

October 2007

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8 insights into petfood's future, p. 14

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Birthing PFI and this magazine

Petfood Industry magazine got its start thanks to bad weather. Bill Coleman, editor of this magazine from 1963 through 1982, wanted to get out of the icy rain, so he stopped at a hotel. That's where he just happened to meet Gil Gruber at a Toastmasters meeting. It was October 1958.

Turns out Gruber was the executive secretary of a trade group called the Eastern Pet Food Canners Association. So Coleman invited him to the hotel bar for an after-dinner drink, which turned into several. By the end of the evening the two men were convinced that a trade publication for the petfood manufacturing industry could become a reality.

The cold light of day

The next day Coleman went to Gruber's home to check out Gruber's newsletter for the petfood industry. And, as Coleman put it, "To our excited appraisal, the concept seemed as viable in the cold light of day as it had seemed over highballs the night before."

Coleman took the idea to the management of his employer, Garden State Publishing. They suggested he get the opinions of several petfood executives in Chicago. Alas, he did not find enthusiasm. "There were several presidents of major petfood companies," says Coleman, "who thought the industry was best left unher-

Before PFI, petfood manufacturers used the services of AFMA.

— Tim Phillips



alded, rather than chronicled in print."

The good news is that Henry Bucklin, president of the newly formed Pet Food Institute (PFI), gave Coleman strong backing and this publication was born. Gil Gruber, our first editor, retired after four years and Coleman took over. Since then Charles Olentine, PhD, and Virginia Lazar edited this magazine. I started in late 1988.

Also in the late 1950s, PFI was coming into its own. Before PFI, petfood manufacturers used the services of the American Feed Manufacturers Association (AFMA). This made sense because petfoods were (and still are) deemed feeds for regulatory purposes.

Breaking away

In 1955, the petfood manufacturers, still using the services of AFMA, held a separate convention in Chicago. By 1957 this group decided it was time to be independent of AFMA. On February

7, 1958, the Secretary of State of Illinois issued a certificate of incorporation and PFI was legally born, according to Joe Getlin, an early chairman of PFI.

In April 1958 PFI held an organizational meeting and elected a board of directors which approved the appointment of Byrne Marcellus Co. to serve as PFI's professional manager with Henry Bucklin as president.

Join the party!

In 1974 the PFI intensified its government relations program as a way to influence legislation. This prompted a move from Chicago to Washington, DC. At that time Duane Ekedahl, MBA, was named executive director of the Institute—a position he still holds.

There is a lot more to tell, but space doesn't permit, so I'll end by saying Happy Birthday PFI! To learn more about PFI's 50th annual industry meeting, go to www.petfoodinstitute.org. ●

100 years of the petfood industry

(continued in Learn from the past, p. 14)

● 1908

The F. H. Bennett Biscuit Co. creates the precursor of Milk-Bone. (James Spratt's Dog Cakes started the commercial dog food industry in 1860.)

● 1920

Prohibition against sale of alcohol in US starts.



● 1922

The Chappel brothers introduce Ken-L Ration, the first canned dog food (horse meat) in the US.



● 1931

National Biscuit Co. (now Nabisco) acquires the F. H. Bennett Biscuit Co.

● 1934

Mars Confections acquires its first petfood business in the UK.

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Industry News

AVMA: avoid jerky treats from China

The American Veterinary Medical Association (AVMA) has recently become aware of complaints from pet owners and veterinarians that multiple brands of jerky treats manufactured in China have been making pets sick. Symptoms of illness have included vomiting, diarrhea and lethargy. As of September 13, no deaths have been reported.

An official list of brand and product names of affected treats is currently unavailable. The AVMA says all complaints have involved jerky treats from China and recommends pet owners use their best judgment. The Food and Drug Administration is testing these treats for a contaminant, but at press time have not identified anything

that could be making pets sick. Melamine has been ruled out as a contaminant.

On August 22, Wal-Mart released a statement that it had pulled two brands of jerky treats manufactured in China from shelves in July, but no official recalls have been issued. For the latest information on petfood recalls, including Wal-Mart's statement, visit www.avma.org/aa/petfoodrecall/default.asp.

Canidae tests negative for acetaminophen

Responding to a consumerAffairs.com report from September 7, 2007, Canidae Pet Food has denied that its products contain the painkiller acetaminophen. The company contested that the claim came from "one report by one unconfirmed laboratory" and

has since conducted its own tests. Independent laboratory results found no detectable acetaminophen at 1 part per million, according to the company. The independent testing of the products included samples from the same lot that gave rise to the claim about the painkiller being found in their petfood, as well as samples from a second lot.

