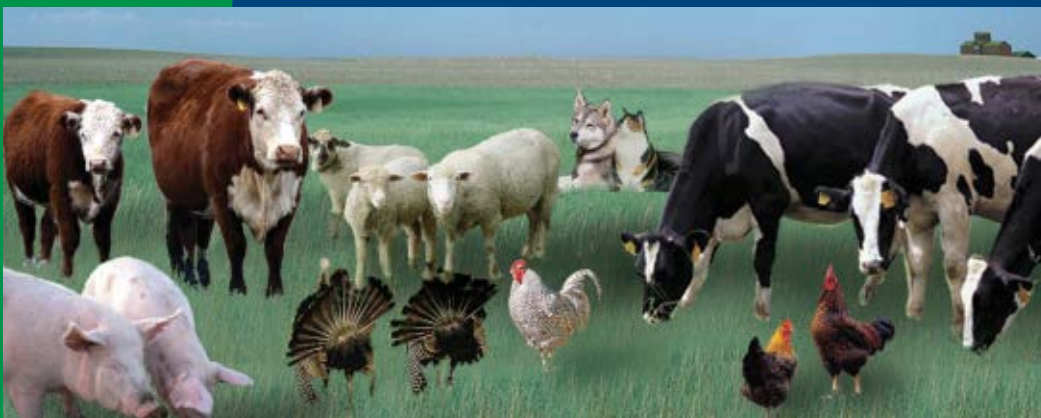
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See ad on pages 56, 87

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Tel: +1.800.962.2001

Fax: +1.503.861.3701

[biooreg@pacifier.com](mailto:biooreg@pacifier.com)

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[dwebb@biorem.biz](mailto:dwebb@biorem.biz)

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[bkna@carolina.rr.com](mailto:bkna@carolina.rr.com)

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See ad on page 83



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See ad on page 67

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michael.ehr@buhlergroup.com

Bühler is a leader in the food processing industry. We bring our expertise, sizing, mixing, conditioning, extrusion and drying of products to the petfood and aquafeed industries.

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Tel: +1.214.618.1105  
Fax: +1.214.618.1205  
jeff.cole@cfs.com

CFS is a one-stop supplier of innovative solutions for preparation, processing, slicing and packaging of food products. CFS excels in both single machine supply and complete line solutions backed by a very comprehensive support program. We deliver as promised—on time and defect free—so that our customers can sleep well at night.

**CJ Foods, Inc.**  
121 Main Street  
Bern, KS 66408 USA  
Tel: +1.785.336.6132  
Fax: +1.785.336.6370  
tmars@cjfoodsinc.com

CJ Foods, a “cutting edge” custom creator, producer and packager of superpremium petfoods, will again be displaying their complete line of services. In business for over 20 years, and serving the production and packaging needs of numerous premium petfood marketers, CJ Foods’ total focus is on providing complete, start-to-finish, high-value service. With processing plants located in Pawnee City, Nebraska, USA and Bern, Kansas, USA, CJ Foods produces/packages a wide variety of superpremium petfoods and treats.

See ad on page 85

**CPC Commodities, LLC**  
98 Celsor Road  
Fountain Run, KY 42133 USA  
Tel: +1.270.618.6455  
Fax: +1.270.618.6400  
sales@cpccommodities.com

CPC Commodities has been supplying formulated feed rations for themselves and beef cattle producers for over 30 years. In the past five years, CPC has grown to servicing the larger commodity industry with quality feed ingredients through an extensive network of brokers in various regions of the country. CPC strives to bring the highest quality of products, competitive pricing and service to each customer’s specific need.

**CPM/Roskamp Champion**  
2975 Airline Circle  
Waterloo, IA 50703 USA  
Tel: +1.319.232.8444  
Fax: +1.319.236.0481  
ronemous@cpmroskamp.com

Having served the petfood industry for over 60 years, CPM and Roskamp Champion can offer the customer the lowest operating cost solution, backed by the industry’s best applications, engineering and customer service support. Our diverse product line can offer solutions such as high-speed hammermills and step grinding, giving CPM and Roskamp Champion an advantage over the competition.

See ad on page 57

**Carolina By-Products**  
PO Box 3588  
Winchester, VA 22603 USA  
Tel: +1.540.877.3224  
mreiser@valleyproteins.com

Carolina By-Products is a producer of poultry proteins and fats for use by the petfood and feed industries. Our plant locations allow us to easily serve domestic as well as export markets. We do have EU-certified material.

**Carter Day/Jacobson**  
500 73rd Avenue, N.E.  
Minneapolis, MN 55432 USA  
Tel: +1.763.571.1000  
Fax: +1.763.571.3012  
todd\_k@carterday.com

Last year, Carter Day/Jacobson introduced the Multi Zone Hammermill (MZH) and Top Center Feed Commander Hammermill. Both units have unique features to serve markets such as petfood, aquafeed, ethanol, wood and agricultural processing. Features like improved rotor designs, utilization of cutting plates and easy serviceability are a few new items incorporated. Stop by the

Carter Day International booth and ask more about our product line and visit our website at [www.carterday.com](http://www.carterday.com).

**Cereal Byproducts Company**  
55 East Euclid Avenue  
Suite 410  
Mount Prospect, IL 60056 USA  
Tel: +1.847.818.1550  
Fax: +1.847.818.1659  
dale@cerealbyproducts.com

Since 1917, we have supplied the petfood and feed industries with a large variety of macro-ingredients. These ingredients include: Alfalfa products; barley products; beef, lamb and pork products; beet pulp products; brewers dried yeast; corn products; flax products; fish products; milk products; oat products; poultry products; rice products; soybean products; and wheat products.

See ad on page 84

**Cetec Industrie**  
B P 210  
Perigueux CEDE 24052  
FRANCE  
Tel: +33.553.02.8500  
Fax: +33.553.02.8510  
cetec@cetec.net

Packaging machinery manufacturer such as weighers, bagging machines, closing systems, bag collators and shrinkwrappers, as well as palletizers for petfood or cat litter products.

**Coating Excellence International**  
975 Broadway  
Wrightstown, WI 54180 USA  
Tel: +1.866.986.2247  
Fax: +1.920.996.5205  
wovenbags@excellence.com

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See ad on page 27

**Conforma Clad Inc.**  
501 Park East Blvd.  
New Albany, IN 47150 USA  
Tel: +1.812.948.2118  
Fax: +1.812.944.3254  
ceversmann@conformaclad.com

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Fat  
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of severe wear solutions for applications involving extreme abrasion, corrosion and erosion—or any combination of the three. Conforma Clad provides wear-resistant extruder barrels, liners, screws and dies for the petfood, aquafeed, human food and plastics industries. Extrusion components protected with Conforma Clad's infiltration-brazed tungsten carbide technology last up to 10 times longer than those traditionally used in petfood extrusion. For more information visit [www.conformaclad.com](http://www.conformaclad.com).

See ad on page 59

**Continental Agra/Conex LLC**

1400 S. Spencer Road  
 Newton, KS 67114 USA  
 Tel: +1.316.283.9602  
 Fax: +1.316.283.9584  
[dan@continentalagra.com](mailto:dan@continentalagra.com)

Continental Agra Equipment, Inc. maintains the world's largest inventory of used feed mill equipment, re-manufactured or as is—including, but not limited to: Hammermills; pellet mills; coolers; mixers; roller mills; shakers; etc. Continental Agra also manufactures a new line of extruders, belt dryers and coolers with an exclusive no-pause spreader. We supply screws, barrels

and all wear parts for Insta-Pro models 2000R and 2500 extruders. Visit us at [www.Continentalagra.com](http://www.Continentalagra.com) for a complete listing.

See ad on page 87

**Coperion Corporation**

663 E. Crescent Avenue  
 Ramsey, NJ 07446-1220 USA  
 Tel: +1.201.327.6300  
 Fax: +1.201.825.6490  
[Cheryl.bulna@coperion.com](mailto:Cheryl.bulna@coperion.com)

Coperion will be sharing its experience with the ZSK MEGAvolume—an extruder that ensures ideal geometry for products with low bulk density, difficult feed characteristics or high fiber content. This design's free volume is greatly increased by deeper cut screw flights. This improves the intake of flours, starches and additives with low bulk density. Three years in test labs and in the field demonstrate that the MEGAvolume is a cost-effective solution for your extrusion line.

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 Fax: +1.617.437.7917  
[Julie@cormanbag.com](mailto:Julie@cormanbag.com)

**Cozzini, Inc.**

4300 W. Bryn Mawr  
 Chicago, IL 60646 USA  
 Tel: +1.773.478.9700  
 Fax: +1.773.478.2510  
[tspino@cozzini.com](mailto:tspino@cozzini.com)

The Cozzini AR901 Gravity-Fed Reduction System replaces conventional bowl choppers as well as product handling equipment. A 7-cubic-foot (200 liter) square hopper feeds the reduction chamber, where a high-capacity knife holder with scoop-shaped arms draws product into the cutting chamber. A hardened inlet liner reduces wear from mechanically-separated poultry. The single-cut configuration consists of a high-capacity knife holder, reduction plate and is ideal for reducing meat blends, petfoods and rendering products.

**Creative Formulation Concepts, LLC**

dba Agri-Data Systems  
 1831 Forest Drive  
 Suite H  
 Annapolis, MD 21401 USA  
 Tel: +1.410.267.5540  
 Fax: +1.410.267.5542  
[agridata@erols.com](mailto:agridata@erols.com)

The Concept5/Pet Food Formulation Model is an uncomplicated approach to designing, formulating and managing complex petfood products. Its unique capabilities distinguish it from similar formulation systems. It simultaneously optimizes petfood products comprised of multiple components, each requiring a different processing step that usually entails moisture additions or removals. The system provides a straightforward means for controlling ingredient inclusion rates and nutrient levels at intermediate steps, and for meeting nutritional requirements at the finished product moisture level.

See ad on page 89

**DD Williamson & Company, Inc.**

1901 Payne Street  
 Louisville, KY 40206 USA  
 Tel: +1.502.895.2438  
 Fax: +1.502.895.7381  
[thomas.dotter@ddwmsn.com](mailto:thomas.dotter@ddwmsn.com)

DD Williamson is the world leader in caramel color. Visit our exhibit to view new organic caramel color products. DDW offers liquid and powdered caramel colors that can replace/reduce your usage of synthetic colors. DDW also offers a broad spectrum of natural colors, including annatto, turmeric, carmine and/or custom-formulated natural color blends. DDW operates nine manufacturing sites on five continents.

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For more information, visit **[petfoodindustry.com](http://petfoodindustry.com)** and click on the Petfood Forum link to see a preliminary list of symposium topics and complete registration materials for attending or exhibiting. Questions? Contact Marcia Riddle by fax at +1.815.734.5631, or by e-mail at [riddle@wattmm.com](mailto:riddle@wattmm.com).

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Rachel@derinc.com

**DSM Nutritional Products, Inc.**  
45 Waterview Blvd.  
Parsippany, NJ 07054 USA  
Tel: +1.973.257.8504  
Fax: +1.973.257.8653  
jeff.alix@dsm.com

DSM Nutritional Products, one of the world's leading suppliers of vitamins, carotenoids, enzymes and other nutritional ingredient products, delivers quality product forms and custom premixes to the petfood, food, feed and cosmetic industries. Custom services are driven by product innovation, based on our experiences in nutritional research and designed to provide complete solutions to our clients in the industry.

See ad on page 5

**Dakota Gold Marketing**  
4506 N. Lewis Avenue  
Sioux Falls, SD 57104 USA  
Tel: +1.605.332.2200  
Fax: +1.605.332.2266  
msalonen@dakotagoldmarketing.com

Dakota Gold Enhanced Nutrition Distillers Products™ are merchandised through Dakota Gold Marketing, established in 1995 as the marketing arm for the branded products produced by the partner plants of the Broin® Companies. The internal QA/QC program (quality assurance/quality control) provides more end-user data than any feedstuff commodity or generic DDGS in the industry. As a result, the nutrient profile of the Dakota Gold Enhanced Nutrition Distillers Products™ is distinguished by consistently-high levels of nutrients.

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fizul.bacchus@danisco.com

Danisco is a global manufacturer and supplier of antimicrobials, antioxidants, cultures, emulsifiers, enzymes, flavors, hydrocolloids and tailored blends for the petfood industry. We offer a wide range of packaging options and technical assistance in solving petfood process problems.

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**Deamco Corporation**  
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Commerce, CA 90040  
USA  
Tel: +1.323.890.1190  
Fax: +1.323.890.1139  
agolian@deamco.com

Deamco Corporation is a manufacturer of bulk material handling equipment and systems with global presence in the following industries: Petfood; food; nut; dry fruit; frozen food and fresh/frozen vegetables; berries; seed; and grain, etc. Deamco manufactures Overlapping Bucket Elevators, Vibratory Conveyor/ Feeders, Vibra-Trans, Store-A-Veyors, Trace-A-Veyors and other related equipment, systems and services handling tons of petfood daily. Deamco's R&D group is constantly working to improve product handling, minimizing product degradation—maximizing system efficiency.

See ad on page 85

**Decagon Devices, Inc.**  
950 NE Nelson Court  
Pullman, WA 99163  
USA  
Tel: +1.509.332.2756  
Fax: +1.509.332.5158  
sales@decagon.com

Decagon's AquaLab, LITE, Pawkit and KD2 aid in petfood safety, microbial growth prediction and shelf life. AquaLab is a research-grade water activity meter which measures water activity in less than five minutes. The LITE is an intermediate meter for benchtop use. Pawkit is a portable, palm-size meter for use in the field or quick production line checks. Visit us at Petfood Forum 2006 to discuss our complete solutions for your petfood needs.

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Degesch America, Inc. continues to lead the way in stored-product pest control through innovative technology and dedicated personnel. Our brand-name fumigants—Phostoxin®, Magtoxin® and FumiCel/Strip®—are synonymous with quality. Degesch America, Inc. is also a Master Distributor of Diacon® II, an insect growth regulator that prevents the development of new generations of stored-product pests. Diacon® II contains methoprene, which has been granted a tolerance exemption in all food commodities by the EPA.

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Fax: +1.409.385.6537  
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See ad on page 87

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Gentle-roll cleaner/conditioner for dry petfood with sidewinder belt drag conveyor for gentle handling. Visit us at www.ebmmanufacturing.com and www.gentleroll.com.

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jarlath.h@edlpackaging.com

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[jbarbi@midlandindustrialgroup.com](mailto:jbarbi@midlandindustrialgroup.com)

ESE manufactures and provides equipment and engineering services to the petfood, aquatic and animal feed—grain, soya—and waste recovery industries. Our equipment includes extruders, pelletizers, thermoconditioners, grinders, texturizers, pulverizers, dryers, coolers, mixers, micro-ingredient systems, fat/oil coaters, baggers, rollers/flakers, toasters and cookers. One source for complete systems and plants, with more than 25 years of experience. Intec provides process and nutrition technologies and nutrient products to our customers worldwide.

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102 Mill Street

Welcome, MN 56181 USA

Tel: +1.507.728.8214

Fax: +1.507.728.8215

[kprafke@easy-automation.com](mailto:kprafke@easy-automation.com)

Easy Automation, Inc. manufactures and markets computerized mill software and automation systems, micro-ingredient weighing systems and bulk bag unloaders. Accurate reports are available for everything from drug records to inventory levels and feed usage by animals. Easy Automation, Inc. is the largest supplier of software and automation technology to the feed industry in North America, servicing thousands of customers worldwide.

See ad on page 86

**Enzyme Development Corporation**

360 W. 31st Street

21 Penn Plaza, Ste. 1101

New York, NY 10001-2727 USA

Tel: +1.212.736.1580

Fax: +1.212.279.0056

[info@enzymedevelopment.com](mailto:info@enzymedevelopment.com)

Enzyme Development Corporation manufactures enzymes for the production of petfood digest and related flavoring components. These include Liquipanol Papain and Enzeco Alkaline Protease L600. EDC also has enzymes for use as direct feed additives and enzymes for improved production rates on extruded products.

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Fax: +1.901.272.2926

[janharris@eurofinsus.com](mailto:janharris@eurofinsus.com)

Eurofins Scientific is an international laboratory organization providing bioanalytical support services. The Group specializes in delivering analytical testing services to clients from the food, environmental and pharmaceutical industries. The Group is committed to supporting its clients' objectives of ensuring that their products attain the highest possible quality and safety levels in all the markets in which they operate.

See ad on page 58

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221 Wheeling Road

Wheeling, IL 60090 USA

Tel: +1.847.537.0102

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[hsher@evangersdogfood.com](mailto:hsher@evangersdogfood.com)

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Spartanburg, SC 29302 USA

Tel: +1.864.596.7140

Fax: +1.864.596.7157

[chris.swalm@exopack.com](mailto:chris.swalm@exopack.com)

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**Extru-Tech, Inc.**

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Fax: +1.785.284.3143

[extru-techinc@extru-techinc.com](mailto:extru-techinc@extru-techinc.com)

Extru-Tech, Inc. is committed to providing technically-advanced extrusion solutions for production of all types of petfoods—including treats and co-extruded products. Our exclusive equipment line dedicated to cooking/extrusion supports manufacturing capacity rates from 300 to 36,000 lbs/hour. Visit our display to learn about new extrusion developments for petfood production and allow our expert staff to assist in design of an extrusion solution to fit your specific needs.

See ad on page 75, 89

**Fairview Mills, Inc.**

604 Nemaha

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Fax: +1.785.336.6720

[troy@fairviewmills.com](mailto:troy@fairviewmills.com)

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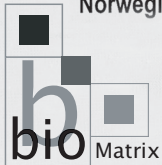
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and double-roll hot melt sealers used for closing paper and woven polypropylene bags ranging 5-50 pounds. Fischbein's Inglett products include automated bag presentation systems and a full range of electronic net weigh bagging scales.