ExperTox Inc. Analytical Laboratory of Texas has claimed they detected acetaminophen in a sample of petfood identified as Canidae dog food in a lab report issued September 4, 2007. The toxicologists, according to the same report, did not detect cyanuric acid or melamine in

Find more news at
PetfoodIndustry.com!

Petfood Forum 2008 and Petfood Focus on Safety coming in April



The petfood market continues its rapid pace of growth, despite recent crises. Find out the best opportunities for expansion and how to lead them in your organization at *Petfood Industry's* and Watt Publishing Co.'s Petfood Forum and Focus 2008 events at the Hyatt Regency O'Hare Hotel, Chicago, Illinois, USA.

Petfood Forum 2008 connects you with the people and information you need to continue to advance. This premier

event taking place April 14-16 features networking opportunities and exciting, informative sessions such as:

- Ingredient popularity and trends.
- Preventing brand theft.
- Packaging case study.
- The natural and organic markets.
- Sustainability and carbon footprints.
- Petfood safety management systems.
- Weight loss through prebiotics.
- Alternative petfoods and the melamine fall-out.
- Ranking the importance of private label worldwide.
- Managing palatability for treats.
- Global trade issues.

Every petfood company around the world is placing a renewed emphasis on safety and quality. The Petfood Focus on Safety symposium, April 16-17, gives you an in-depth look at:

- Crisis contingency planning.
- Good purchasing practices.
- Adverse event reporting and preferred vendors.
- Finding the right insurance.
- Case studies on quality/safety programs at a petfood supplier and a manufacturer.
- ISO 22000—the world's most advanced food safety management system
- A panel discussion on the consumer connection: how best to communicate with consumers, especially during a safety crisis.

Registration will soon be available. Check back often at www.petfoodindustry.com/petfoodforum.aspx for updates.



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the dog food tested. The sample arrived in a Ziploc bag so ExperTox cannot confirm the petfood is Canidae brand, but the lab customer, who cannot be identified because of a confidentiality agreement, identified the sample as Canidae on ExperTox's forms.

NAD to Nutro: modify "lite" petfood claims

The National Advertising Division of the Council of Better Business Bureaus has recommended that Nutro Products Inc. modify advertising claim for its "lite" petfood products to conform to industry standards established by the Association of American Feed Control Officials (AAFCO). The advertising claims at issue were challenged by Hill's Pet Nutrition.

NAD examined the product-designation claims that are found on product labels and websites for Natural Choice Lite and Natural Choice Small Bites Lite. Hill's argued that Nutro Products lacked a reasonable basis for its lite dry product claims, because the products substantially exceeded the maximum calorie allowance for lite petfood, according to industry and AAFCO guidelines.

Nutro explained that when it first introduced Natural Choice Lite into the petfood market in 1994, there were no AAFCO regulations specifying requirements for petfood products designated "light" or "lite." The petfoods in question were designated as lite by the company because they were lower in fat and protein than other Nutro dry dog foods, both then and now.

After reviewing the evidence, NAD determined that the challenged petfood does not meet the industry standards, established by AAFCO, for lite petfood products.

China fights for consumer confidence

China has launched a four-month campaign to boost confidence in the "Made in China" label. Chinese Vice Premier Wu Yi told officials the campaign, set to run until the end



Online recall reporting system launched in UK

A reporting system for food and feed recalls in the United Kingdom was launched by the Food Standards Agency (FSA). The online portal allows businesses to notify a regulator if they need to recall or withdraw potentially harmful products.

The system, which has a secure login feature, allows users to save and print the data they are submitting about new food incidents and products known to be affected. For each report sent to the FSA, the company will be provided with an automatic electronic receipt and an individual reference number. After verification provided by the FSA's incidents unit, the information will be automatically included in the agency's incidents database.



The EU requires food and feed businesses to withdraw food or feed from the market if products are not in compliance of the safety requirement of Regulation (EC) No. 178/2002, which came into effect in 2005. The FSA online incident report form can be found at <https://incidents.foodapps.co.uk/incidentreportform/login.aspx>.

of this year, will focus on problem products that have poisoned domestic and foreign consumers' confidence. "This is a special battle to protect the health and personal interests of the public and to protect the reputation of Chinese goods and the national image," Wu said.

China has recently enforced new rules, factory shutdowns, constant news conferences and now, the campaign to shake up local officials often more focused on economic-growth targets. Wu blames lax inspection and enforcement, and failure of officials in rival agencies to cooperate, and has come

up with a list of eight tasks and 20 specific goals in hopes of making changes.

According to Mao Shoulong, an expert on public policy at the People's University of China, "This campaigning method still has a role to play in addressing relatively simple problems, because when grassroots officials see the premier or vice premier taking up an issue, focusing on it, they know they also have to sit up and pay attention." He went on to say, "The execution of Zheng Xiaoyu [director of China's State Food and Drug Administration] was also part of that campaigning approach to get officials' attention."

Natura hires Dr. Sean Delaney

Natura Pet Products has named Dr. Sean Delaney senior executive vice president and chief scientific and medical officer. In his new capacity, Delaney will also serve as director of special projects focusing on product development, technical support and research.



Delaney served for two years as the vice president of the American Academy of Veterinary Nutrition (AAVN) and currently serves as the vice president of the American College of Veterinary Nutrition (ACVN). He founded the company Davis Veterinary Medical Consulting, specializing in nutritional consulting for the petfood industry, in 2003.

Correction

In the 2007 Laboratory Directory on p. 35 of the September issue, the wrong services were listed for Summit Ridge Farms and Silliker Inc. The correct services for Summit Ridge Farms are palatability, complete and balanced claims (AAFCO trials), digestibility/bioavailability, urine pH, food safety and dental studies. The correct services for Silliker Inc. are nutrient analysis, nutraceutical analysis, microbiological assays, GMO/organic screens, mycotoxin screening, melamine testing, antioxidant testing, mineral analysis, fatty acid profiles, food safety and quality.

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petfood companies was gone. Kemin scientist Jim Mann and his Technisales team literally flew into action to assist in the set-up, qualifications and validation of new non-domestic fishmeal suppliers. Within just four weeks, the supply chain was reconstructed and Kemin customers were blown away by the superhuman effort.

HIS CURRENT ITINERARY.

Today, Jim is still going 150 mph helping customers source and validate suppliers of polyunsaturated fat sources. With 15 years of experience under his lab coat belt (as well as a few patents, major discoveries and industry innovations), he knows how to fly through the system without delays, layovers or cancellations.

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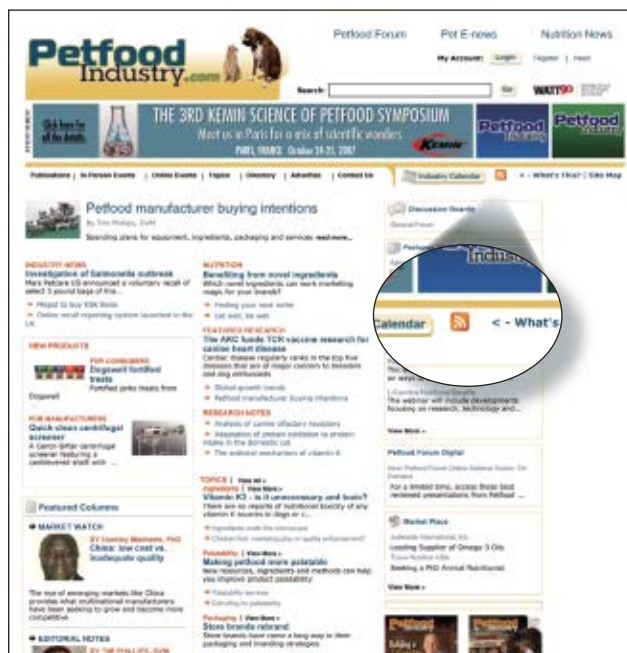
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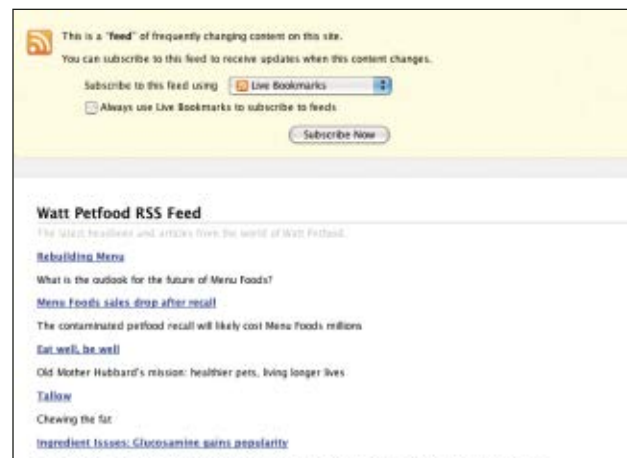
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Learn from the past

8 episodes offer insights for the future

BY TIM PHILLIPS, DVM

Not so long ago, some hunters purchased old mules and horses, led them to a remote area, killed them, slashed their hides and left them for hound food. Flies, odors, putrefaction and sick dogs were common. Happily this practice was replaced with commercial petfoods. We've come a long way and the industry has much to be proud of.

Understanding our history inspires innovation and helps us avoid mistakes. What are the lessons from the commercial petfood industry's past—positive and negative? The answers are subjective, different people will learn different things. But are there some big lessons on which most of us would agree? Here are my nominees.

1. Milk-Bone as forefather

Today's global petfood industry descended from a product that came to be known as Milk-Bone. And in many ways, the evolution of Milk-Bone reflects the evolution of the petfood industry.