See ad on page 86

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sboleman@food-safetynet.com

Food Safety Net Services, Ltd. offers ISO/IEC laboratory and expert consultation services including full-service microbiological and chemical testing, facility audits, customized educational and crisis management programs, as well as regulatory support. In addition to our wide scope of accredited microbiological and chemical analytical testing services, we also specialize in product shelf life assessment, validation and verification studies. Our facilities are directed by skilled scientists and are supported by degreed technical staff members.

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Fax: +1.303.216.2477

tobrien@gtcnutrition.com

GTC Nutrition, a business unit of Corn Products International, Inc., is a recognized leader in providing value-added, science-based ingredients to the animal feed industries. GTC Nutrition promotes health throughout North, Central and South America, Australia and New Zealand with innovative, functional ingredients and unsurpassed customer support. For more information, visit [www.fortifeed.com](http://www.fortifeed.com).

### Gateway Packaging Company

20 Central Industrial Drive

Granite City, IL 62040 USA

Tel: +1.618.451.0010

Fax: +1.618.876.4856

marketing@gatewaypackaging.com

Gateway Packaging announces a new, innovative printing process that combines the high quality of offset printing with the flexibility and ease of the flexo process. Our VSOP (variable sleeve offset printing) press is the first of its kind in the United States. World-class, magazine-quality printing is now available for flexible packaging. In addition, our new MBOMP (mitered bottom open-mouth pinch) bag is revolutionizing the multi-wall bag market. We can make your packaging dreams come true.

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7380 W. Sand Lake Road

### Suite 500

Orlando, FL 32819-5257

USA

Tel: +1.772.559.4338

Fax: +1.31.475.592767

yvonne.sevens@geelencounterflow.com

Since 1980, Geelen Counterflow has specialized exclusively in the development and manufacturing of counterflow coolers and dryers. Worldwide, we have over 5,000 coolers and dryers operational, with customers ranging from family enterprises to the world's leading multi-nationals. Continuous efforts to develop new solutions for customers have resulted in a number of worldwide patents. All our employees are 100% dedicated to counterflow coolers and dryers only, making us the world leader in both numbers and know-how.

See ad on page 23

### GenPak LLC

9611 James Avenue S.

Bloomington, MN 55431

USA

Tel: +1.952.881.8673

Fax: +1.952.881.9617

handerson@genpak.com

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# Geelen Counterflow DRYER MkII

fast, clean drying of extruded products



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- Vertical gravity flow means **no residues** left in the dryer

- High drying uniformity by frequent product and air mixing

- Advanced control system with touch screen, remote access and network capability

- Low energy consumption because of counterflow principle, internal recirculation and minimum exhaust air

- Fines separation by internal cyclones and central dust collection

- Air flow control at every drying stage

- Automatic Moisture Control regulates burner temperatures

- Fully insulated dryer and air system

Some of the above features are optional, depending on exact dryer specifications

**Geelen Counterflow**  
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info@geelencounterflow.com

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Eden Prairie, MN 55344 USA

Tel: +1.952.944.9512

Fax: +1.952.942.9649

myron.jepson@grainmillers.com

Grain Millers is a full-service milling company with multiple locations to serve our customers. Grain Millers offers a full line of conventional and organic petfood ingredients including flax seed, barley and oat products. These products are available in multiple forms from barley pearls, oat groats, flours and whole seeds. Grain Millers offers year-long contracts on all products for price stability and can ship to any location in North America.

### **Griffin Cardwell Ltd.**

87, Fleet Road

Fleet, Hampshire GU51 3PJ  
U.K.

Tel: +44.1252.365500

Fax: +44.1252.612875

lphillips@griffincardwell.com

Environmental impact caused by odor is of increasing concern. Griffin Cardwell is exhibiting cold plasma, proven technology for dry petfood and aquaculture processes—a technology with real advantages over traditional odor abatement systems. A scale model is on display. Gases pass through a high-voltage field to be bombarded by electrons that modify the molecular structure of the gas promoting oxidation at low temperature. One hundred units in operation worldwide.

### **Griffin Industries, Inc./ Nature Safe**

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Tel: +1.859.572.2562

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kstockelman@griffinind.com

Griffin Industries is a leading supplier of value-added specialty proteins, bakery by-products and fats and oils. Products can be custom blended to support your nutritional and economical objectives. Griffin successfully combines flexibility with process efficiency and consistency with innovative production capabilities—all with dependable, on-time deliveries. All facilities are certified under American Feed Industry Association's Safe Feed/Safe Food Leadership Program, ensuring delivery of a safe and wholesome feed supply for the growth/care of animals.

See ad on page 85

### **Hesco, Inc.**

500 19th Street, S.W.  
Watertown, SD 57201 USA

□ Tel: +1.605.884.1100  
Fax: +1.605.884.1133  
bradh@hesco-inc.com

Hesco is a specialty grain and grain-related products company located in the heart of the USA grain belt in South Dakota. We supply grain and grain-related products in addition to custom milling for the petfood industry.

See ad on page 85

### **Hood Packaging Corporation**

390 E. Henry Street, Suite 202  
Spartanburg, SC 29302 USA

Tel: +1.864.577.0422

Fax: +1.864.577.0283

bmcbride@hoodpackaging.com

Thirteen plants in the United States and Canada specializing in paper and poly-packaging enable Hood Packaging Corporation to furnish all your packaging needs. We are pleased to be the first in the industry to use the E-B system for a high-gloss finish for shelf appeal and increased production efficiencies. State-of-the-art poly-pouch equipment with superior printing capabilities makes Hood Packaging the "supplier of choice" for the packaging industry.

### **ICC**

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Sao Paulo, SP 01451-909

BRAZIL

Tel: +55.11.3093.0741

Fax: +55.11.3816.7661

daniel.morais@iccbrazil.com.br

ICC works with an all-natural product line, based on yeast and related products. Our objective is to provide the feed industry with efficient products and fair pricing.

### **IEH-Warren Analytical Laboratories**

15300 Bothell Way, N.E.  
Lake Forest Park, WA 98155 USA

Tel: +1.206.522.5432

Fax: +1.206.306.8883

rebekahb@iehinc.com

IEH-Warren Analytical is a full-service testing laboratory that offers all-encompassing analytical services including microbiology, chemistry, pesticides, pathogen detection, SRM testing, nutritional labeling, vitamins, allergens, export requirements, tannery and leather. We are accredited to ISO/IEC/17025, the international standard for laboratory competence. Our staff of microbiologists, chemists and food technologists will provide you with the most accurate and precise analytical data necessary to stay ahead in today's business environment.

See ad on page 89

### **IJ White Systems**

20 Executive Boulevard  
Farmingdale, NY 11735 USA

Tel: +1.631.293.2211

Fax: +1.631.293.3788

jsouza@ijwhite.com

IJ White designs and manufactures petfood systems for freezing, cooling, drying and heating applications. Using our vertical process, the Ultra Series Systems save energy and use less valuable floor space. Engineered to enhance product quality within a controlled environment, the process is ideal for raw, baked and product in pouches, cans or containers. We also supply all types of transport conveyors—including lowerators, elevators and pouch cooling systems.

### **IPE/AFIA Feed Expo**

1530 Cooledge Road  
Tucker, GA 30084 USA

Tel: +1.770.493.9401

Fax: +1.770.493.9257

colentine@poultryegg.org

The International Poultry Expo, the world's largest poultry exhibition, and the American Feed Industry Association's Feed Expo, the world's largest feed show, are joining forces in 2007. The two events will be co-located in Atlanta, Georgia, USA on January 24-26, 2007, providing a forum for networking, education and technology transfer for over 900 exhibitors and 20,000 attendees from over 90 countries.

### **International Fiber Corp.**

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sgreer@iicag.com

International Ingredient Corporation is a leading manufacturer and supplier of innovative, specialty ingredients for the petfood industry. Our research-proven products provide an excellent source of nutrition and palatability, supported by our team of professional animal nutritionists. Visit our booth for research and technical information on Cheese Plus, Nutri-Sure (Nutrient Certified Cooked Cereals), Brewtech Brewers Yeast, Dairylac-80,



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- High solubility

### Certifications

- AAFCO Classification *General Feed Additive*
- Designated GRAS
- CVM Accepted for Urine Acidification
- ISO 9002
- Patent: 5,773,063



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crath@jrsusa.com

JRS Fibers are changing the image of healthy petfoods. J. Rettenmaier is a global leader in the production of dietary fibers for the petfood industry, including our Cellulose, Oat, Wheat and Sugarcane Fibers. JRS Fibers are the proven ingredient to increase palatability; decrease hairballs and other urinary tract disorders; improve colon health by providing bulk; and popular in reduced-calorie/weight control diets. JRS fibers are the label-friendly functional ingredient for pets.

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Tel: +31.75.647.9999

**Fax: +31.75.621.3883**  
food@jandekker.com

Dreaming up ideas to satisfy your marketplace is your business. Making them reality is ours. From feed to food, from traditional to natural. Our mission is to find the right solution to our customer's oxidation problems by providing many years of expertise and tailor-made blends. With foresight, innovation and a dedicated staff of knowledgeable professionals, we have the perfect mix to match the specific requirements of petfood producers. "Jan Dekker International is your partner for success."

See ad on page 72

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cknueven@jones-hamilton.com

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London, ON N6A 5R8  
CANADA  
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Fax: +1.519.438.8314  
Reynolds@kgksynergize.com

KGK Synergize offers a full compliment of in-house research capabilities to GLP standards and is ISO 9001:2000 certified. Services to nutraceutical, functional food and pet care industries include pre-clinical screening models, analytical testing and clinical models in a number of therapeutic areas. Visit KGK's booth to determine what research can be conducted on your product to put you ahead of your competition. Visit our website at: MACROBUTTON HtmlResAnchor www.kgksynergize.com.

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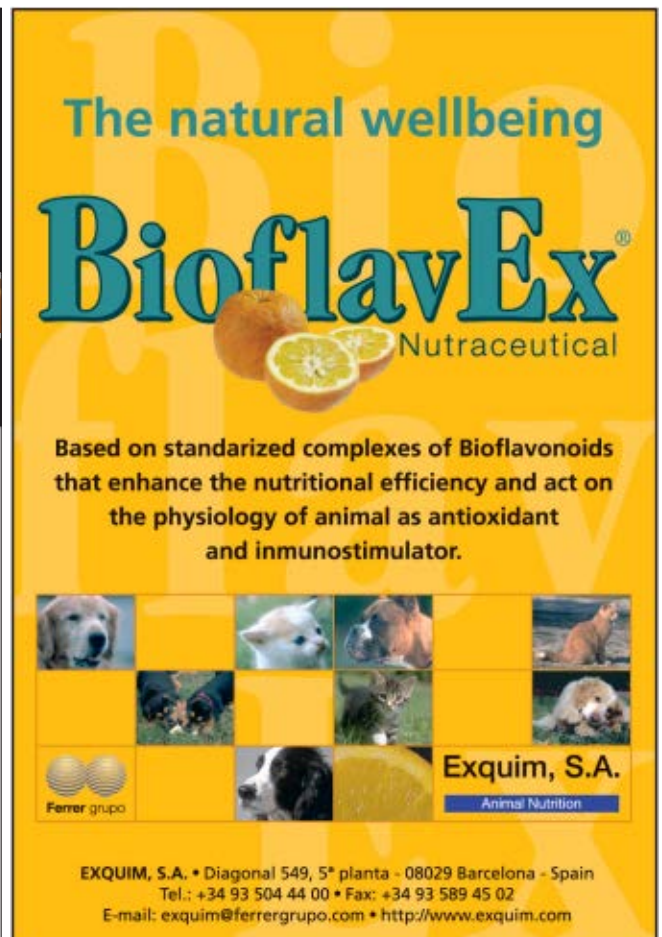
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**Ryan.Donnely@kemin.com**

Kemin Nutrisurance,® Inc. is committed to providing exceptional value to the petfood industry through innovative technology, quality products and dedicated customer service programs. Our goal is to ensure that the nutritional parameters of today's petfood formulations are met and maintained through assurance of diet stabilization and palatability enhancement. Kemin provides Naturox®, Pet-Ox®, Paramega® Rendox® and Termox® brand antioxidants designed to stabilize a variety of petfood diets and ingredients, as well as Palasurance® brand palatants.

**Kennelwood Inc.**

**1913 N. Staley Road**

**Champaign, IL 61822 USA**

**Tel: +1.217.356.3539**

**Fax: +1.217.356.4459**

**swatts8147@aol.com**

Kennelwood offers petfood testing for palatability and nutritional adequacy.

See ad on page 71

**Kice Industries, Inc.**

**5500 N. Mill Heights Drive**

**Wichita, KS 67219 USA**

**Tel: +1.316.744.7151**

**Fax: +1.316.744.7355**

**galles@kice.com**

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**Grafton, WI 53024 USA**

**Tel: +1.262.375.9111**

**Fax: +1.262.375.9058**

**rich@labudde.com**

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See ad on page 84, 89

**Littleford Day Inc.**

**7451 Empire Drive**

**Florence, KY 41042 USA**

**Tel: +1.859.525.7600**

**Fax: +1.859.525.1446**

**bbarker@littleford.com**

Manufacturers of processing equipment including horizontal mixers (batch and continuous), granulators, microencapsulates, agglomerators, vacuum dryers, conical mixers, sigma mixers, vertical high-intensity mixers, liquid dispersers, pressure reactors, sterilizers and extractors. We also provide pilot plant and laboratory equipment.

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**Wolcott, NY 14590 USA**

**Tel: +1.315.594.1760**

**Fax: +1.315.594.1956**

**mliseno@marshallpet.com**

Marshall Industrial Dried Goods is a new division dedicated to producing dry ingredients for the petfood industry—specializing in fruit and vegetable fiber sources. Marshall provided quality dried ingredients under the Orchard Sweets name previously. Marshall has recently added to their drying capabilities with the purchase of a new rotary drum dryer. This will help meet the increasing demands for dried fruit and vegetable ingredients for the petfood industry and expand their private labeling capabilities.

See ad on page 38

**Midwest Laboratories, Inc.**

**13611 "B" Street**

**Omaha, NE 68144 USA**

**Tel: +1.402.334.7770**

**Fax: +1.402.334.9121**

**gervin@midwestlabs.com**

Midwest Laboratories, Inc. is a full-service laboratory serving the petfood industry the last 30 years. In addition to state-of-the-art equipment and laboratory facilities, we provide you with experts to support you and answer your questions. Through our secured online web service, you can receive your data as soon as tests are complete in the laboratory. Stop by our booth at Petfood Forum to learn more about our quality services.

See ad on page 83

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**Greensboro, NC 27416-0846 USA**

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**amurphy@mothermurphys.com**

Mother Murphy's Laboratories is a third-generation family-owned flavor company that is celebrating our 60th anniversary. We specialize in manufacturing food-based ingredient flavors for many industries. At Petfood Forum we will be showing a variety of flavors that are used in petfood as well as pet products. Some of the flavors we will be showing include bacon, garlic, peanut butter, anise and beef. Come by our booth so we can show you a wonderful flavorful experience.

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CANADA**

**Tel: +1.905.829.2414**

**Fax: +1.905.829.2438**

**jhdgson@nealanders.com**

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**tritter@neogen.com**

Neogen's comprehensive food safety solutions include the GIPSA-verified Reveal® for aflatoxin, the easiest and quickest test available for aflatoxin. After a simple extraction, negative sample results can be read in less than two minutes. Neogen's unique Reveal AccuScan™ lateral flow test reader easily and objectively reads, stores and analyzes results from its Reveal tests. Neogen's exceptionally specific GeneQuence™ DNA hybridization tests and Reveal ELISA pathogen tests include a market-best eight hour E. coli O157:H7 kit.

**See ad on page 33**

**New Technology, Inc.**

**11063 N. Highway 59  
Gravette, AR 72736 USA**

**Tel: +1.479.787.6772**

**Fax: +1.479.787.9957**

**dan.lapointe@newtechnology.com**

New Technology, Inc. is a specialist in extruder replacement wear parts for the petfood, animal and aquaculture feed industries. Since 1990, NTI has been totally dedicated to supplying extruder replacement wear parts to petfood and feed producers. This discipline has helped us build a "store full" of knowledge, a solid reputation and many long-standing customer relationships. Our goal is to become a valuable member of each of our customer's product design and maintenance teams.

**See ad on page 83**

**Northwest Coatings LLC**

**7210 Cessna Drive  
Greensboro, NC 27409 USA**

**Tel: +1.336.605.5100**

**Fax: +1.336.605.5107**

**jbagwell@actinic.net**

Northwest's booth is an informative display regarding our new professional insect challenge service. If a petfood manufacturer wants to know if their packages can remain un-infested during storage, Northwest Coatings has the facilities and the staff to answer this important question. We can take any client's package, expose them to high numbers of stored-product insects and tell that customer where their package failed via a strictly-confidential final report.

**Novus International, Inc.**

**530 Maryville Centre Drive  
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**Tel: +1.314.576.8443**

**Fax: +1.314.576.4635**

**Mike.Officer@novusi**

Maintain ingredient quality and freshness with Activate (organic acid) and antioxidants from Novus International, Inc. Mintrex™ organic trace minerals provide high bioavailability for better animal health. Mintrex is made especially stable by a molecular bond with a methionine source. NatuGuard™ antioxidant provides all-natural protection. PetGuard™ antioxidant offers a proprietary blend (BHA/BHT). The IDEA™ Assay provides a rapid measure of digestibility. Novus meets your organic trace mineral, organic acid, antioxidant and digestibility assay needs.