Perhaps inspired by the success of the first commercial dog food, Spratt's Dog Cakes, Milk-Bone was created in 1908 by the F. H. Bennett Biscuit Co. Originally named Maltoid, the biscuit was a bone-shaped dog food. The aim was to produce a biscuit with nourishing ingredients such as meat, cereals, milk, liver oil (to provide minerals), wheat germ and irradiated yeast (to provide vitamins). Milk-Bone was born as "Bennett's Milk-Bone Dog and Puppy Foods," packaged in individual boxes rather than in bulk (as was common then) to preserve its freshness,

Lessons learned

My take on these episodes boils down to these lessons.

1. Focus on optimum nutrition and packaging.
2. Explore new channels for selling petfood.
3. Small companies can be grown into giants.
4. Keep trying new ideas.
5. New processing technologies can have a very long lasting impact.
6. There are big markets out there just waiting to be tapped.

7. There are many ways to earn pet owner loyalty.
8. Humanization opens opportunities and demands responsibility.

For more petfood history, see Editorial Notes, p. 6, and Something to Chew On, p. 58.

Join the discussion

Post your comments on our forum at www.petfoodindustry.com

and various sized biscuits to meet the needs of different sized dogs.

2 Nabisco paves the way

In 1931 the F. H. Bennett Biscuit Co. was acquired by the National Biscuit Co. (now Nabisco)—a company with its roots in making durable biscuits to sustain sailors on long journeys. Milk-Bone was the only Bennett product kept alive after the acquisition.

Nabisco was the first national human food company to enter the petfood business. Thus, it behooved the company to overcome the apathy toward prepared dog foods. The missionary job was given to Nabisco's army of 3,000 salesmen who called upon the nation's grocery stores.

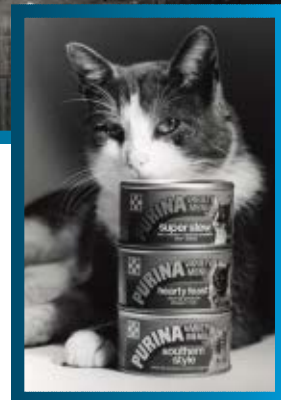
Up until then, petfoods were sold in feed stores and other independent retailers. The idea of stocking dog biscuits in grocery stores was an appalling one to grocers at first. But, through sheer persistence in selling, Nabisco laid the groundwork for distributing petfoods through retail grocery outlets. Since then some petfood companies have shunned distribution through grocery outlets and cultivated distribution through pet and feed stores. Most of these specialty channel companies went on to sell directly to pet superstores and some have gone back to the grocery.

In 1985, the tobacco company R.J. Reynolds purchased Nabisco, forming RJR Nabisco. Since then the Milk-Bone brand has had several owners.

➤ Kolberg Kravis Roberts bought RJR Nabisco in 1988 in the biggest leveraged buyout in history,



Cat foods were a minor factor in the early petfood industry. They were produced primarily along the coast where fish were readily available and were sold in 1-pound cans.



described in the book *Barbarians at the Gate: The Fall of RJR Nabisco*.

- In 1989 Nabisco was sold to the French company Danone, a global producer of food products including Dannon and Perrier.
- In 2000 Philip Morris Cos. (now called the Altria Group) acquired Nabisco. Kraft Foods, at the time also a subsidiary of the Altria Group, eventually merged with Nabisco. In 2005, Kraft Foods and its Nabisco subsidiary were spun off from the Altria Group.
- Nabisco, under the ownership of Kraft Foods, sold the Milk-Bone rights to Del Monte Foods of San Francisco, California, in May 2006.

Milk-Bone shows that brand names

can live on, regardless of ownership. Over the decades, the Milk-Bone marketing focus shifted from Milk-Bone being just a dog treat to a product that promoted cleaner teeth and better breath.

3 From horse meat to Quaker Oats

Meanwhile in 1922, the Chappel brothers of Rockford, Illinois, USA, introduced Ken-L Ration, the first canned dog food in the United States. It was horse meat. (Coincidentally, Rockford is also the corporate headquarters of Watt Publishing Co., parent of this magazine.)

Ken-L Ration became such a success that by the mid-1930s the Chappels were breeding horses just for dog food and

100 years of the petfood industry (continued from Editorial Notes, p. 6)

1941

Petfood sales hit \$50 million.



1942

Quaker Oats enters the petfood business through the purchase of Ken-L Ration (Chappel Brothers Packing Co.).

1946

Paul Iams founds the Iams Co.

1957

Purina introduces the first extruded dog food, Dog Chow, for grocery distribution.



1958

The Pet Food Institute forms. Friskies (Carnation) introduces the first dry cat food.

Fun with jingles and slogans

Ken-L Ration is of a brand of dog food that is no longer produced. In recent history, Ken-L Ration was owned by Quaker Oats, but the brand was sold to H. J. Heinz Co. in 1995. Since being sold, the brand has faded into obscurity. Ken-L Ration is notable for a popular advertising jingle from the 1950s. The advertisement was based on two children singing:

*My dog's faster than your dog,
My dog's bigger than yours.
My dog's better 'cause he gets Ken-L
Ration,
My dog's better than yours.*

Other jingles and slogans that have also made their way into the minds of many, include:

- All you add is love—Purina Dog Chow.
- The gravy taste dogs can't wait to finish—Gravy Train.
- Meow, meow, meow, meow; tastes so good, cats ask for it by name—Meow Mix.
- Doesn't your dog deserve Alpo?
- Good taste is easy to recognize—Fancy Feast.
- Only fit for a king—Nine Lives.
- Dogs don't know it's not bacon!—Beggin' Strips.
- Top breeders recommend it—Pedigree.
- 8 out of 10 owners say their cat prefers it—Whiskas.
- Where high prices have been housebroken—original PetSmart slogan.
- Where pets are family—current PetSmart slogan.

slaughtering 50,000 of them a year. In 1942 Quaker Oats entered the petfood business through the purchase of Ken-L Ration (Chappel Brothers Packing Co.)

By 1941 canned dog food had a 90% share of the market, until the US entered World War II and the government started rationing tin and meat. Then dry dog food became popular again and the Chappel brothers switched to producing dry dog food.

4. Dog meal and Gaines-Burgers

The emergence of dog biscuits, kibble and canned horsemeat as basic categories of commercial petfood paved the way for a major new dry formula called dog meal. The pioneer was Clarence Gaines who in 1925 began heading up the Gaines Food Co.

Dog meal was originally sold in 100-pound bags but, by 1928, Gaines was also selling his customers empty

5- and 10-pound bags so they could divide the bulk into more manageable and less costly purchases.

Gaines sensed the need for sales promotion and utilized a now familiar dog show advertising theme by exhibiting his own pointers at field trials across the US where the superior quality of his entries nurtured interest and good will for Gaines Dog Meal. In a decade, Gaines had attained national distribution. In 1943, General Foods acquired the Gaines Food Co.

Gaines-Burgers was a brand of dog food introduced in 1961 by General Foods and produced through the 1990s. The product consisted of individually wrapped hamburger-like patties of soft-moist dog food that could be stored indefinitely at room temperature. At the time, soft-moist products were relatively new. The technology used to produce Gaines-Burgers was adapted and refined

for human food products during the 1960s and 1970s.

5. Extrusion's big impact

In 1950 the Ralston Purina Co. started using a cooking extruder to make their Chex cereal. Ingredients were pushed through a tube, cooked under high pressure and puffed up with air. This allowed Chex to stay crisp in milk.

At about the same time, the company was getting complaints about the appearance, texture and digestibility of its dry dog food. Purina's petfood division borrowed an extruder from the cereal division and experimented with it for three years. The result: Purina Dog Chow was introduced in 1957 and in two years became the leading brand of dog food in the US. This expanded product had greater palatability due to its structure and fat coating. The exploded bulkiness of it resulted in much

100 years of the petfood industry

1959

Petfood Industry magazine begins publication.

1963

US president John F. Kennedy assassinated.



1968

Dr. Mark Morris Jr., creates the Science Diet line of pet foods for healthy pets.

1974

US president Nixon resigns after Watergate scandal.

1975

Petfood sales surpass US\$2 billion.



larger bags for the same weight as meal—a feature not overlooked at the supermarket level. Basic dry petfood processing hasn't changed much since, although a growing variety of alternative petfoods claim unique processing techniques.

Purina traces its roots to 1894, when founder William H. Danforth began producing feed for various farm animals under the name Purina Mills. In 1902, he merged with health guru Webster Edgerly, founder of Ralstonism, to form the Ralston-Purina Co. The letters for the word Ralston came from Regime, Activity, Light, Strength, Temperation, Oxygen and Nature.

Through sheer persistence in selling, Nabisco laid the groundwork for distributing petfoods through retail grocery outlets.

6. It's about time—cat food

Cat foods were a minor factor in the early petfood industry. They were produced primarily along the coast where fish were readily available and were sold in 1-pound cans. Many labels were dubbed with the multiple title “dog and cat food” but little was known of the cat’s nutritional requirements.

Smaller 6½ -ounce cans opened up a huge market, and soon cat foods were available in hundreds of varieties. Advertising began stressing that cats were also meat eaters as well as fish eaters, and petfood makers came up with ingredient combinations to woo the “finicky” cat. In 1982, Nestle launched Fancy Feast gourmet canned cat food in 3-ounce cans.