**See ad on page 9**

**NuPetra LLC, a NutriScience  
Technologies Company**

**320 Springside Drive  
Suite 300**

**Fairlawn, OH 44333 USA**

**Tel: +1.330.665.2112**

**Fax: +1.330.665.2195**

**farallp@nutriscience.com**

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**See ad on page 2**

**Nutra Blend, Inc.**

**3200 E. Second Street  
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**Tel: +1.417.451.6111**

**Fax: +1.417.451.4515**

**rhembree@nutrablend.net**

Nutra Blend Inc. supplies quality products and services for all species of livestock, pets and aquaculture. Vitamin requirements, trace mineral requirements, diet formulation, feeding recommendations, custom premix formulation and regulatory compliance.

**Omega Protein, Inc.**

**2101 CityWest Blvd.  
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**Tel: +1.713.940.6169**

**Fax: +1.713.940.6166**

**brewtonc@omegaproteininc.com**

Omega Protein is North America's largest manufacturer of heart-healthy fishmeal and fish oil containing omega-3 fatty acids used for value-added ingredients in petfood. Omega produces Special Select™ and FAQ fishmeal, as well as refined oils, providing a variety of health benefits. These products are available in bulk, bag or drums and can be shipped in containers or bulk vessels.

**See ad on page 77**

**PPI Technologies**

**1610 Northgate Blvd.  
Sarasota, FL 34234 USA**

**Tel: +1.941.359.6678**

**Fax: +1.941.359.6804**

**rlibera@ppitechnologies.com**

PPI Technologies Global provides the total stand-up and side gusset pouch program including press-to-close and slider zipper machinery. High-speed 500ppm Laudenberg continuous-motion slider zipper machinery with gas flush and PSG Lee slider zipper systems including Yamato scale at 70 ppm are available for all types of pet products. We offer the total system from scale to pouch machinery and case packing.

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Exhibition guide > Pertinent information about Petfood Forum 2006 exhibitors

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**[kellv@pacificbag.com](mailto:kellv@pacificbag.com)**

Pacific Bag, Inc. is a leading supplier of flexible packaging for the petfood industry. Our product line includes stand-up pouches; the quad-seal bag; foil gusseted bags; custom-printed bags; rollstock; and equipment. PBI has been fortunate to serve customers like Solid Gold Health Products, ADM, Zupreem, Roudybush, Canidae and Natura. Let us help you grow. PBI is flexible packaging—simplified.

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**Fax: +1.847.615.6337**  
**[anackovic@pactiv.com](mailto:anackovic@pactiv.com)**

Hefty® Slide-Rite® Advanced Closure Systems are the global leader in slider recloseability. The Slide-Rite system is available for retrofit or part of OEM equipment for HFFS and pre-made pouch lines. Options include tamper-evident and contaminant-resistant systems able to be integrated into stand-up, side-gusseted or front-panel pouches. For more information on pre-made licensee locations, equipment specifications or product information contact Andy Nackovic.

**Pappas Inc.**  
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**Detroit, MI 48202 USA**  
**Tel: +1.313.873.1800**  
**Fax: +1.313.875.7805**  
**[john@pappasinc.com](mailto:john@pappasinc.com)**

Pappas, Inc. will have parts on display primarily used for bone-in product emulsification and heat-treated stainless for highly-corrosive resistance. There will be two technicians with 50 years combined experience in emulsification and grinding available to answer your questions about the Pappas line and how the application will improve your product line.

See ad on page 61

**Parsons-Eagle Packaging Systems**  
**A Division of Campbell Wrapper Corp.**  
**1415 Fortune Avenue**  
**De Pere, WI 54115 USA**  
**Tel: +1.920.983.7100**  
**Fax: +1.920.983.7300**  
**[pesales@parsons-eagle.com](mailto:pesales@parsons-eagle.com)**

Parsons-Eagle Packaging Systems, a leading manufacturer of packaging equipment, will

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**Peel Plastic Products Ltd.**  
**49 Rutherford Road South**  
**Brampton, ON L6W 3J3**  
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**Tel: +1.905.456.3660**  
**Fax: +1.905.456.0870**  
**[richardp@peelplastics.com](mailto:richardp@peelplastics.com)**

Peel Plastics will feature its unique multi-panel pouch, which allows for excellent brand name display in either stand-up or lay-down merchandising formats. Find out about our leading edge closure technologies for flexible packaging, which offer the ultimate in consumer convenience and product freshness. Come see how Peel's renowned flexographic print capabilities now offer you an economic quality alternative to gravure.

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**Perten Instruments NA, Inc.**  
**6444 South 6th Street**  
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**Tel: +1.217.585.9440**  
**Fax: +1.217.585.9441**  
**[lblack@perten.com](mailto:lblack@perten.com)**

Perten Instruments will demonstrate the DA 7200 NIR Analyzer featuring six-second analysis of moisture, protein, fat, fiber, ash and other constituents in dry or wet petfoods. The DA 7200 is fast, rugged and simple to use. With two-year lamp life and no moving optical components, cost of ownership is very low. The DA 7200 is pre-calibrated for many raw materials, has proven transfer of existing calibration databases, and requires no sample grinding or prep.

**Petfood Enterprise Technologies (PET)**  
**#7 Heritage Oak Lane**  
**Suite 1**

**Battle Creek, MI 49015 USA**  
**Tel: +1.269.979.0594**  
**Fax: +1.269.704.5959**

**[leighanns@petfoodenterprise.com](mailto:leighanns@petfoodenterprise.com)**

PET is "ahead of the curve" offering natural nutrition for the health and well being of pets. PET provides not just ingredients, but the ability to develop complete product



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**Peterson Company, The**  
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**sharond@thepetersoncompany.com**

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**petfoodindustry@wattmm.com**

Petfood Forum is WATT's opportunity to show you just what we do best! *Petfood Industry* magazine will be on display for those of you who may not have seen the latest issue, or our updated logo and new look. Come by our booth to check out the changes and learn more about the industry. Watt Books will have many petfood industry-related books at Petfood Forum 2006 on April 4<sup>th</sup> and 5<sup>th</sup>. We will be located across from the registration desk—stop by, check out what we have available for purchase. Sign up for our drawing. The lucky winner will receive one free copy of *Petfood Technology*. Hope to see you there.

**Petfood Ingredients, Inc.**  
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**Mt. Pleasant, SC 29465 USA**  
**Tel: +1.843.884.6135**

**Fax: +1.843.881.1710**  
**jcleyh@petfoodingredients.com**

Petfood Ingredients has served the petfood and feed industries for more than 30 years, providing valued services in new product development, formulation consulting and unique ingredient applications. With years of hands-on research and development experience, founder and CEO, Joe Leyh, works with R&D groups and new organizations with new ventures or innovative product ideas, utilizing expertise in product development, processing techniques, ingredient functionality, cost reductions, palatability enhancement and nutrition fortification.

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**Pet Food Solution, Inc.**  
**PO Box 1091**  
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**mhodges@petfoodsolution.com**

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[kenc@prestox.com](mailto:kenc@prestox.com)

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Tel: +1.630.428.2386  
Fax: +1.630.527.9905  
[kathyl@profoodinternational.com](mailto:kathyl@profoodinternational.com)

ProFood International sources and distributes high-quality, competitively-priced food ingredients serving the food, nutritional and pharmaceutical industries in the US. Our strategic warehouse locations allow for prompt delivery. We provide our customers many products including: Amino acids, specialty sweeteners, preservatives, vitamins, antioxidants, natural colorants, flavor and fragrance ingredients. New products include: Nisin, lysozyme, lycopene, beta-carotene, magnesium oxide and texturizer.

See ad on page 88

**Readco Mfg., Inc.**  
460 Grim Lane  
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Tel: +1.717.848.2801  
Fax: +1.717.848.2811  
[insider@readco.com](mailto:insider@readco.com)

Readco Manufacturing manufactures adjustable-shear Continuous Mixers, which are an excellent tool for meat emulsions, soft center petfoods and biscuit type pet treats. The machine is capable of mixing and dispersing small ratios of broths, flavors, vitamins and other micro-components into large quantities of other products typically found in petfood formulations. Readco maintains a fully-equipped test lab in York, Pennsylvania, USA and compliments its test lab with a rental program.

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Robert's Packaging specializes in "continuous motion" and "intermittent motion" stand-up pouch machinery, as well as contract packaging services. Our C-Series (f/f/s), CFS-Series (pre-made) and IMFS 1500 (pre-made) systems offer high production speeds, superior production efficiencies and quick changeovers. You make the choice, "Buy a machine or hire it done." Either way, you can trust

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Fax: +1.636.583.6553  
[johnc@romerlabs.com](mailto:johnc@romerlabs.com)

Romer Labs, Inc., with offices in the United States, Europe and Asia, offers mycotoxin detection test kits in qualitative and quantitative formats. Our Fluorometric test kits are chemical based and our AgraQuant line of test kits are ELISA based. We offer a full-service analytical laboratory utilizing "Official Reference Method" technology such as HPLC. We also offer a full line of analytical equipment, as well as consulting and litigation services. We are experts in mycotoxin solutions.

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Rouville Packaging Inc. serves a variety of customers, both large and small, in all types of industries, including the petfood industry. We have the expertise to produce paper packaging solutions that offer optimal protection for a wide variety of industrial and consumer products. More importantly, our on-site paper inventory allows for quick production and delivery lead times. For nearly five decades, Rouville has been synonymous with reliability, innovation and efficiency.

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SPF is the global petfood division of the international group Diana-Ingredients. The company is committed to conceiving complete state-of-the-art palatability solutions which meet or exceed petfood manufacturers' requirements. From aroma conception to assessment by the animal

and its owners, SPF constantly innovates, increasing performance and quality to maximize its customers' palatability system at the lowest cost. SPF offers a wide range of palatants specifically adapted to dry, wet and treat applications.

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Selo Food Technology specializes in food processing. We deliver complete solutions for meat processing, bakery, liquid foods and the petfood industry. In Oldenzaal, Netherlands, we have a dedicated team offering a wide range of solutions for wet petfood production. Our involvement focuses on efficiency and product quality, but we are also involved in new product development. The Selo petfood team includes people with both technical and technological orientation and experience offering professional advice and solutions.

**Shaffer Manufacturing Corp.**  
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**Silva International, Inc.**  
523 N. Ash Street  
Momence, IL 60954 USA

Tel: +1.815.472.3535  
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jweidenaar@silva-intl.com

Silva International is a producer and supplier of dehydrated vegetable ingredients, with growers worldwide and processing facilities in Momence, Illinois, USA; Sandhausen, Germany; and Qingdao, China. For over 20 years, our global organization has been supplying a full line of dried vegetable ingredients throughout the petfood industry. For both dry and wet petfood applications, these ingredients offer nutritional benefits with great marketing and line extension opportunities.

**Simmons Feed Ingredients**  
10700 South Street, Hwy 43  
Southwest City, MO 64863 USA  
Tel: +1.417.762.3001  
Fax: +1.417.762.3568  
tdorn@simfoods.com

Simmons Feed Ingredients is a basic manufacturer of poultry-based ingredients for the petfood, livestock and poultry feed industries. Products include high-quality poultry/chicken by-product meals, feathermeal, poultry fats and palatability enhancers (digest). Our manufacturing facility is centrally located in Southwest Missouri, USA.

**Smurfit-Stone**  
450 E. North Avenue  
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bags@smurfit.com

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- F-86 (Feline Pal Enhancer)

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- Salmon Solubles Hydrolysate
- Tuna Meal
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- Select Menhaden Fish Meal

### Meal Products

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- Beef Meal
- Steamed Bone Meal
- Lamb Meal
- Chicken Meal
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**Fax: +1.781.276.5125**

**rudi.vanmol@sunopta.com**

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**jeanne.reidelberger@nutreco.com**

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See ad on page 11, 13

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**jerry.felts@tyson.com**

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See ad on page 37

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See ad on page 87

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See ad on page 26

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See ad on page 65

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See ad on page 92

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See ad on page 87

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See ad on page 86

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# Focus

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## Preliminary program

- »» Feline flavor preferences
- »» New technologies for flavor release
- »» Welfare concerns and palatability testing
- »» Is too palatable irresponsible?
- »» Wet processing's impact on palatability
- »» Dry processing's impact on palatability
- »» In-home palatability testing design
  - »» Genomics: Pinpointing palatability
    - »» Packaging and palatability
    - »» Innovative ingredients
- »» Behavioral aspects of preference
- »» How to achieve superior palatability

Presented by the publishers of PETFOOD INDUSTRY magazine, **Focus on Palatability** is a comprehensive educational program immediately following Petfood Forum in Chicago, IL USA. Discover the keys to outstanding palatability in 12 in-depth presentations from leading industry experts. Registration form on reverse, or visit us online at [www.petfoodindustry.com](http://www.petfoodindustry.com) for more details.

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# Exhibitor categories




## Equipment, Ingredients, Packaging & Services

As of press time, here are the Petfood Forum 2006 exhibitors divided into four categories: Equipment, Ingredients, Packaging and Services. Booth number follows company name. See the Petfood Forum exhibition floor plan on page 51.

		Equipment	Ingredients	Packaging	Services
	3D Corporate Solutions, LLC, 900		●		
	A&J Mixing International/Horizon Systems, 915	●			
	ADF—American Dehydrated Foods, Inc., 923		●		
	ADM Animal Health & Nutrition, 318		●		
	AFB International, 803		●		
	APEC, 519	●			
	APV Baker, 100	●			
	Advanced BioNutrition, 513		●		
	Aeroglidge Corporation, 822	●			
	Alabama Power Company, 209				●
	Alcan Packaging, 322				●
	Alltech, 601		●		
	Aleutian Proteins, Inc., 114		●		
	Ameri-Pac, Inc., 823		●		
	American-Newlong, Inc., 908	●			
	American Packaging Corporation, 503				●
	BASF, 618		●		
	Bachelor Controls, Inc., 115	●			
	Badger Trading Co., 303		●		
	Bancroft Bag, Inc., 609				●
	bi-pro marketing limited, 703		●		
	Bio-Oregon, Inc., 315		●		
	Biorem, 812				●
	Bischof + Klein GmbH & Co. KG, 813				●
	Bliss Industries, Inc., 902		●		
	Brabender Technologie, Inc., 817		●		
	Bühler, Inc., 108		●		
	CFS N. America, Inc., 212		●		
	CJ Foods, Inc., 501				●

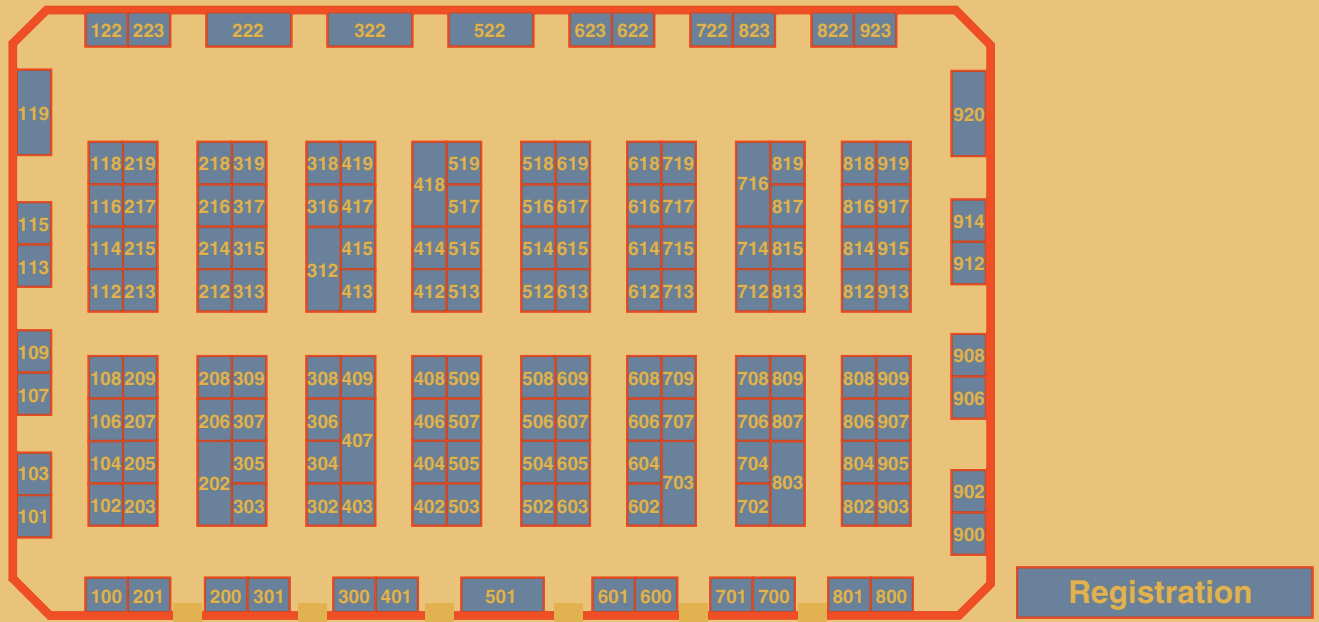


	Equipment	Ingredients	Packaging	Services
CPC Commodities, LLC, 806		●		
 CPM/Roskamp Champion, 619	●			
Carolina By-Products, 708		●		
Carter Day/Jacobson, 808	●			
 Cereal Byproducts Company, 201		●		
Cetec Industrie, 409	●			
 Coating Excellence International, 307			●	●
 Conforma Clad Inc., 600	●			
 Continental Agra/Conex LLC, 309	●			
Coperion Corporation, 704	●			
Corman Bag Company, 707			●	
Cozzini, Inc., 919	●			
 Creative Formulation Concepts, LLC, 712				●
DD Williamson & Company, Inc., 313		●		
DER International, 214		●		
 DSM Nutritional Products, Inc., 716		●		
Dakota Gold Marketing, 407		●		
 Danisco Canada, Inc., 308		●		
 Deamco Corporation, 206	●			
Decagon Devices, Inc., 508	●			
Degesch America, Inc., 203			●	
 Dinnissen BV, 103	●			
 Drying Technology, Inc., 504	●			
 EBM Manufacturing, Inc., 802	●			
EDL Packaging Engineers, Inc., 807			●	
ESE & Intec (Midland Companies), 605	●			
 Easy Automation, Inc., 106	●			
Enzyme Development Corporation, 107		●		
 Eurofins Scientific Inc., 122				●

	Equipment	Ingredients	Packaging	Services
 Evanger's Dog and Cat Food, 913				●
 Exopack, LLC, 623			●	
 Extru-Tech, Inc., 200	●			
Fairview Mills, Inc., 617		●		
 Fischbein Company, 713	●			
Food Safety Net Services, 612				●
Foss North America, 603	●			
GTC Nutrition, 608		●		
Gateway Packaging Company, 202			●	
 Geelen Counterflow, 914	●			
GenPak LLC, 512			●	
Grain Millers, Inc., 602		●		
Griffin Cardwell Ltd., 116				●
 Griffin Industries Inc./Nature Safe, 402		●		
 Hesco, Inc., 113		●		
Hood Packaging Corporation, 903			●	
ICC, 616		●		
 IEH-Warren Analytical Laboratories, 702				●
IJ White Systems, 216	●			
IPE/AFIA Feed Expo, 300				●
International Fiber Corp., 917		●		
 International Ingredient Corp., 801		●		
J. Rettenmaier USA LP, 208		●		
 Jan Dekker International, 701		●		
 Jones-Hamilton Co., 419		●		
KGK Synergize, Inc., 907				●
Kemin Nutrinsurance, Inc., 522		●		
 Kennelwood Inc., 800				●
Kice Industries, Inc., 615	●			

Exhibitor categories >

	Equipment	Ingredients	Packaging	Services		Equipment	Ingredients	Packaging	Services
 LaBudde Group, Inc., 912		●							●
Littleford Day, Inc., 515	●								
 Marshall Industrial Dried Goods, 613		●			 Rouville Packaging, Inc., 814			●	
 Midwest Laboratories, Inc., 517				●	St. Joseph Chamber of Commerce, 905				●
Mother Murphy's Laboratories, 217				●	 SPF USA, 119		●		
Nealanders International, Inc., 607		●			SRC Milling Co., LLC, 706		●		
 Neogen Corporation, 709	●				Scan American Corporation, 118		●		
 New Technology, Inc., 319	●				 Scouler Co. IFI/IPC, 413		●		
Northwest Coatings LLC, 104				●	Selo Food Technology, 401		●		
 Novus International, Inc., 809		●			Shaffer Manufacturing Corp, 316		●		
 NuPetra LLC, a NutriScience Technologies Co., 622		●			Silva International, Inc., 506		●		
Nutra Blend, Inc., 815		●			Simmons Feed Ingredients, 305		●		
 Omega Protein, Inc., 909		●			Smurfit-Stone, 418			●	
PPI Technologies, 717				●	Spray Dynamics, Ltd., 700		●		
 Pacific Bag, Inc., 219				●	 Summit Ridge Farms, 223				●
Pactiv, 302				●	Sun Opta Ingredients Group, 715		●		
 Pappas, Inc., 722	●				Total Food Export/Rush Direct, Inc., 213				●
Parsons-Eagle Packaging Systems, 112	●				Trinity Packaging Corporation, 614			●	
Peel Plastic Products Ltd., 312				●	 Trouw Nutrition USA LLC, 222		●		
Perten Instruments NA, Inc., 906	●				 Tyson Foods, Inc., 920		●		
 Pet Food Solution, Inc., 804				●	 US Commodities, 408		●		
 Peterson Company, The, 518		●			Union Special Corporation, 404		●		
 Petfood Enterprise Technologies (PET), 516				●	 Vicam, 502				●
 Petfood Ingredients Inc., 818		●			 Vitalfa, LLC, 218		●		
 Pizzey's Premiums, 301				●	Wedlock Paper Converters Ltd., 215			●	
Presto-X-Company, 317				●	 Weidenmiller Company, 412		●		
Printpack, Inc., 101				●	 Wenger Manufacturing, Inc., 719		●		
 ProFood International, Inc., 505		●			Werthan Packaging, Inc., 819			●	
Readco Mfg., Inc., 507	●				 Western Yeast Company, 509		●		
 Robert's Packaging/Alliedflex, 604	●				 Wilbur-Ellis Company, 102		●		
					Romer Labs, Inc., 403				●
					Rose Acre Farms Inc., 109		●		



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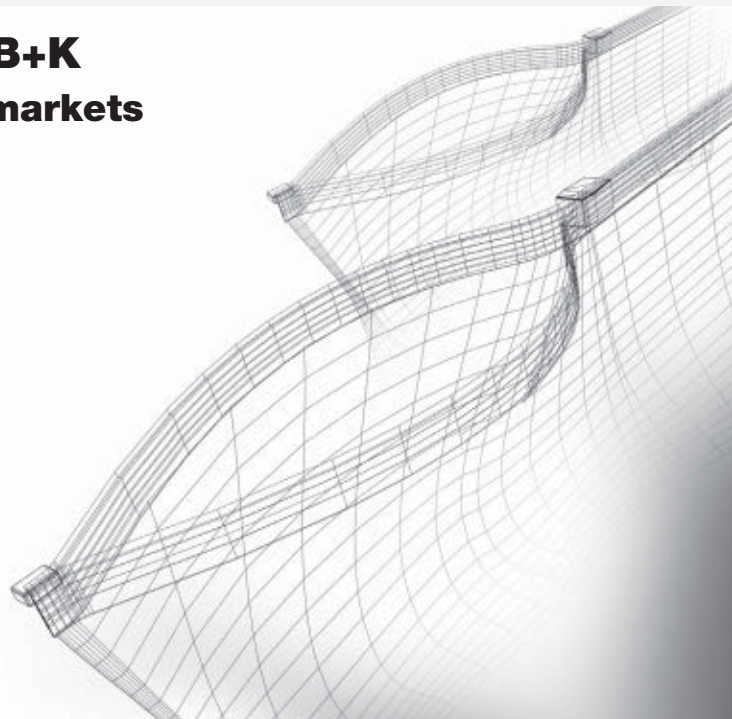
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# SUCCESS *and* MORE



S&M NuTec joins the ranks as a top contender in the pet industry

BY JENNY KVAMME, DVM

**F**ew products in the marketplace today have enjoyed the kind of phenomenal growth that Greenies® has. Starting as a homemade treat, Greenies has gone from the basement (quite literally) to top of the sales charts in a relatively short period. The manufacturing company—S&M NuTec, LLC—is now one of the top 10 companies worldwide in terms of retail sales in 2004 (US\$310 million). In fact, the company has grown 92,000% since 1999 and Greenies has overtaken Milk Bone as the largest US dog treat brand by value sales.

## The story

Dr. Joseph Roetheli and Judy Roetheli co-founded S&M NuTec in 1996. The company was named for the couple's sons Steffan and Michael. By no coincidence, the company mascots are two Greater Swiss Mountain dogs named Serge and Max. Headquartered in North Kansas City, Missouri, USA, the company



**Co-founders of S&M NuTec, Joe and Judy Roetheli.**

directly employs 95 people and provides jobs for 450-500 more in the local area.

Joe, an ag economist, managed R&D and commercialization programs for the US Department of Agriculture for 18 years. When asked to relocate his family to the Washington, DC area, Joe opted to stay in Kansas City, Missouri, USA and resign his USDA position. This gave him the opportunity to spend time further developing a product he formulated to improve the breath of the Roetheli family dog,

Ivan. With the consultation of a board-certified nutritionist, Dr. Lon Lewis, and a human dentist from the University of Missouri School of Dentistry, the product has evolved into the top-selling pet treat on the US market today.

From humble beginnings, Greenies (so named because of their green coloring) have sold exceedingly well. It took some work; however, as the young, family-run company had to demonstrate sales of over US\$1 million (in one month) before it could secure bank financing. Now, with simple growth of 70% per quarter, S&M NuTec strives to deal with its major growing pains.

## The company

At the company headquarters, you can see evidence of a bustling, employee-friendly workplace. Worker cubicles and walkways are marked with descriptive street signs displaying canine and feline names. Dogs are seen walking the hallways with their human companions, and the walls are covered with numerous awards and photographs of the good works employees have accomplished.

Joe is quick to point out that the quality of the people who work at S&M NuTec is number one. He runs a “fun firm” with a unique culture where family and community interaction are highly encouraged. The company donates an impressive amount (over US\$400,000 in 2004) to local and national charities and dog clubs, as well as contributes time and effort with Heart to Heart International and the local Community Blood Center. In fact, over half of S&M NuTec's employees are active in volunteer programs outside of work, contributing approximately 4,000 hours per year.

The company has earned over 40 awards, honors and forms of recognition since the beginning of 2002 ranging from national, regional and local honors—including recognition for merchandising strategies in the pet industry. For instance, S&M NuTec was honored by the National District Export Council with its 2004 Small Business Exporter of the Year Award. Also, Petco named S&M NuTec as its Vendor of the Year for 2004 and again in 2005, for supplies.

The American Business Association awarded S&M NuTec with the award for Best Company in America with less than 100 employees in June 2005. The Kansas City Chamber of Commerce awarded S&M NuTec its Mr. K award as the Outstanding Small Business in 2005.

Judy noted that she believes strongly that “one of the keys to success for S&M NuTec has been the company's ability to attract great people who are passionate about pets and passionate about their work, plus persistent in execution towards goals, and prepared to think creatively and work hard to achieve success as a team.”

There are 95 people employed by the company directly. S&M NuTec is responsible for providing another 450-500 jobs in the local area through outsourced manufacturing, warehousing, packaging and shipping locations within one hour of Kansas City in Eastern Kansas and Western Missouri.

Co-founders Joe (CEO) and Judy (president) are joined on the management team by Brad Allen, COO; Russell Fries, (CSO-chief strategic officer); and Don Coleman, CFO. The mission of the company is “to provide innovative, practical, top-quality pet products that meet market needs; provide functional attributes; and provide value for the welfare of pets and pet owners.” It does this by offering innovative products, which are supported by creative merchandising efforts. According to Brad, a former sales and marketing

executive for Pepsi Co. with 20 years of experience, “we do a lot of things right.”

As Joe noted, “we don’t have the fear of knowing what won’t work.” Coming from outside the industry has allowed him to look at new ideas with an open mind and not be influenced by doubt. He knows that his company has been “very, very fortunate” and shows a real enthusiasm for the work. He did note that there have been challenges in managing such strong growth and that securing financing to keep up with that growth has been a big hurdle. Another hurdle has been protecting the company’s intellectual property.

Joe and Brad are obviously proud of the products S&M NuTec manufactures. They explained that they are still working on every product in their line to continue to improve them. With new products being added all the time, and sales growing by leaps and bounds, the future is bright for S&M NuTec in the pet industry. Brad is quick to point out that it’s “a great industry to be in.” By listening to consumers and supplying their needs, the company plans to grow even further. The current demand for functional pet treats and the prominent positioning the company now holds in pet superstore chains have been key factors in their rapid expansion.

## The products

Initially, S&M NuTec limited sales of its Greenies treats to local pet stores and grocery outlets. In 1999, the company expanded to national distribution. In 2002, Greenies began to be carried in larger national pet superstore chains (i.e.,



Petco and PetSmart). S&M NuTec now distributes its products to all 50 states and exports to over 50 countries worldwide. The company’s packaging is printed in at least 12 languages. Joe

noted that sales of Greenies have topped 650 million units to date—a number that if placed end-to-end would circle the globe one and two-thirds times.

The product line began with the original Greenies dog treat, an entirely edible injection-molded product with the distinctive green coloring that gave it the name. The original Greenies is manufactured in six sizes for dogs (Jumbo, Large, Regular, Petite, Teenie™ and Lil’ Bits™).

Greenies was the first dog treat to receive the Veterinary Oral Health Council® (VOHC) Seal of Acceptance for both plaque and tartar removal. Independent studies have shown that feeding one Greenies per day resulted in:

- ✓ 62% reduction in tartar (calculus);
- ✓ 14% reduction in plaque formation;
- ✓ 33% reduction in gingivitis;
- ✓ 77% reduction in dental stain formation; and
- ✓ 31% reduction in bad breath.

A second product in the S&M NuTec line-up is Feline Greenies™, released in the summer of 2005. The feline treat is available in four flavors—Ocean Fish, Salmon, Chicken and Liver. Independent testing of the effects of Feline Greenies on tartar and plaque accumulation found:

- ✓ 37% reduction in dental tartar;

- ✓ 19% reduction in plaque formation; and
- ✓ 21% reduction in gingivitis.

Spin-offs from the original Greenies line include the Smart Chew™, a non-edible chew toy for dogs available in four sizes—Jumbo, Large, Regular and Petite. A new complete and balanced baked dog snack named the Smart Biscuit™ has Greenies Lil’ Bits baked into the green- or gold-colored treat to help freshen breath. It is available in three sizes (Small, Medium and Large) and two flavors (Double Green Chunk and Fresh Chip). This product was scheduled for release in February 2006.

### Other products sold by S&M NuTec include:

- Pill Pockets® (a patented treat for pill delivery with a space in the center to help hide medications for pets);
- Hip Chips™ (a jerky-type treat made with glucosamine and chondroitin to promote joint health in dogs and cats);
- Pnutz™ (a peanut-shaped and flavored treat for dogs);
- Second Wind Energy Snack™ (a performance-boosting energy bar-type snack for dogs);
- Barx™ whole-grain Soft Stick™ (low-calorie chew stick for dogs); and
- Other pet accessories like nail trimmers and grooming gloves.

More information on S&M NuTec’s complete line of products is available on their website at [www.nutecforpets.com](http://www.nutecforpets.com).

## Production snapshot

Within a short drive of company headquarters, one of S&M NuTec’s facilities busily produces, packages, stores and ships products around the globe. In this 300,000-square-foot facility, over 1,400 truckloads per year are distributed and hundreds of area workers are provided with jobs. The facility is impressive in its efficiency and capacity. As the production process is (of course) highly proprietary, the details cannot be revealed, but a quick tour provided highlights.

In the injection molding area, Greenies begin as a drum filled with a resin compound that is brought to the facility to be molded, cooled and then tumbled to remove any excess edges or fines. As Joe demonstrated, the ingredients that go into Greenies are human grade prior to production and are completely edible by dogs, cats and humans alike.

After cooling, the Greenies are packaged in one of several ways. Some of them are individually wrapped on Dobby Linium 301 horizontal wrappers in individual pieces. These pieces are boxed and shrinkwrapped in a Lantech Shrink Tunnel and palletted for shipping. Others proceed to a Sandi Acre machine where the Greenies are packaged in resealable bags and then boxed and palletted for shipment. S&M NuTec’s operation, including local outsource manufacturing, encompasses more than 800,000 square feet. All but one location is within an hour’s drive of the company’s headquarters.

## Into the future

S&M NuTec has grown from a simple breath-freshening concept into a major force in the global pet treat industry. An entrepreneurial spirit and pure dedication have propelled S&M NuTec to the top seller of pet treats after just 7 years of sales. Joe

and Judy Roetheli's simple plan to freshen their dog's breath has turned into a business success that neither one first envisioned. The future is bright for S&M NuTec with a growing product line, a focus on customer service, a growing work force and a skyrocketing bottom line. →

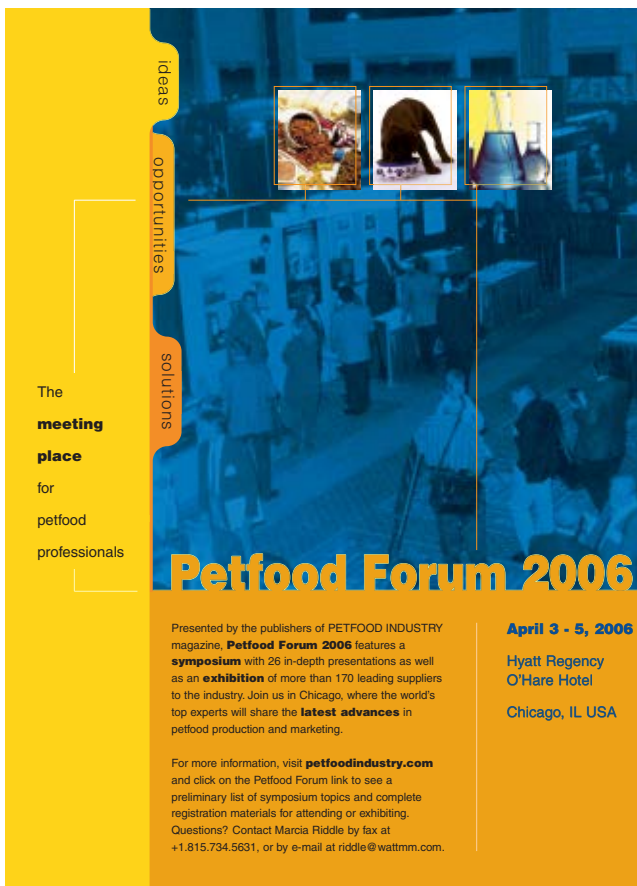
Dr. Kvamme is the associate editor of *Petfood Industry* magazine. She can be reached at 122 S. Wesley Ave., Mt. Morris, IL 61054 USA, Tel: +1.815.734.5637, Fax: +1.815.734.5649, E-mail: kvamme@wattmm.com.