Petfood companies also found that cats, like dogs, would eat dry and soft-moist foods. Now cat foods are 40% of the dollar volume of the US petfood market.

7. Super sales of superpremium

In the mid 1970s, superpremium petfoods such as Hill’s, Iams and Nutro began to make their mark. These companies contended that their products needed to be sold through pet and feed stores, veterinarians, breeders, groomers and kennels—somewhere a pet owner could be educated as to features and benefits. Hill’s especially relied on veterinary recommendations to increase sales. All had breeder programs that led to breeders recommending their products to new puppy and kitten owners. This allowed for relatively low marketing costs and high profits.



As you can see from this 1950s photo, humanization is not an entirely new phenomenon.

8. Pet parents take over

Today, the petfood industry is dominated by large multinational companies such as Nestle, Mars, Proctor & Gamble, Colgate-Palmolive and Del Monte. They have fostered and continue to foster the emotion that pets are part of the family and that “pet parents” should give them the best.

Pet owners’ desire to treat their pets especially well is leading to numerous niches, including ultrapremium, natural, raw, organic, grain free, human-quality ingredients and protein-focused diets. There are also niche products for skin health, gut health, dental health, urinary tract health, hairball prevention, pets with allergies and many more.

On the horizon, nutritional genomics will allow petfoods to be tailored to specific breeds and to an individual pet’s genetic needs. New science and pet humanization will lead to even more new niches. ●

(continued in Something to Chew On, p. 58)

1982

Clay Mathile purchases Iams. Nestle launches Fancy Feast gourmet canned cat food in 3-ounce cans.

1985

Nestle purchases Carnation (Friskies).



1986

PetSmart founders Jim and Janice Dougherty secure a venture capital loan.



1993

Palastinian leader Arafat and Israeli prime minister Rabin sign peace agreement in the US.

1995

Nestle acquires Alpo. Football legend OJ Simpson acquitted of murder.



Recall realities

Essential factors to think about in preparing for and handling a recall

BY RICHARD SELLERS

Every industry firm, no matter what size, should plan for the daunting task of recalling products for one or more reasons: human error, supplier error, intentional/unintentional contamination, for example. Being prepared is the best way to handle a recall.

This article is intended as a guide to important factors to consider in handling those incidents. Every firm should have a procedure in place that is developed in concert with:

- ▶ Senior management;
- ▶ Plant quality personnel;
- ▶ Manufacturing personnel;
- ▶ Public relations staff; and
- ▶ Legal counsel.

Recalls can be either from one or more facilities and/or from upstream or downstream in a facility's supply chain. Responses to different types of recalls are dependent on several variables, including the hazard, level of risk, amount of product/animals affected and how much control a firm has over its affected products.

Reasons for a recall

Several factors must be considered in determining if a recall is warranted, including the complete information about the event or incident that caused this situation. Complaints, animal deaths, reports from suppliers and customers are just a few reasons to consider a recall. Good corporate citizenship, minimizing liability exposure and avoiding government sanctions are all excellent reasons for acting as well.

If a voluntary recall is requested by a regulatory agency, firms should not ignore them. Generally, the federal and state sanctions are quite severe and may include loss of license, criminal/civil lawsuits, fines and loss of property.

There are no mandatory recalls in either federal or state feed laws. Both groups have administrative detention authority, controlling movement of products with reasonable cause of being in violation of an applicable law.

For animal foods, FDA has administrative detention authority and records review authority under the Bio-



Richard Sellers is vice president for feed regulation and nutrition of AFIA in Arlington, Virginia, USA.

terrorism Act (<http://www.fda.gov/oc/bioterrorism/bioact.html>), but this can only be invoked by the agency with credible evidence of serious adverse health consequences or death in man or animals. On the state side, Michigan requires reporting of contamination, and such reporting cannot be used against a firm in any action taken by the department. Florida, requires reporting of corn or other grain load refused for aflatoxin, and non-reporting is subject to a \$100 fine.

Before a recall

In case a recall is needed, all firms should designate a recall coordinator and sole spokesperson for the company. Companies should also define the recall team that goes into action when called

This article is a condensed version of a product recall webcast presented by the American Feed Industry Association (AFIA) in 2006. The entire webcast can be obtained from AFIA (www.afia.org).

by the coordinator. A firm's customers and suppliers may need to designate a recall contact person also, and one may be needed for each facility. Firms may require outside consultants on a recall team also, such as toxicologists, attorneys, microbiologists or others.

Initiating a recall

Once a decision has been made to initiate a recall, a firm must immediately stop distribution of all potentially implicated products, assemble the recall team and launch an inquiry into the cause and scope of the problem. It should determine who will make final decisions and impress upon all involved that the decisions must be honored.