## Recent developments

S&M NuTech has been under intense media scrutiny in recent weeks. In response to consumer complaints and a single lawsuit filed against the company for incidents involving pets with intestinal and esophageal obstructions, the maker of Greenies said it plans to make some changes to its packaging. Joe Roetheli said the company plans to make the instructions more prominent on the packaging telling pet owners to carefully monitor their pets when feeding Greenies and make sure they feed their animal the right size treat. The company warns owners that dogs who gulp their food, or otherwise do not adequately chew Greenies, could have trouble digesting the treat, as could animals which eat Greenies that are too big or too small for their body size. Reportedly, the US Food and Drug Administration has received dozens of complaints about Greenies and is in the process of an informal inquiry, with which Roetheli said his company is cooperating.

In the wake of the press attention, some retailers have removed Greenies from their shelves. Roetheli stated that he didn't believe that sales of the treats had been affected too adversely, even with the negative publicity. In a recent press conference, Roetheli emphasized the incidence rate was incredibly low based on the number of treats sold. "The worst-case scenario statistics we have seen have one incident reported for every 8.1 million Greenies sold," he said. He also noted that the biggest misconception to come out of the press was that the Greenies packaging stated that the treat was 100% digestible. The packaging actually states that the treat is 100% edible. Roetheli commented that he would consider removing that statement from the label to prevent consumer confusion.

He added that too little focus has been given to the ability of Greenies to help keep dogs' teeth clean, saying complications from gum and tooth decay take three to five years off a dog's life.



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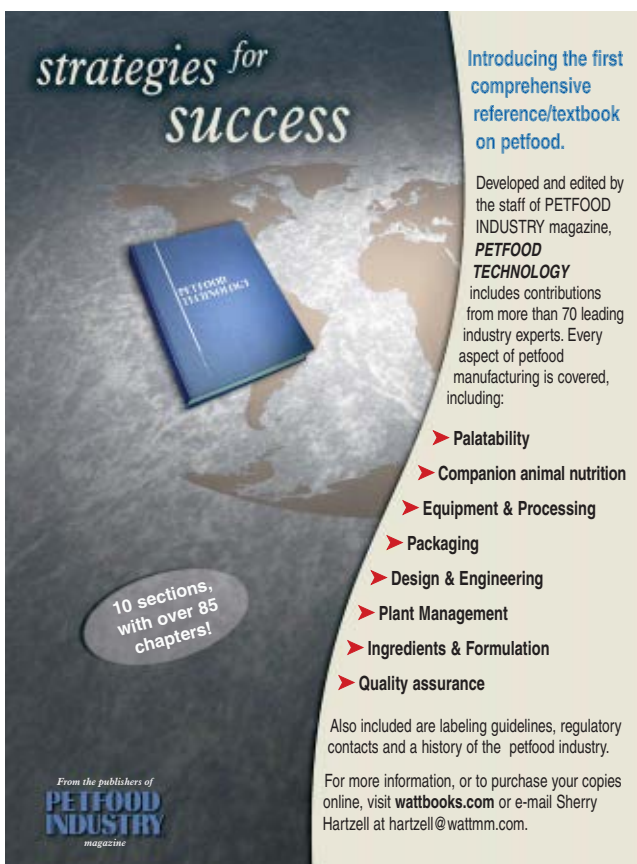
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# Research Notes

## Docosahexaenoic acid-enriched salmon oil and plasma composition

The necessity and importance of a dietary source of the N-3 LCPUFA docosahexaenoic acid (DHA) prompted an evaluation of the effects of supplementation of a typical cat diet with a DHA-enriched salmon oil on the n-3 LCPUFAs in plasma and the relative levels of n-6 and n-3 LCPUFAs.

Cats were orally administered a daily dose of 1.5 ml of DHA-enriched salmon oil at feeding. Following supplementation, both EPA and DHA increased by 5.5-fold and 3.7-fold, respectively, in total fatty acids while DPA increased 2-fold. In plasma phospholipids, EPA increased 70% and DHA by 3.4-fold from their basal levels to the same 4.7%; DPA again increased 2-fold from its low basal level to 1.0% of the fatty acids present in plasma phospholipids. As these n-3 LCPUFAs were increasing, LA decreased by 13-18%, while no change was observed in AA.

The study shows that supplementation with a DHA-enriched salmon oil elicits a rapid shift in the n-6:n-3 balance of LCPUFAs in cat plasma, reflected in both total fatty

acids and phospholipids. This shift in the n-6:n-3 ration resulted from substantial increases in both DHA and EPA, especially in the plasma phospholipids. Further studies are needed, particularly on kittens and on aging cats, where the need for DHA is likely to be the greatest.

**Source:** Filburn, CR and Griffin, D, 2005. Supplementation of docosahexaenoic acid-enriched salmon oil and plasma composition. *Intern J Appl Res Vet Med*, 3(2).

## Skeletal mineral accretion in malnourished, growing animals

Cases of rickets and other conditions of malnutrition in growing animals have been uncommon in recent years, but the popularity of raw and homemade diets in companion and exotic animals has resulted in an increased number of cases presented to veterinary clinics and teaching hospitals.

Growing animals—including four puppies, two cougars, two jaguars and one serval—fed non-commercial diets were diagnosed radiographically with multiple fractures and/or folding fractures. All animals were undersized, exhibited lameness of varying degrees or were

beginning to exhibit neurological signs. A review of diets indicated that they were either imbalanced in calcium:phosphorus, or were deficient in calcium. Dual energy x-ray absorptiometry (DEXA) scans were performed prior to correction of nutrition imbalances and were followed up with scans at intervals of 30 days and/or 60 and 90 days. Upon discharge, animals were fed commercial growth diets appropriate for their species and were administered calcium carbonate (250 mg PO q 24 hr).

DEXA scans performed at 30 days showed a significant accretion of bone mineral at fracture sites, with insignificant increase in bone mineral density of long bones. Subsequent radiographs and DEXA scans showed increased cortical bone density, bone healing and remodeling of fracture sites. It appears that the initial period following correction of mineral malnutrition may involve preferential directing of dietary calcium towards sites of bone injury, without significant improvement in overall bone mineral deficits.

**Source:** Lauten, SD, Bartges, JW, Kirk, CA and Klaphake, EA, 2005. From Proceedings of AAVN Clinical Nutrition and Research Symposium, June 1, 2005.



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## Concentrations of PUFAs and supplementation with n-3 fatty acids

The objective of this study was to determine essential fatty acid concentrations in plasma and tissue before and after supplementation with omega-3 fatty acids in dogs with atopic dermatitis. Thirty dogs with atopic dermatitis were given supplemental flaxseed oil (200 mg/kg/d), eicosapentaenoic acid (EPA; 50 mg/kg/d), docosahexaenoic acid (DHA; 35 mg/kg/d) or mineral oil as a placebo in a double-blind, placebo-controlled, randomized trial. Clinical scores and plasma and cutaneous concentrations of linoleic acid, arachidonic acid,  $\alpha$ -linolenic acid ( $\alpha$ -LLA), EPA, DHA, prostaglandin E<sub>2</sub> and leukotriene B<sub>4</sub> were determined.

Results indicated that total plasma concentrations of  $\alpha$ -LLA and EPA increased, and those of arachidonic acid decreased significantly with administration of EPA-DHA, while concentrations of  $\alpha$ -LLA increased with flaxseed oil supplementation. Nevertheless, there was no significant change in the concentrations of these fatty acids or eicosanoids in the skin. There was no correlation between clinical scores and plasma or cutaneous concentrations for any of the measured fatty acids or eicosanoids.

This study indicated that at the dose used, neither the concentrations of fatty acids in skin or plasma nor a decrease in the production of inflammatory eicosanoids was a major factor involved in the mechanism of action in dogs with atopy that responded to fatty acid supplementation.

**Source:** Mueller, RS, *et al.*, 2005. Plasma and skin concentrations of polyunsaturated fatty acids before and after supplementation with n-3 fatty acids in dogs with atopic dermatitis. *Am J Vet Res* 66:868-873.

## Immunoglobulin-enriched egg powder promotes GI health

Research by scientists at Nestlé Purina evaluated the benefit of including

a natural source of immunoglobulins, as hyperimmunized egg powder, in diets for puppies experiencing the adverse effects of stress. Two groups of 18 Alaskan Husky puppies (12-16 weeks old) undergoing a controlled exercise program were fed identical diets except for the addition of the egg powder.

Key benefits documented in this study included a lowering of fecal pH. Lower pH correlated positively with more

beneficial microflora (e.g., *Bifidobacteria*, *Lactobacilli* and *Enterococci*). In addition, the hyperimmunized egg powder helped to stabilize and reduce stress-related changes in GI microflora, based on Temporal Temperature Gel Electrophoresis (TGGE) analysis before and after exercise.

While the very mild stress evaluated in this study did not induce diarrhea in either group, the beneficial markers of

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enhanced GI health suggest that the use of hyperimmunized egg powder could be beneficial in reducing GI upset and stress-related diarrhea in puppies.

**Source:** Immunoglobulin-enriched egg powder promotes GI tract health in puppies. From Nestlé Purina Pet Institute *Research Report* 9(2):6.

### Mild food restriction on speed in racing Greyhounds

The objective of this study was to determine whether mild restriction of food intake affects clinicopathologic variables, body composition and performance of dogs undertaking intense sprint exercise. For the experiment, nine trained healthy adult Greyhounds were offered food free choice once daily for nine weeks until body weight and food intake stabilized.

Dogs were then randomly assigned to be fed either 85% or 100% of this quantity of food in a cross-over study (duration of each diet treatment period, 9 weeks). Dogs raced a distance of 500 meters twice weekly. Clinicopathologic variables were assessed before and five minutes after racing, including food intake, weight, body composition, body condition score, and race times were compared at the end of each diet period.

Compared with values associated with unrestricted access to food, there were significant decreases in mean body weight (by 6%) and median body condition score (from 3.75 to 3.5 on a 9-point scale) and the mean speed of the dogs

was significantly faster (by 0.7 km/h) when food intake was restricted. Results indicate that the common practice among Greyhound trainers of mildly restricting food intake of racing dogs to reduce body weight does improve sprint performance. A body condition score of approximately 3.5 on a 9-point scale is normal for a trained Greyhound in racing condition.

**Source:** Hill, RC, *et al.*, 2005. Effect of mild restriction of food intake on the speed of racing Greyhounds. *AJVR* 66:1065-1070.

### Influence of lifetime food restriction

The objective of this study was to describe the effects of lifetime food restriction on causes of death and the association between body-mass characteristics and time of death in dogs. Forty eight dogs from 7 litters were used in a paired-feeding study. One dog in each pair was fed 25% less food than its pair mate from 8 weeks of age until death. Numerous morphometric and physiologic measures were obtained at various intervals throughout life. Associations of feeding group to time and causes of death were evaluated, along with important associated factors such as body composition components and insulin-glucose responses.

Median life span was significantly longer for the group that was fed 25% less food, whereas causes of death were generally similar between the 2 feeding groups. High body-fat mass and declining lean mass significantly predicted death 1 year




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prior to death, and lean body composition was associated with metabolic responses that appeared to be integrally involved in health and longevity. Results were similar to results of diet restriction studies in rodents and primates, reflecting delayed death from species- and strain-specific intrinsic causes.

**Source:** Lawler, DF, *et al.*, 2005. Influence of lifetime food restriction on causes, time and predictors of death in dogs. *J Am Vet Med Assoc* 226(2):225–231.

### Protein's effect on weight loss of obese cats

The effects of two hypocaloric rations were evaluated, one with 29% and the other with 42% of crude protein, on the body composition, nitrogen balance (NB) and some biochemical parameters of obese cats. A total of 16 castrated adult cats were used, divided into two groups of eight animals (G1 and G2). The body composition, determined by DEXA, and the biochemical exams were performed at the onset of the experiment (M0), at 10% of weight loss (M10) and 20% of weight loss (M20) for each cat. The weekly weight loss ( $0.98 \pm 0.37\%$  for G1 and  $0.94 \pm 0.31\%$  for G2), and the ingestion of metabolizable energy ( $33.7 \pm 3.3$  kcal/kg/day for G1 and  $35.1 \pm 3.20$  kcal/kg/day for G2) did not differ between the groups. The NB was different at M0 ( $-70 \pm 110$  mg/kg/day for G1 and  $340 \pm 410$  mg/kg/day for G2) but roughly similar at M20 ( $140 \pm 170$  mg/kg/day for G1 and  $330 \pm 410$  mg/kg/day for G2).

The lean body mass (LM) loss was significant for G1 ( $p < 0.05$ ), it decreased from  $2.789 \pm 198$  g at M0 to  $2.563 \pm 188$  g at M20; for G2 the changes in LM were not significant ( $p < 0.05$ ). Reduction in body fat was significant between M0 and M20 for both rations ( $p < 0.05$ ), without differences between treatments. The ingestion of digestible protein was greater ( $p < 0.05$ ) for G2 ( $3.20 \pm 0.29$  g/kg/day) than for G1 ( $2.21 \pm 0.22$  g/kg/day). There was a significant correlation between NB and ingestion of digestible protein at M0 ( $p < 0.05$ ;  $r = 0.65$ ), but this correlation was not observed at M20 ( $p < 0.05$ ;  $r = 0.31$ ). A significant reduction in plasma urea was observed for G1 and in the HDL cholesterol for G2, but the other biochemical parameters did not change. The ration with higher protein content prevented LM loss. However, the lower protein content ration seems to maintain animal health and to improve the cat's NB after weight loss.

**Source:** Vasconcellos, RS, *et al.*, 2005. The influence of protein intake on the weight loss of obese cats. Proceedings of the Nestlé Purina Nutrition Forum, St. Louis, Missouri, USA.

### Newfoundlands have lower rates of taurine biosynthesis than Beagles

Large dogs are more likely than small dogs to have taurine deficiency-induced dilated cardiomyopathy. Newfoundlands appear to be one of the most susceptible large breeds to developing taurine deficiency. The study's authors hypothesized that the breed disposition is the result of a low taurine biosynthesis capability. To evaluate the relative taurine biosynthetic capability of Newfoundlands, taurine biosynthetic rate (TBR) of six



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privately-owned Newfoundlands (54.2±3.4 kg) and six purpose-bred Beagles (12.3±0.25 kg) were measured using the stable isotopic taurine (D4-tau) dilution technique.

All dogs were adapted for three weeks to the same AAFCO protocol-tested commercial dry-type diet containing 0.54% sulfur amino acids (SAA) and 0.022% taurine. Sufficient food was given to maintain an ideal body condition score.

Following a single oral dose of D4-tau, the D4-tau to H4-tau ratio in urine collected daily for six days was measured by GC-MS to determine TBR. Plasma, whole blood and urinary taurine concentrations were also measured. The TBR of Newfoundlands versus that of Beagles was 36.7±4.3 versus 91.8±9.0 mg/kg BW<sup>-0.87</sup>/day<sup>-1</sup> (kg BW<sup>-0.87</sup> = relative metabolic liver weight, mean±SEM, p<0.01), respectively. Plasma, whole blood and urine taurine concentrations of Newfoundlands versus Beagles were 48.9±7 versus 96.6±11 nmol/ml (p<0.01) 201±22 versus 277±20 nmol/ml (p<0.05) and 124±41 versus 933±228 nmol/mg creatinine (p<0.05), respectively.

These results support the hypothesis that there is a breed/size difference in taurine biosynthetic capability when dogs are fed diets near-limiting in dietary SAA but adequate in amounts to maintain body weight. It appears that the low TBR of Newfoundlands accounts for the more frequent observation of taurine-deficiency dilated cardiomyopathy in Newfoundlands relative to that of small breed dogs.

**Source:** Ko, K, *et al.*, 2005. Newfoundlands have lower rates of taurine biosynthesis than Beagles. Proceedings of the Nestlé Purina Nutrition Forum, St. Louis, Missouri, USA.

## Zinc methionine use in weanling puppy diets

Weanling puppies are in a physiologically stressful state, and zinc is important in maintaining a healthy immune system and adequate growth. Differences in bioavailability exist among dietary zinc sources that could impact their physiological effects. The objective of this research was to determine if an organic zinc source—Zinpro zinc methionine (ZnMET)—was more bioavailable to weanling puppies than an inorganic zinc source—zinc oxide (ZnO).

Two, 38-day blocks of 15 (n=30) hound-cross puppies (eight-week-old) were used in a randomized complete block design. Treatments included: 1) control diet (50 mg/kg Zn from dietary ingredients and ZnO); 2) control + 50 mg/kg ZnO; 3) control + 100 mg/kg ZnO; 4) control + 50 mg/kg Zinpro ZnMET; and 5) control + 100 mg/kg Zinpro ZnMET. After receiving the control diet from day 1 to 7, dogs were allotted to one of the five treatments from day 8 to 28. Blood was collected on days 7, 14, 21 and 28.

Plasma zinc, alkaline phosphatase (AP) isoenzyme profile, IgG and IgM and a complete blood count were determined. Change from baseline data was analyzed as repeated measures using the Mixed Models procedure of SAS. Change in plasma zinc was greater (P<0.05) in dogs fed 50 mg/kg Zinpro ZnMET, 100 mg/kg ZnO and 100 mg/kg Zinpro ZnMET compared to control dogs. Weight gain was greater (P<0.01) for dogs fed Zn-supplemented diets when compared to the control. Serum concentrations of the bone isoform of AP decreased over time for all dogs. However, there was less of a decrease (P<0.05) in dogs consuming 50 or 100 mg/kg Zinpro ZnMET diets. White and red blood cells, IgG, and IgM were not changed. ZinPro zinc methionine may be a more bioavailable zinc source than ZnO.

**Source:** Vester, BM, Karr-Lilienthal, LK, Swanson, KS and Fahey, GC, Jr., 2005. Evaluation of zinc methionine for use in weanling puppy diets. Proceedings of the Nestlé Purina Nutrition Forum, St. Louis, Missouri, USA.

## Association between body size and large intestinal transit time

The objective of this study was to compare large intestinal transit time (LITT) in dogs of various body sizes and determine whether fecal quality was correlated with LITT. Six Miniature Poodles, six Standard Schnauzers, six Giant Schnauzers and six Great Danes were used in the study. LITT was calculated as the difference between total (TTT) and orocecal transit time (OCTT). Minimum and mean OCTTs were determined by use of the sulfasalazine-sulfapyridine method. Minimum TTT was estimated by use of chromium and ferric oxide as color markers, and mean TTT was calculated from the recovery from feces of ingested colored plastic beads. Fecal moisture content



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was determined and fecal consistency was scored during the same period.

Large-breed dogs had higher fecal moisture content and more watery fecal consistency. No association between body size and OCTT was detected, but there was a positive correlation between body size and mean TTT. Mean LITT increased significantly with body size, from  $9.1 \pm 1.1$  hours in Miniature Poodles to  $39.4 \pm 1.6$  hours for Giant Schnauzers. Significant correlations were detected among mean LITT, mean TTT and fecal scores—whereas no correlation was observed between fecal moisture content and TTT or LITT. LITT was correlated with fecal consistency in dogs of various body sizes. Mean LITT can be predicted from values for mean TTT in healthy dogs.

**Source:** David C. Hernot, *et al.*, 2006. Evaluation of association between body size and large intestinal transit time in healthy dogs. *Am J Vet Res* 67:342-347.


### The effect of long chain PUFAs on mental ability

The effect of long chain PUFA supplementation on cognitive function was studied in five litters of puppies. From three weeks of age, half of each litter were supplemented with LCPUFA (DHA as 1% and AA as 2% of total fat intake) or a placebo (corn oil as 2% of total fat intake), with 20 puppies included in each treatment group. Tests for mental stability (cry and shriek

test), problem-solving (U-maze; long maze), memory (long maze) and cue association (T-maze) were performed at standard ages between 8 and 16 weeks. Differences between treatment groups for each response were tested by non-parametric analysis of variance of ranked data after accounting for differences in litters within treatment groups.

No significant difference was found between treatment groups for cry and shriek times or time to run the U-maze. No differences were found for the first trial in the long maze—on the second trial, the mean, median and minimum run times were significantly lower ( $p < 0.05$ ) for the LCPUFA treated puppies. The median and minimum numbers of errors were directionally ( $p < 0.10$ ) lower for the LCPUFA treated puppies in the long maze. There were no significant differences in run time or errors between treatment groups for the T-maze tests.

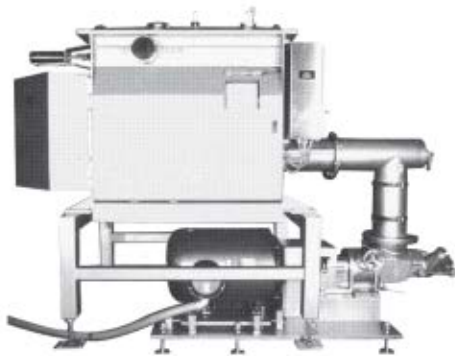
LCPUFA significantly enhanced memory in puppies as shown by response differences in the long maze. The significant improvement in memory observed in LCPUFA fed puppies may enhance trainability and support an improved pet-owner relationship.

**Source:** Reynolds, AJ, Waldron, M, Wilsson, E, Leavitt, Y, Dunlap, A and Bailey, K, 2005. The effect of long chain PUFA supplementation on mental stability, problem-solving ability, and learned pattern retention in young growing dogs. Proceedings of the Nestlé Purina Nutrition Forum, St. Louis, Missouri, USA. 

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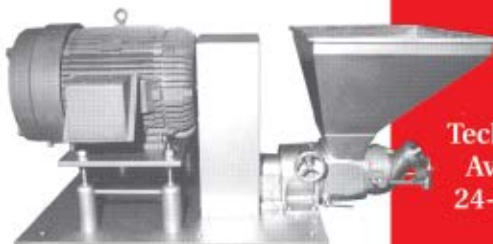
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# AAFCO update

## *Pet Food Committee tackles a few of the issues*

**T**he Association of American Feed Control Officials (AAFCO) held its “mid-year” meeting in January in San Diego, California, USA. The weather was a bit chillier than most attendees expected, though it was still likely warmer than the places from which the majority had traveled. As usual, the AAFCO Pet Food Committee had a full agenda and, in fact, didn’t cover all the agenda items in the time allotted.

### **Committee responsibilities**

The Committee stopped doing private label reviews for individual companies a decade or so ago. Among the problems with doing those reviews was the tremendous time burden it put on the Committee members. However, the AAFCO *Procedures Manual* still has private label reviews as one of the charges to the Committee. Therefore, the Committee discussed and edited the document to delete the private label review process as one of its functions.

The Committee indicated the intent to consider specific “issues” brought before it, such as mediation of a difference of opinion between a state feed control official and a petfood company on the interpretation of an AAFCO Model Pet Food Regulation. There was some discussion about the criteria upon which an issue would be considered (e.g., that both sides first agree to defer to the Committee’s ruling), but no specific action was taken on that point. While not discussed, I hope that the Committee will make



— D. Dzanis

these decisions public; maybe not with disclosure of the names of the state or company involved, but at least with enough information so that other interested parties can understand the issue and the rationale for the ruling. Otherwise, other firms or regulators are likely to make the same mistake down the road, causing more work for everyone.

### **“Weighty” issues**

The Committee entertained discussion on the proposal I submitted in August on behalf of the American College of Veterinary Nutrition (ACVN) that would, among other things, make a calorie content statement mandatory for all dog and cat foods (see *Petfood Industry*, September 2005). Points and counterpoints as to the proposal’s merits were made. The Committee did not move to either accept or reject the proposal, but did commit to keeping the matter on the table for further discussion at the Annual Meeting.

A related issue is the Pet Food Institute’s proposal of amendment

of the AAFCO Model Pet Food Regulations. If enacted, it would allow for “a statement of dietary and/or nutritional approach” in lieu of a calorie content statement for those dog and cat foods where a claim regarding weight management or control is on the label but no specific calorie-related claim (e.g., “lite”) is made.

Lack of time at the meeting prevented discussion of the proposal’s merits, but the Committee did promise to discuss it at the next meeting. I know I have my personal opinions on the matter, but I’m anxious to hear the Committee’s views. It may not ever come to the table though, because if the ACVN proposal was accepted, this amendment would be rendered moot.

### **Other items**

In light of the recent incident involving an aflatoxin-contaminated dog food, the Committee Chair made a few comments to industry regarding the need for good quality assurance/quality control programs.

Two of the model affidavits used

to attest to nutritional adequacy and calorie content were amended to clarify that there were options in some of the testing procedures. For example, it is now clearer that determination of a product as meeting the AAFCO Dog and Cat Food Nutrient Profiles can be accomplished either by calculations based on the ingredients' nutrient contents or by chemical analysis of the finished product.

Time constraints did not allow for much discussion on the proposed new AAFCO Policy Statement, PS29. This policy would delineate when guarantees are required and, more importantly, when they are not required to support a nutrient content claim. A recent change by the group working on the matter altered one criterion to allow for exemption from a guarantee; so that instead of requiring the nutrient to be listed in the AAFCO Dog and Cat Food

Nutrient Profiles, it only needed to be "recognized by AAFCO." This would allow claims for some non-essential nutrients to be exempt from the need for guarantees (provided the other criteria for exemption were also met).

Finally, there was time for discussion on the Committee's concern regarding the use (and misuse) of parenthetical statements in the ingredient declaration. Since this matter deserves more elaboration than can be provided here, the topic will be discussed in detail next month. ➔

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## SK Food grower site launched

SK Food International has announced a new section on its website created specifically for growers. SK Food International is a licensed and bonded grain buyer and contract producer of beans, grains, seeds, etc. This portion of the company's website includes information on SK Food International's crop production program including grower services/reward programs, crop variety descriptions and 2005 crop show plot pictures. Some of the highlighted grower services/reward programs include seed selection, agronomic support/consultation, document assistance and the Master Farmer Award. Another area within the crop production pages directs you to information about SK Food Specialty Processing, SK Food International's wholly-owned subsidiary located in Moorhead, Minnesota, USA. To access these pages, visit [www.skfood.com](http://www.skfood.com) and click on the "Grower Information" link.

## US Grains Council launches redesigned website

The US Grains Council launched its newly-redesigned website, [www.grains.org](http://www.grains.org). The site has been completely revamped in response to feedback from the Council's international customers, members, worldwide staff and the general public. According to the Council, the new site features a crisp, clean look that is easily navigated using either dial-up or high-speed Internet. Articles and photos on the site's homepage will change regularly to reflect the work being done by the US Grains Council. Throughout the site, visitors will find up-to-date information about US barley, corn and sorghum, as well as Council activities to develop markets for these grains around the world.

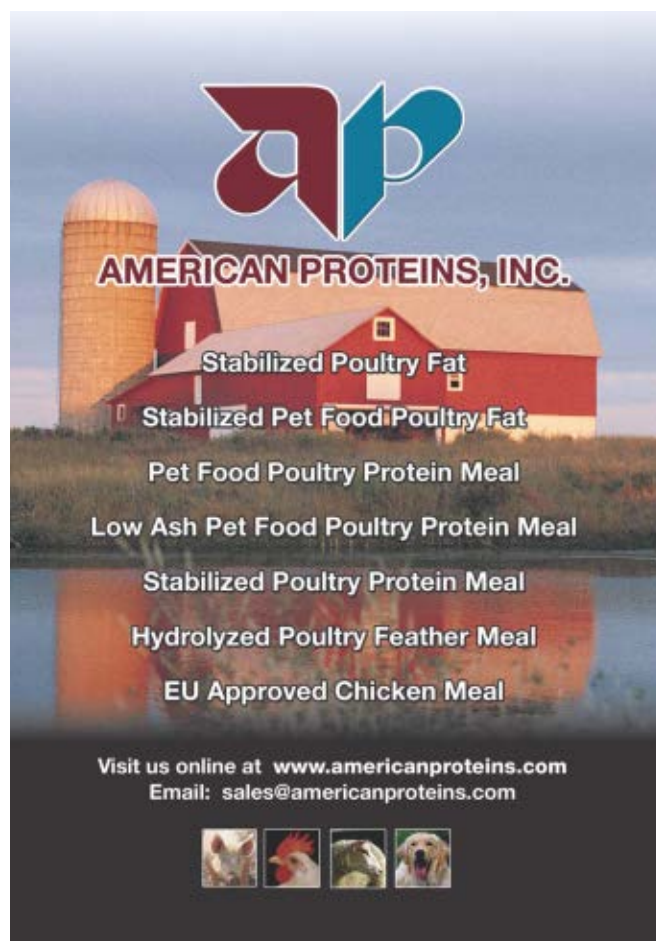
## Poultry industry's avian influenza website

The US poultry industry's top organizations have joined forces to educate consumers about avian influenza by launching a new website that will provide the latest news about the pandemic, as well as other food safety-related issues. The website, [www.avianinfluenzainfo.com](http://www.avianinfluenzainfo.com), will allow the industry to communicate with their partners, customers and consumers regarding the latest information on avian influenza.

## Corporate E-mail is not all business

As a result of spam and personal messages, over half of what fills corporate E-mail boxes has nothing to do with work. A new study from Mirapoint and Radicati Group found that 23% of all messages in corporate E-mailboxes are personal in nature. When coupled with earlier data from an April 2005 survey that found that approximately 33% of corporate E-mail is spam, the study revealed that more than half of corporate E-mail messages are not work related.


Why do workers use personal accounts for work E-mail? Reasons range from the innocuous, such as staying on the job during an E-mail outage or working at home at night or on weekends, to the nefarious, such as avoiding a paper trail with their corporate E-mail account. With messages sent and stored from unknown and unsecured locations, however, businesses lose the ability to monitor where messages are sent, how long they are kept and how the information is used. Outside of corporate firewalls, there can be leakage of intellectual property and trade secrets, or unauthorized access to private customer and employee data, creating liability issues for many companies.



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“Despite good intentions,” said Bethany Mayer, CMO at Mirapoint, “employees may unwittingly expose sensitive company information via working with their personal E-mail, underscoring the need for greater outbound E-mail filtering and policy enforcement.”

## E-mail, E-mail everywhere

In its *Sixth Annual Consumer E-mail Study*, DoubleClick stated: “Consumers are increasingly reliant on and comfortable with E-mail as a communication channel. It is no longer a novelty, and is fully integrated into the personal and professional lives of most consumers. This integration has facilitated a merging of personal and professional time with most consumers checking work E-mail from home and checking personal E-mail while at the office.”

DoubleClick reports that 90% of consumers go online to send and receive E-mail several times a day. Forty-four percent report that their use of E-mail is “constant,” up 11 points from those who reported constant usage in 2004. The average consumer now receives 361 E-mails per week, a 17% increase on 2004.

The increasingly important role E-mail is playing in all aspects of marketing and customer services and communications cannot be ignored. When asked what they would *like* to see E-mail replace, 51% of respondents said telemarketing, 44% said in-person sales calls and 41% said direct mail. In addition, 33% would like to see E-mail replace retail offers and coupons, while 31% said bills and statements.

Although E-mail began mainly as an acquisition vehicle, it is emerging as a critical channel for customer retention and loyalty marketing with 94% of consumers now expecting E-mails to confirm orders and 90%

expecting shipping confirmations. Consumers are also clearly open to the idea of E-mails doing even more.

## RFID to top US\$3 billion by 2010

In a new report, *RFID Enables Sensory Network Strategies to Transform Industries*, Gartner analysts argue that managers should stop thinking of RFID tags as a replacement for bar codes, but rather the two technologies should be seen as co-existing. In other words, the right data collection technology should be matched to the right situation.

“Just because bar codes are used extensively in distribution centers does not mean RFID will be,” said Jeff Woods of Gartner. “Businesses are beginning to discover business value in places where they cannot use bar coding, which will be the force that moves RFID forward.”

As a result, Gartner projects that worldwide RFID spending will reach US\$504 million in 2005, up 39% from 2004. By 2010, the firm forecasts that spending will surpass US\$3 billion. For more information on related issues, read eMarketer’s Telecom Spending and Trends report.

## Spam changes

A new report on emarketer.com by Ipswitch indicates that the number of spam E-mail messages may be down, but surmises that spam may just be appearing elsewhere instead. The most common types of spam subject matter should be no surprise to anyone who uses E-mail: Mortgages and loans, pornography, lottery/gambling (including phishing E-mails), gift cards and medication (in that order). Mortgages and loans account for over one-fifth of spam E-mails, down from one-third in the third quarter of 2005. Pornography became more common, while medication-related spam fell from 18% to 12%.

Based on a comparison between December 2004 and



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December 2005, spam is making up a smaller percentage of E-mail now than it did last year. Ipswitch found that almost three-quarters of all E-mail sent around Christmas 2004 was spam, but that percentage had dropped to 57% by the most recent holiday season.

A report by Symantec found that the decline in spam was in full effect from the beginning of 2005 through June. Symantec's update for the rest of the year should be released in March, indicating whether the number of messages continued to decline, held steady or increased.

Spam may not be disappearing, though, just migrating—according to Ipswitch, instant messaging and blogs are becoming popular mediums for spammers. The statistics for IM and blog spam are limited. A study by the Pew Internet and American Life from 2005 found that 39% of US Internet users under 30 had received spam via IM (or “spim”), along with 27% of 30- to 49-year-olds. According to Dave Sifry of Technorati, an additional 5.8% of blog posts each day are spam (translating to 50,000 posts per day), though this percentage has reached as high as 18%.

### Report warns of RFID conversion cost

Use of radio frequency identification (RFID) technology will increase this year, but early adopters moving to new standards could face costly transition periods, according to research. A report published last week by market researcher Regan, Jacob and Sydney says wider adoption of RFID will push license revenue up by 30% in 2006, from US\$504 million last year to US\$751 million.

A new RFID standard, Gen2, was introduced in December, which sets interoperability and bandwidth technologies. “We expect to see stories in 2006 about the horrific costs of conversion from Gen1 to Gen2 tag frequency standards or users who made bad deployment decisions in 2004 and 2005,” say the report's authors.

Peter Jordan, international business-to-business strategy director at food giant Kraft, says new users should not be affected. “I do not anticipate any real problems for those testing RFID because they are likely to go straight for the Gen2-compliant systems,” he said.

The report estimates that only 15-25% of RFID deployment and support will be handled by large IT firms, and service providers or consultancies will only claim a 10% share of the total RFID market.

### Employers favor Internet recruitment

According to a new study by Booz Allen Hamilton, 51% of new hires in 2005 came about through the Internet, and only 5% through newspapers. The study was commissioned by the DirectEmployers Association, a non-profit consortium of US employers focused on Internet recruiting solutions, and included data from 73 leading US employers.

Employers' own websites were the top source of new hires, followed closely by referrals from current staff, each accounting for about one-fifth of new hires in 2005. A host of other channels, including job boards, search firms and campus recruiting, accounted for the remaining newly-hired employees. Referrals were the top source, in terms of volume of candidates, by a large margin.

One obvious benefit of relying on employee referrals and company websites is the lower cost involved. In fact, respondents reported that they spent 27% of their advertising on general job boards compared to 15% on their websites and 11% on employee referrals. Additionally, companies are most satisfied with new workers who were referred by current employees, and from the ones that came about through their own site, both in terms of return on investment and the general quality of applicants.

As for the future, companies are inclined to use the same internal resources to a greater extent. Almost three-quarters plan to use their own websites more as a recruitment tool, and 68% hope to rely more on referrals. There is also substantial interest in social networking technology as a resource for finding new employees.