In the area of public relations, one spokesperson should be named for the firm, and all questions directed to that person. There should be a separate team at each facility that coordinates with the corporate team. When the team meets, direction should be given to each member regarding their responsibilities and data collection to assemble and disseminate before each meeting.

Before initiating a recall, the firm must determine, among other things:

- ▶ The amount and location of product in distribution;
- ▶ Whether the defect is obvious;
- ▶ How many reports of illness or death have been received;
- ▶ Any special risks to segments of consumers (e.g., dog and cat sensitivity to acetaminophen, etc.); and
- ▶ The seriousness of the problem and the potential for harm.

It is accepted practice to resist making a decision until a firm can "get its arms around the situation" before launching a recall or notifying regulators. However, time is of the essence, and firms should move with all due speed to make these decisions.

FDA's recall procedures

FDA asks to be notified of recalls immediately, but there is no legal obligation to do so. It is usually better to contact the state feed control official (www.aafco.org) and discuss the scenario before contacting FDA or other agencies.

There are no mandatory recalls in either federal or state feed laws.

To notify an agency or official is a business decision. Downstream customers may notify regulatory agencies in due time. Sometimes, these agencies can be helpful in getting the product out of the market. AFIA strongly recommends keeping good notes of calls, contacts, times and other pertinent information. This protects the firm and provides an account for later review.

All firms should be familiar with FDA *voluntary* recall regulations found here: http://www.access.gpo.gov/nara/cfr/waisidx_06/21cfr7_06.html. FDA follows this logical framework for recalls, and firms should have a working knowledge of it regardless of whether they follow it or not. Typically, firms have already begun the recall when FDA becomes aware of the situation, and the agency will gear up its district office recall coordinator and put these regulations in a firm's hands to utilize.

These regulations offer several definitions and provide insight about what to expect when working on a recall with FDA. They also include the time-honored descriptions of Class I, II and III recalls, of which Class I is the most serious. Under the Bioterrorism Act, it is the one most likely to trigger an administrative detention and/or records request from FDA.

A large portion of the regulations is concerned with the depth of the product contamination, whether an adulterated product went to retail, farm-level and the impact on human/animal health.

Practical tips during a recall

Again, there should be one spokesperson for the company for all media inquiries. This person should work with senior management, public rela-

tions consultants and attorneys in developing a clear message. A consistent message should also be developed for customers.

Firms should prepare a media release with all the current information. In dealing with the media, the firm should control the information flow. Media contacts can be used for damage control or to deliver information. Firms should agree upon their objectives before dealing with media calls. They should also keep employees informed with real information to corral the rumors and quell their fears.

Assuming a firm notifies a federal/state agency, there will be one or more visits to each facility involved to inter-

Preventing recalls

Two upcoming events explore petfood safety:

- Conference on Pet Food Ingredient Quality, January 22-23, 2008, Georgia World Congress Center, Atlanta, Georgia, USA. Presented by the American Feed Industry Association and the Poultry Protein & Fat Council in conjunction with the International Poultry Expo. For more information, visit www.petfoodconference.com.
- Petfood Focus on Safety, April 16-17, 2008, Hyatt Regency O'Hare, Chicago (Rosemont), Illinois, USA. Presented by *Petfood Industry* and Watt Publishing Co. Topics include good purchasing practices, crisis contingency planning, finding the right insurance, safety/quality case studies, adverse event reporting and the ISO 22000 food safety management system. Plus, there will be a panel discussion on communicating with consumers during a safety situation. For information or to register, go to www.petfoodindustry.com/petfoodforum.aspx.

view and collect samples and information. This will consume considerable amounts of time. Actually, state and federal agencies are entitled to very little information or records except under notices provided to the firm as detailed in the Bioterrorism Act regulations. Firms must decide before a recall what

and how much data they will provide to agencies. Some firms are more cooperative with regulatory officials in recall settings.

Thorough notes should be maintained of interviews with regulatory officials and copies in a separate file of all documents provided them. The

Firms should agree upon their objectives before dealing with media calls.

same applies for samples taken by FDA or the state. Firms should advise customers if customer lists are provided to regulators. A separate letter to customers about the circumstances and urging cooperation is recommended.

After the recall

Firms actually won't know when the recall investigation has ended. They may believe the recall is over after the last product is returned. However, interviews and record reviews by regulatory officials may continue for months.

For the firm's benefit, a review of the recall, procedures used and changes to be made in the process should be undertaken to hone the firm's recall procedures for the next event.

Protect yourself

Recalls are inevitable as long as the possibility of human errors exists. The most important part of the recall process is developing sound procedures for handling recalls before an event. These procedures should create a recall process and team, advise employees how to handle complaints from customers, how to deal with media and how to respond to regulatory agencies if and when they are notified.