### Spam “deadline” passes

On January 28, 2004, Bill Gates predicted that spam would be a “thing of the past” within two years. His deadline has come and gone and spam is still with us. Although, some authorities say it is declining, a little. As the *Security Threat Management Report*, from Sophos puts



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it, "the [spam] threat remains alive and kicking despite the increased action against spammers and constantly improving anti-spam software."

Internationally, the US remains the worst spammer, but relays less of the world's spam than it did in 2004. Vigorous prosecution, high fines and jail sentences for spammers, and better legislation and system security have contributed to the decline.

However, country of origin is becoming a less relevant measure. Sophos says that over 60% of all spam is now generated from zombie computers—hijacked PCs infected by malware—which means that spammers do not have to be in the same country as the innocent computers they are using to send their spam. Nevertheless, a number of reports show spam rates falling over the past year. Symantec found that the decline in spam was in full effect from the beginning of 2005 through June.

Ipswitch found that while almost three-quarters of all E-mail sent around August 2005 was spam, that percentage had dropped to 57% by the most recent holiday season. Now a report from JupiterResearch predicts that the volume of spam

messages per consumer will steadily decrease by 13% a year from 2005 to 2010. In fact, the researcher says the average active E-mail consumer will see a drop from 3,253 pieces of spam in 2005 to 1,640 pieces of spam in 2010.

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## Fish oil

*Great omega-3 source (but not without challenges)*

**M**any nutritional benefits of omega-3 fatty acids have become well established in the last 15+ years of pet nutrition research and product innovation. What started as a way to improve skin and coat and a variety of dermatitis conditions, has blossomed into discoveries related to a whole host of benefits from proper fatty acid nutrition. Notably, benefits to renal, coronary, bowel and joint health, tumor prevention, wound healing, neural and visual health and insulin/diabetes management in dogs and cats (Pike and Miller, 2000) to name a few. The omega-3s are thought to work by maintaining cellular membrane integrity, by serving as endocrine precursors (eicosanoids) and/or as anti-inflammatory intermediates (Bauer, 2004). Because of this body of evidence, omega-3 fatty acids, for the first time, will be considered as conditionally essential nutrients in the soon to be released *Nutrient Requirements of Dogs and Cats* (NRC, 2006).

### Structure and function

Part of what makes the omega-3 fatty acids so physiologically effective is their high degree of unsaturation. The more unsaturated, the more fluid the oil is at body temperature, and therefore the more fluid the cellular membrane. With each subsequent double bond (degree of unsaturation), the rate of oxidation increases in a logarithmic fashion—leading to rancidity. So, while omega-3s have great physiological benefit, they are also quite perishable. This presents a substantial challenge to producing

**While omega-3s are not themselves the “fountain of youth” they may quite possibly be the fluid that primes the pump beneath the fountain.** — G. Aldrich



a palatable, shelf-stable food that delivers the targeted level of omega-3s. How the source of omega-3s is harvested, handled and preserved can have a tremendous effect on how stable a food containing omega-3s will be.

While some of the omega-3 fatty acid research in dogs and cats was based on flaxseed (source of linolenic acid; C18:3n3), the majority of this research has been conducted with the longer-chain omega-3s from fish oil (source of eicosapentaenoic acid [C20:5n3] and docosahexaenoic acid [C22:6n3]). These oils are derived primarily from pelagic fish like menhaden, anchovy, herring and mackerel.

Maintaining this high nutritional value starts before the fish are even caught. For example, menhaden are caught by fishing vessels that are directed to the schools of fish by spotter planes. From the ship, a purse net is draped completely around the school and thousands of fish are hoisted simultaneously into cargo holds that are filled with refrigerated water. At port, the fish are off-

loaded into a rendering facility and immediately processed.

### Quality parameters

Fish oils are sold by several grade and quality parameters. While few suppliers will guarantee the long-chain fatty acid composition, most will provide data for a “typical” fatty acid profile. Guarantees for the iodine value (IV; a measure of unsaturation), moisture and impurities, free fatty acids (FFAs), peroxide value (PV; a measure of primary oxidation) and color are common. To control some of these parameters, the oil is further processed. Much of the fish oil used in the petfood industry is sold as cold pressed and/or refined.

Cold pressing involves lowering the temperature of the oil so that saturated fats (known as stearene) are crystallized and can be easily removed. Without this step, the oil can become very viscous and gum transport pipes in the manufacturing plant. Additional refining, bleaching and deodorizing steps decrease FFAs, pro-oxidants, color and fishy

aromas. Each additional processing step adds some cost, but the trade-off is improved handling, shelf life and animal acceptability.

Stabilizing bulk fish oil requires very little to no preservative; the same goes for oil in canned foods. Surface application on a dry extruded kibble is where oxidation becomes an issue. The preferred antioxidant of fish oil suppliers is ethoxyquin; however, with some reluctance they will use a natural antioxidant. Natural antioxidant systems based on tocopherols, mineral-chelating acids and herb extracts can be effective. But, when compared to ethoxyquin, they typically require a much higher application rate, better packaging and inventory control, have shorter shelf lives and will cost a great deal more.

In petfood, the application of fish oil to meet the desired omega-3 fatty acid level is typically less than 1% of the formula. Most fats and oils are added to the surface of the product, which can be challenging to accurately control without properly-designed equipment. Further, surface application can also be a palatability concern. In general, the various fish oils are readily accepted by dogs, but cats may show a preference for one fish oil over another. Once ingested, the digestibility of fish oil is similar to other fat sources.

While omega-3s are not themselves the "fountain of youth" they may quite possibly be the fluid that primes the pump beneath the fountain. Adding fish oil to fortify the diet with omega-3s can be challenging, but with care and attention can provide rewarding results for the long-term health of dogs and cats. →

*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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## Market watchers wait for flu to strike

**F**orecasts are always guessing games, but a disease in chickens has made European market forecasting even more difficult than normal in the first few weeks of this year. The question requiring a prediction from the veterinary authorities in Western Europe has been when, rather than if, the disease will reach their countries. Those of us in the petfood sector have wanted to know something else: Whether the disease could threaten ingredient supplies or the demand for certain types of product.

Of course, we are talking here about a highly-pathogenic form of the avian influenza (AI) virus called H5N1 that started out years ago among wild birds somewhere in Asia and has since spread westwards to reach member states of the European Union. Two factors in particular have given this virus a high profile with the general public internationally. One involves the deaths of people in Asian countries who were in close contact with infected poultry. The other has been the series of warnings from representatives of the World Health Organisation (WHO) that the virus could mutate to produce a pandemic of deadly disease transmitting directly from person to person.

Put this pair of elements into the hands of television and the newspapers and the results are eminently predictable. Banner headlines have fueled public fears of a plague sweeping away people in the thousands. Medical facilities report near-panic demands for some form

**It declares petfood manufacturing to have become "the driving force of Hungary's agricultural exports."**

— P. Best



of vaccine or drug to be dispensed as protection against the virus. More to the point in our case, consumers have stopped eating chicken.

It makes no difference that the disease almost certainly cannot be transmitted in this way. Perfectly rational folks say they have removed all poultry meat from their personal menu as a temporary precaution. Here, as in other ways, they treat their pet as a member of the family. Therefore, they no longer give the dog or cat any food with a poultry ingredient.

You can interpret that last remark as referring only to the description on the product label. A petfood marked as containing, say, "Chicken and Rice" is likely to be regarded with suspicion. But the existence of chicken fat in a product probably would not have the same effect because it was less obvious.

At the time of writing there is no real measurement of the impact on sales of petfoods with chicken or turkey connections. All we have so far are incidental reports of lower sales in some places, affecting certain categories. The situation could escalate overnight, however,

in the event of outbreaks of AI in European commercial poultry or (the WHO nightmare scenario) an example of the mutation to a human infection. All former market forecasts could then be forgotten.

### Online advice on saving energy

Everywhere in Europe, the one safe prediction is that energy will be more expensive in 2006. Some increases mentioned for the charge per unit of energy have been as high as 20%. Supply and demand are in an unstable balance currently. The medium-term outlook is little better. Official policies for the European Union have been formulated on the assumption that the community's total energy use will rise by 1% annually over the coming five years. They also assume that two-thirds of all energy needs in the EU area by the year 2020 will have to be imported, compared with 50% in 1995.

The obvious response at the level of the petfood plant is to make sure that the management or utilization of energy is as efficient as possible. Comments heard at the

Brussels office of European petfood industry federation Fediaf directed our attention to a source of useful guidance on the subject of energy efficiency—a source that can be found and scrutinized online.

Check out the website <http://eippcb.jrc.es> and follow it to its section of technical documentation for the food, drink and milk industries. This leads to a substantial reference document on energy efficiency that applies equally to petfood manufacturing as to other food production processes.

A quick lexicon of abbreviations might help. The website is for the European IPPC Bureau, which exists to create a Europe-wide information exchange for those industries confronted by the requirements of new “Integrated Pollution Prevention and Control” regulations in the countries of the European Union. These particular regulations relate to food industries, among many others. All are advised to follow the so-called Best Available Technologies (BATs) for their field. The reference documents setting out the technologies are known in turn as BREFs because they are the references to the BATs!

Forgive all the initials, but it is worth wading past them to unearth the comprehensive guidance on offer over managing the energy consumed in the manufacturing process. Savings in the region of 12% are said to be possible for factories that adapt their methods to the best available in energy terms. That was always a firm target because of the Kyoto international commitment to cut greenhouse gas emissions. The way that energy charges have risen recently, Europe’s petfood plants will not need government-sponsored edicts about global warming to persuade them to be more efficient in how they use the power they buy. ➔

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*Peter Best is the European editor for Petfood Industry magazine. He invites comments and suggestions from all readers about future topics for his column. He can be contacted at: [best@watt-4.demon.co.uk](mailto:best@watt-4.demon.co.uk).*

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# Industry News

## Correction for ADF Corporate Profile

In the January issue of *Petfood Industry*, an error was made in the Corporate Profile for American Dehydrated Foods (ADF). In the final paragraph, the information should have read: Global distribution of our products is carried out by CIMA Nutrition in Waregem, Belgium; Chr. Olesen Company, Denmark; Chori Co. Ltd., Tokyo, Japan; Universal Company, Cebu, Philippines; Weiger Company, Taipei, Taiwan.

The Corporate Profile is being repeated in this issue on page 80 to make up for the error.

## Diamond did not properly test ingredients

According to a government report, the US Food and Drug Administration (FDA) found that Diamond Pet Foods allowed tainted corn into its Gaston plant and failed to properly test for the naturally-occurring poison aflatoxin. The federal agency began an investigation after the company recalled about 1 million pounds of dried dog

food on December 20, 2005, said FDA investigator Phil Campbell. The report represents the agency's findings but reportedly does not penalize the company.

According to a statement from Diamond, the company cooperated fully with the investigation and supports the findings that were released. Prior to the product recall, the company had stringent guidelines in place to test incoming shipments of corn for aflatoxin exposure. It was apparent by the FDA report that those guidelines were not followed. The company has taken the necessary actions to prevent these oversights from happening in the future. In addition, Diamond also has strengthened its testing procedures on incoming shipments of corn, and initiated final product testing as an additive step to its procedures. This additional step will provide an extra layer of protection prior to the bagging and shipping of products.

As a result of Diamond's cooperation with the FDA investigation and Diamond's implementation of additional testing, the United States Department of Agriculture has cleared the Gaston, South Carolina, USA facility for all product shipments, including exports.

## Hope for UK petfood factory workers

Workers were hopeful for the re-development of the Co. Longford, Ireland petfood factory, which was ravaged in a fire, after management at C&D Foods said it would be taking back 173 staff members within two weeks. A partial re-opening of the plant in Edgeworthstown was expected to see some of the 500-strong workforce start back at the canning plant on February 6, 2006. Staff members have been out of work since the fire in mid-January. The workers will resume operations in the section of the plant which was not destroyed.

It is hoped the firm will return to full production within two years. The company produced 160 million cans of petfood last year, generating sales of around 100 million, but its existing stocks were expected to run out in less than two weeks. C&D Foods currently has contracts to supply major British supermarket chains including Tesco, Asda and Sainsbury.

## CPM acquires Century Extrusion

CPM, a leading equipment provider for particle size reduction and pellet agglomeration, recently announced the acquisition of Century Extrusion, from Century, Inc. of Traverse City, Michigan, USA. The acquisition adds Century Extrusion's industry-leading extrusion equipment and parts to the CPM product line. Based in Traverse City, Century Extrusion is a North American leader in extrusion equipment and parts for the twin screw extrusion industry—the mixing, compounding or reacting of polymeric materials.



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For more information, or to purchase your copies online, visit [wattbooks.com](http://wattbooks.com) or e-mail Sherry Hartzell at [hartzell@wattmm.com](mailto:hartzell@wattmm.com).

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## USDA invites applications for export assistance programs

The US Department of Agriculture (USDA) announced recently that it is accepting applications until March 13, 2006, for four export market development programs. The programs are the Emerging Markets Program (EMP), the Market Access Program (MAP), the Quality Samples Program (QSP) and the Foreign Market Development Cooperator Program (FMD). All of the programs are administered by USDA's Foreign Agricultural Service. Applications for funding are due by 5:00 pm Eastern Standard Time on Monday, March 13, 2006.

Details on application procedures for these programs can be found at <http://www.fas.usda.gov/info/fr/notices.asp>. Applicants can submit a single application for all of the export assistance programs using the online Unified Export Strategy (UES). The web-based application is located on the Internet at <http://www.fas.usda.gov/cooperators.html>. Contact the FAS Marketing Operations Staff by calling +1.202.720.4327 for a log-on ID and a password.

All applicants must obtain a Dun

& Bradstreet (DUNS) number for federal assistance prior to submitting applications. Information and numbers may be obtained by calling +1.866.705.5711.

## Conforma Clad updates logo



Conforma Clad has updated their logo as part of a re-branding process to "build a stronger, more cohesive brand message with parent company, Kennametal Inc." Conforma Clad was acquired by Kennametal, a multi-national supplier of tooling solutions, in March 2004. In order to support this effort, all marketing and communications materials, including the company logo, will be updated to reflect the new Kennametal marketing style.

## Cageless testing offered

Preference Technology, Inc. owners Ron and Sue Fuller have started a new feline palatability testing facility that features the use of radio frequency and loadcell technology. The system allows them to have group-housed

cat preference panels that reside in a beautiful "home type" environment. According to the company, Preference Technology, Inc. is the only privately-owned petfood testing company in the US using this equipment. The RFID system allows them to capture all of the data generated when cats feed. The web-enabled database that works in concert with the RFID system then tabulates the data and reports standard pal testing data like first choice and per animal consumption, along with approaches per hour; total choices per hour; and total consumption per hour. The company stated that the accuracy of the system is significantly more accurate than traditional "caged" methodology where spillage is inherent.

Preference Technology, Inc. also offers feline treat testing using RFID or hand-feeding protocols. Fuller has spent 26 years in the petfood industry, including the last 10 managing a large corporate-owned canine and feline preference testing operation. For information, contact Ron Fuller at +1.815.473.4035, or E-mail: [ron\\_fuller@direcway.com](mailto:ron_fuller@direcway.com).

## CFIA confirms new BSE case

Canada's fourth case of mad cow disease was found in a six-year-old animal from central Alberta, the Canadian Food Inspection Agency (CFIA) confirmed recently. The Canadian government was quick to reassure Canadians no parts from the cross-breed cow ever entered the human food or animal feed chains. The CFIA is tracking cattle born on the same birth farm 12 months before and 12 months after the infected animal, as well as the cow's most recently-born two offspring. Industry officials have already said it is accepted that stringent testing developed after that case will find some infected animals.

This latest case of BSE won't necessarily have the same repercussions as the original one in May 2003 that shut world markets to Canadian beef. The mad cow crisis is estimated to have cost Canada's cattle industry more than US\$7 billion.



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## BM&M announces staff/ company changes

BM&M Partnership announces the promotion of Collin Jackson to the position of president of BM&M Screening Solutions. Past-president, Peter Humphrey, will continue to have an active role at BM&M as chief engineer and test facility manager. Collin joined BM&M in January 1997 as sales manager.



Andy Turner

Andy Turner has been brought on board as regional manager, USA—SE seaboard. Maureen Goosen, sales assistant, has been promoted to customer service and logistics coordinator. She joined BM&M in January 2000 as receptionist/sales support. BM&M Partnership also announced that Leanna Humphrey has been promoted to receptionist/AutoCAD assistant.

In other news, BM&M Screening Solutions has brought Central Industrial Supply on board as its exclusive sales representative in Arkansas, Louisiana, Mississippi and Eastern Texas.

## Internet seminar series

Mocon is hosting free monthly Internet seminars on a variety of packaging material testing and performance topics. The webinars are designed to last 30 minutes with a question/answer period at the conclusion. Webinars begin at 10 a.m. CT on the scheduled date. For those interested in participating, E-mail: [webinars@mocon.com](mailto:webinars@mocon.com) for instructions, or register online at [http://www.mocon.com/webinar\\_form.shtml](http://www.mocon.com/webinar_form.shtml).

## Weatherchem participates in the FPA-SAFE Program

Weatherchem has announced their participation in the FPA-SAFE (Supplier Audits for Food Excellence) Program. In existence since 2002,

the Food Products Association (FPA) is the largest trade association representing the food and beverage industries worldwide. The FPA-SAFE Program was created by a diverse group of leading food companies that collectively designed a comprehensive food quality and safety audit system. This program provides suppliers with a consistent evaluation of a company's entire food quality and safety system.

Leading Consumer-Packaged-Goods (CPG) companies, such as McCormick, Kraft and Nestlé, rely on this program to confirm that their suppliers comply with the demanding safety and security standards.

## D&D Commodities Ltd. announces staff changes

D&D Commodities Ltd. has hired David Van Eecke as its new west coast

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district sales manager. Van Eecke will be responsible for expanding feed, farm supply, pet and grocery business, as well as servicing current distributors in the western United States for Wild Delight®, L'Avian Plus™ and other branded products. Van Eecke has extensive experience with distributor networks and retailing.

D&D Commodities Ltd. has also promoted Monte Hess to national accounts manager. Hess's responsibilities include expanding sales of branded and private label products to national chains and wholesalers. Hess has been in sales and sales management for 25 years. Most recently, Hess has been working as the western district sales manager for D&D Commodities Ltd.

### Cherry dog treat

The Leland Company has recently introduced cherry Hip Bones™. The "Original Cherry Dog Treat™" was formulated and developed by

Overby Farm, headquartered in Leland, Michigan, USA. Carol and Bob Adams began developing the treats in 2003, when they began to explore the possibility that tart cherries could relieve pain. "It was evident in northern Michigan that tart cherries had, for years, been touted for their 'elixir' status in the relief of arthritis," said Adams.

"Carol and I had read numerous articles about Michigan State University researchers' discovery of the science behind this documented, anecdotal relief. Our idea was to use dog bones, biscuits and chewables as the medium to provide the same relief to our dogs," he said. Made for the active canine, the all-natural ingredients include ground wheat flour, cherry solubles, barley flour, canola oil, calcium carbonate, ground flaxseed, natural cherry flavor, cinnamon, carmine and ginger. Visit the Hip Bones website at [www.hipbones.org](http://www.hipbones.org).

### Texas Farm Products Company announces VP

Texas Farm Products Company announces the promotion of Robert Peel to vice president of commodity purchasing. Prior to joining the company in 1992 as commodity purchasing manager, he worked for Archer Daniels Midland Corporation in Decatur, Illinois, USA, with responsibilities in purchasing and pricing. Peel has served as a board member of the Texas Grain and Feed Association and on the American Feed Institute Association Purchasing Committee.

### LECO opens Global Support Center

LECO Corporation has opened its new Global Support Center at its headquarters in St. Joseph, Michigan, USA, to "better serve the needs of its domestic and international customers." The new building will house its service, customer training and consumables departments, as well



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### Mid-Atlantic Nutrition Conference

Professional nutritionists, consultants, government officials, university scientists, students, farmers, ranchers and allied industry personnel have the opportunity to learn about new discoveries within the animal nutrition industry at the Mid-Atlantic Nutrition Conference. The meeting will be held March 29-30, 2006 at the Holiday Inn Select in Timonium, Maryland, USA. It will feature internationally-recognized researchers giving presentations on equine, dairy and poultry nutrition issues. The conference is a regional event hosted by the Maryland Feed Industry Council, University of Maryland, Pennsylvania State University, University of Delaware, Virginia Polytechnic Institute and State University, Rutgers University, West Virginia University and the American Feed Industry Association (AFIA). For more information, visit [www.agnr.umd.edu/MNC/](http://www.agnr.umd.edu/MNC/), or contact Kristen Spahn at +1.301.405.1392.

### Rising food costs will be moderate

While food manufacturers and distributors have been facing huge cost increases, the impact on consumers will be moderate in 2006, according to the experts who spoke at The Food Institute's first annual outlook seminar. Large food makers

like Kraft, Hershey and others have already announced price increases (most in the range of 3-5%) for many of the products they sell to retailers, because of the substantial double-digit packaging, fuel and energy costs faced by the manufacturers.

The impact of the increases to consumers is expected to be a 2.5-3.5% increase in the Consumer Price Index in 2006, according to USDA

economist Ephraim Leibtag. Most of the increases are expected to hit consumers in the first half of 2006, he noted. If 2006 food inflation reaches the high end of the estimate, it will be just slightly higher than increases experienced in 2004, 2001 and 1996.

Looking back even further, food price inflation this decade is expected to be much more moderate than it was



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in the 1980s or 1970s. The average annual change in food price inflation in the 1980s was 4.6%, while in the 1970s it was 8.1%. Leibtag noted that the stabilizing forces for consumer food prices are:

- Better inventory management/cost-saving technologies;
- Globalized trade: Year-round

availability;

- Increased competition from non-traditional retail formats;
- Food-away-from-home continues as an upward trend in share of food bill; and
- Increased demand by consumers for convenience, quality and low prices.

## Pacific Bag relocates head office

Pacific Bag, Inc. (PBi) will relocate its head office in Washington, USA and expand its East Coast sales and service office in Pennsylvania, USA in early 2006. In March 2006, PBi headquarters will relocate from its current 17,000-sq-ft. Bellevue, Washington, USA location to the new 33,000-square-foot location in Woodinville, Washington (approximately 10 miles north of Bellevue). PBi facilities will be at 15300 Woodinville Redmond Road, Suite A, Woodinville, WA 98072 USA.

Mark Howley, president/CEO explained: "Business in our core coffee and petfood markets has been strong, and we needed more space. The Woodinville facility is attractive and much more convenient for freight and manufacturing. With the new location, we can keep our focus on our core markets, as well as plan for future warehouse and manufacturing requirements. We also decided to expand the Spring House, Pennsylvania, USA offices to facilitate increased sales personnel for our East Coast clients. We are all excited to get through the move and up and running as quickly as possible."

## Venkys Pet makes plans for petfood plant

Venkys Pet, a division of the Venkateshwara Hatcheries group, has plans to enter the petfoods business focusing on the top-end segment of dog and cat foods. The company will have the first plant for producing petfoods in the premium range in India. OP Singh, chief executive officer of the Venkateshwara Hatcheries group, said the plant will come up as an extension of its animal feed plant at a sprawling 75-acre plot at Morwadi, near Pune.

The plant will have a fully-automated, extrusion-based facility to manufacture high-quality dog and cat food, he said, adding that the company will make an investment of Rs 15 crore for the project, most of which will be spent on the machinery and technology to be sourced from the US.

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Additionally, the project includes setting up a research center that will concentrate on development of balanced nutrition for companion animals to suit various conditions, Singh said. The annual capacity of the plant is planned at 10,000 tons.

### Tesco announces US entry

Tesco has released a statement announcing that it will enter the United States. The group plans to enter the country through the development of a new convenience format, with initial focus on the West Coast in 2007. The group will develop the business organically and plans an initial capital expenditure of up to £250 million per year. This will be funded by existing resources, and break-even is expected by the end of the second full year of operation.

Tim Mason, Tesco's current marketing director, will head up the business and will continue to remain as

a board member. This move is a logical expansion of Tesco's international presence and was predicted by IGD in its *Tesco International 2006 Report*, published in November 2005.

### Pet products find a US\$3 billion home outside the pet store

As pet owners' tastes become increasingly upscale, they're more likely to be looking outside traditional pet retail stores to purchase high-ticket luxury, gift and human-brand products. As a result, the market for pet products in "non-traditional" outlets should reach nearly US\$4.2 billion by 2010, according to *Market Trends: Pet Products and Shoppers in Non-Traditional Retail Outlets*, a new report from market research publisher Packaged Facts, a division of MarketResearch.com.

Packaged Facts expects 2005 sales through non-traditional outlets—classified as wholesale,

dollar, convenience, department, home furnishing/housewares, home improvement/hardware/garden, sporting goods and Internet/catalog stores—to show an increase of 8.1% over 2004, reaching US\$2.9 billion. Outpacing growth in the overall US market for pet supplies—currently at US\$23.7 billion—sales in non-traditional outlets have grown from 11.1% of the overall market in 2001, to 12.3% in 2005.

*Market Trends: Pet Products and Shoppers in Non-Traditional Retail Outlets* thoroughly examines each non-traditional retail segment, including product selection, marketing, display and merchandising; analyzes demographics and shopping patterns of both pet and non-pet owners; and tracks sales and trends influencing the robust growth in the non-traditional marketplace. Priced at US\$1,995, this report can be purchased directly from Packaged Facts by clicking [www.packagedfacts.com/pub/1087709.html](http://www.packagedfacts.com/pub/1087709.html). →



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# American Dehydrated Foods, Inc.

**A**merican Dehydrated Foods, Inc. (ADF) was founded in 1978 by William H. (Bill) Darr in Springfield, Missouri, USA. Our success owes much to the philosophy instilled by Bill as he worked with customers to develop value-added ingredients that met their unique needs. His plan has been refined by identifying underutilized agricultural raw materials and, through specialized processing, transforming those materials into high-quality food ingredients of significant nutritional value.

Starting with one plant in Verona, Missouri, USA, ADF now operates nine facilities in six states. ADF has a variety of capabilities to meet our customers' specific product and quality requirements. All of ADF's processing and drying plants are American Institute of Baking (AIB) certified "Superior" and staffed with top professionals in the industry.

Our products include:

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- Chicken fat.

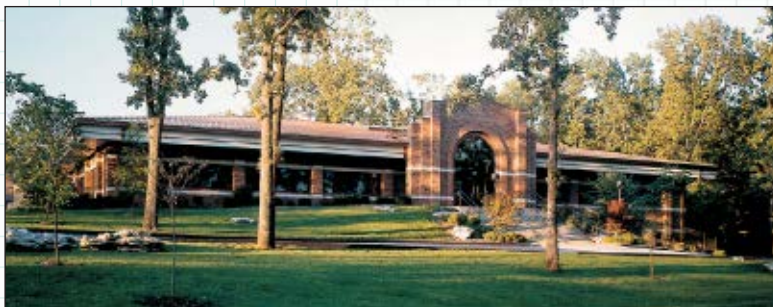
At ADF, we believe the best products begin with higher-quality ingredients. Today, ADF is recognized as a leader in providing high-quality protein and fat ingredients to the petfood and animal industry worldwide, and we are a world leader in the processing of petfood and feed-grade egg products.

Now celebrating over 25 years of operation, ADF credits its success to building strong relationships with our associates, our customers and our suppliers. ADF's professional staff works with individual customers in developing products and processes that meet their unique business objectives and applications—helping them to bring new opportunities to market.

In developing new products, our research scientists work with each customer to establish the specific product goals and timetable for completion. Tests are performed to evaluate product expectations and performance, with the results from those tests implemented into the final product. Knowledge of a customer's need(s), the desired results and the application of re-



sources available enable our research scientists to provide recommendations and/or to develop proprietary products. Throughout this process, we maintain constant and open communications with our customers, ensuring that they receive the best product at the "best value." Our bottom line is our commitment to the value



of long-term relationships built on customer satisfaction—before and after the sale.

ADF understands that the quality of people working throughout each organization directly contributes to the overall success of our company. After all: "Success depends on what you are made of."

ADF is a privately-held corporation headquartered in Springfield, Missouri, USA, with US plants located in Hanceville, Alabama; Cummings, Georgia; Social Circle, Georgia; Princess Anne, Maryland; Verona, Missouri (two plants and R&D facility); Lillington, North Carolina; Forrest, Mississippi; and Texarkana, Texas.

Global distribution of our products is carried out by CIMA Nutrition in Waregem, Belgium; Chr. Olesen Company, Denmark; Chori Co. Ltd., Tokyo, Japan; Universal Company, Cebu, Philippines; Weiger Company, Taipei, Taiwan.

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**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, 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, 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.

**InterZoo 2006 International Trade Fair for Pet Supplies**, May 11-14, 2006, Exhibition Centre Nuremberg, Nurnberg, Germany. Contact: WZF Wirtschaftsgemeinschaft, Zoologischer Fachbetriebe GmbH, Postfach 14 20, 63204 Lange, Germany, Tel: +49.9.11.86.06.49.69, Fax: +49.9.11.86.06.49.68, E-mail: info@zzf.de, Website: www.interzoo.com.

**VIV Europe 2006** (postponed from November, 2005), May 16-18, 2006, Jaarbeurs Exhibition Halls, Utrecht, Netherlands. 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, www.viv.net.

**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.

**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.

**PetExpo** (Trade Only), October 11-17, 2006, Brisbane Convention & Exhibition Center, Brisbane, Australia. Contact: Pet Industry Association of Australia Ltd (PIAA), PO Box 7108, Baulkham Hills Business Center, Baulkham Hills NSW 2153, Australia, Tel: +61.2.9659.5811, Fax: +61.2.9659.5822, E-mail: info@piaa.net.au, Website: www.piaa.net.au.

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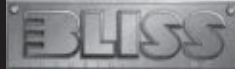
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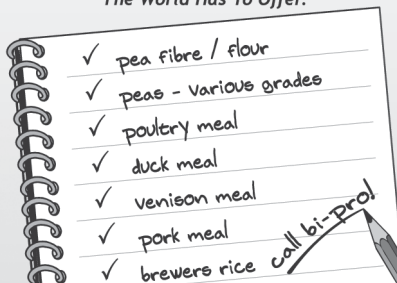
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PETFOOD INDUSTRY (ISSN 0031-6245) is published monthly by Watt Publishing Co., 122 S. Wesley Ave., Mt. Morris, Illinois 61054-1497 USA.

**POSTMASTER:** Send address changes to: PETFOOD INDUSTRY, 122 S. Wesley Ave., Mt. Morris, Illinois 61054-1497 USA. Periodical postage paid at Mt. Morris, Illinois 61054-1497 and additional post offices. Canada: Canada Post International Publication Product Mail Code 1686232.

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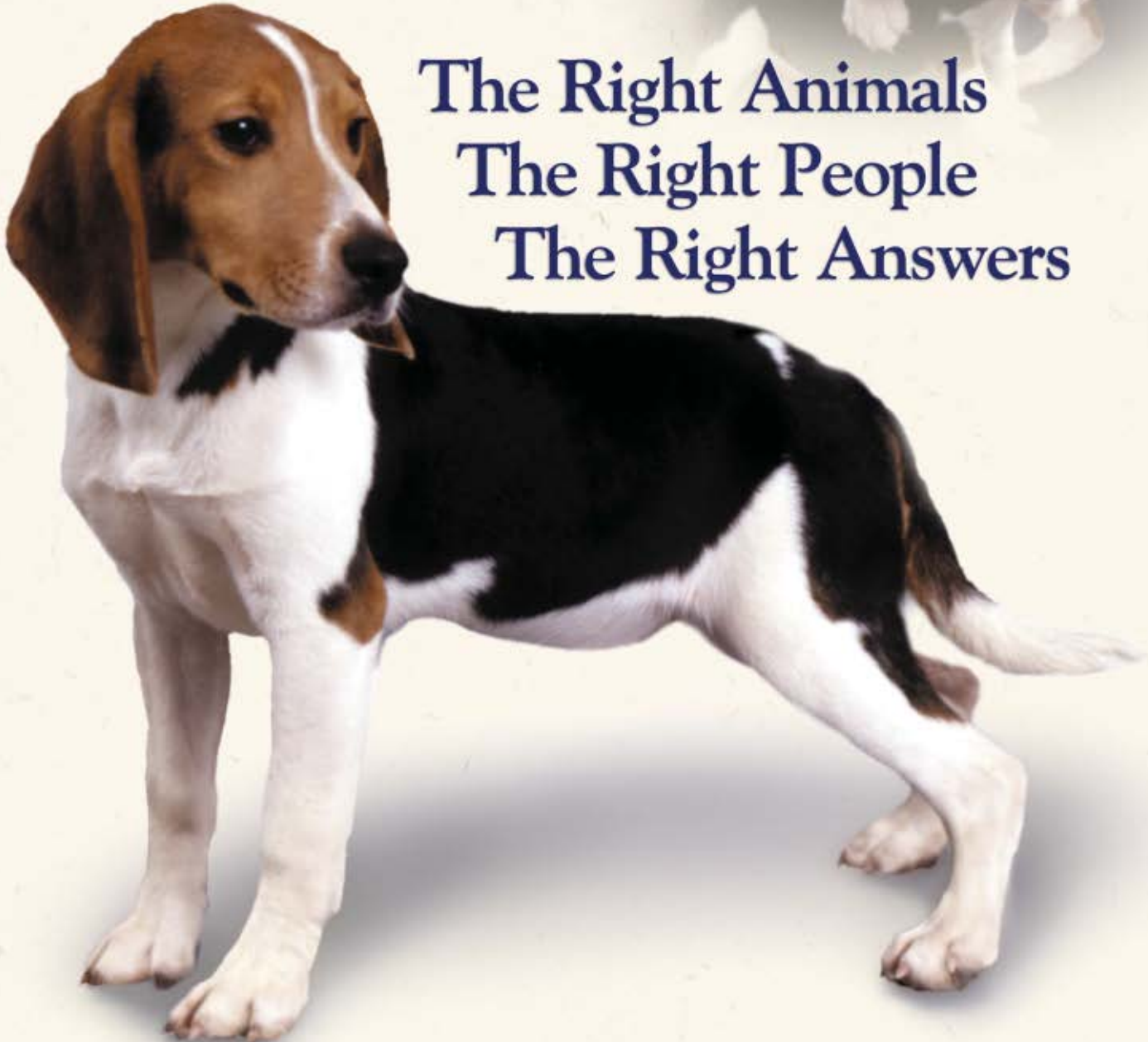
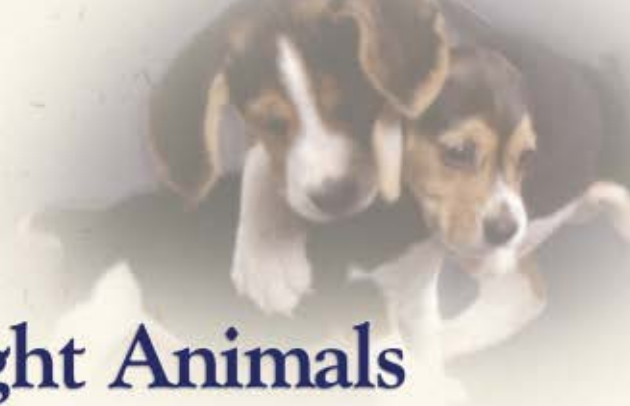
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