Protecting a firm and its reputation can be just as important as removing potentially harmful products and cooperating with regulatory agencies. ●



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Using nutrigenomics in R&D

BY TIM PHILLIPS, DVM

Human genetic discoveries will help petfood product development

Nutrigenomics is the study of the effect of dietary bioactive compounds on gene expression. (Bioactives are molecules that can have a biological effect, independent of and in addition to any nutritional benefit they provide.) The ultimate goal of nutrigenomics is to be able to prevent, and even treat, disease through targeted nutrition. Not surprisingly, human nutrigenomics is more developed than dog and cat nutrigenomics. Hence, the following looks at the state of human nutrigenomics as a way to shed light on future petfood product development.

DNA is dynamic

We now know that DNA is not only responsible for the transfer of traits from parents to offspring, but that DNA plays a dynamic, active role in our daily lives. When we exercise, genes in our muscles are rapidly awakened to make proteins that help us to metabolize energy sources more effectively. When we are hungry, genes in our body are turned on that impact insulin levels. In addition, certain food substances have been identified that turn genes on or off.

Food substances, by interacting with DNA, can have a dramatic effect on susceptibility to diseases. For ex-

The head of a microarray printer. Microarrays are used in genomics research and contain thousands of molecular probes. New technologies continue to speed up the progress of nutrigenomic research.

Certain food substances have been identified that turn genes on or off.

ample, dietary fatty acids can regulate cellular function by modifying gene transcription. These gene modifications impact vasoconstriction, atherosclerosis and cancer.

Biomarkers, genetics testing

Nutrigenomics will find its way into our lives and our pets' lives through evolution, not revolution. Some scientists envision two key phases of products: the biomarker phase and the genetics phase. The biomarker phase is here now. It's based on the impact of bioactives on biomarkers (such as cholesterol or blood pressure) and endpoints (such as pain or mobility).

The genetics phase will be based on genetic testing. One day in the not-too-distant future, we will go to the doctor's office and have our DNA analyzed. The test results will be a personalized road map for disease prevention. If we know what diseases we are likely to contract, we can supplement our diets with personalized preventive products.

Such DNA tests exist today, but only for a minuscule number of genes.

Lifestyles at odds with genes

The 21st century lifestyle is at odds with our genes and those of most of our pets. Man evolved as a hunter-gatherer and most of our history was marked by periods of intense physical activity alternating with periods of famine, and a relatively short lifespan. But now we are sedentary, sated and tend to have a long lifespan. The consequences: the epidemic of diseases associated with inactivity and aging (obesity, cardiovascular disease, cancer, arthritis and diabetes). That's why scientists are on the hunt for bioactives that can reduce the effects of aging, reduce our tendency to store body fat and enhance the effects of exercise.

Real life applications

While consumers mainly focus on taste, convenience and price, the most important effects of food occur at the molecular level, generating significant effects on disease states—good or bad.

WellGen Inc. announced earlier this year that it has completed a pivotal study demonstrating that its nutrigenomics technology platform can accurately successfully predict biological activity of natural products (<http://www.wellgen.com>). WellGen now has a method of screening the effect of food on the expression of genes associated with human health conditions. The company has developed proprietary substances

that help reduce risk and severity for a variety of different diseases.

Using an ingredient standardized for certain theaflavins in black tea, WellGen's study has shown that the ingredient's inflammation-fighting properties can be identified and quantified by the company's technology. These findings can be effectively translated into consumer applications. This is a big step for bringing nutrigenomics into mainstream product development in the food and beverage industry.

Highly predictive approach

WellGen completed a double-blind randomized human study that confirmed its approach of using cell cultures containing specifically targeted genes is highly predictive in determining that a plant extract can positively affect the same gene expression profile in humans.

WellGen's proprietary ingredient, WG0401, delivered consistent activity against inflammation across the entire development process. Inflammation plays an important role in many health states and is linked to such health concerns as arthritis, cardiovascular disease, cancer, and type II diabetes.

WG0401 provided protection to healthy volunteers who were given a potent inflammatory challenge. Healthy volunteers treated with the WellGen extract had inflammatory biomarker levels ranging between two- to six-fold less than the placebo group when challenged with an inflammation-inducing bacterial lipopolysaccharide.

As a proof of efficacy in humans, WellGen uses quantitation of biomarkers of inflammation to demonstrate the biological activity of its ingredients that have shown positive results in laboratory and animal tests. WellGen uses relevant and quantifiable biomarkers to streamline an ingredient's evaluation in humans by reducing the duration of human trials and obtaining objective data. Examples of validated biomarkers include glucose levels as related to diabetes or cholesterol levels related to heart health/cardiovascular risk.

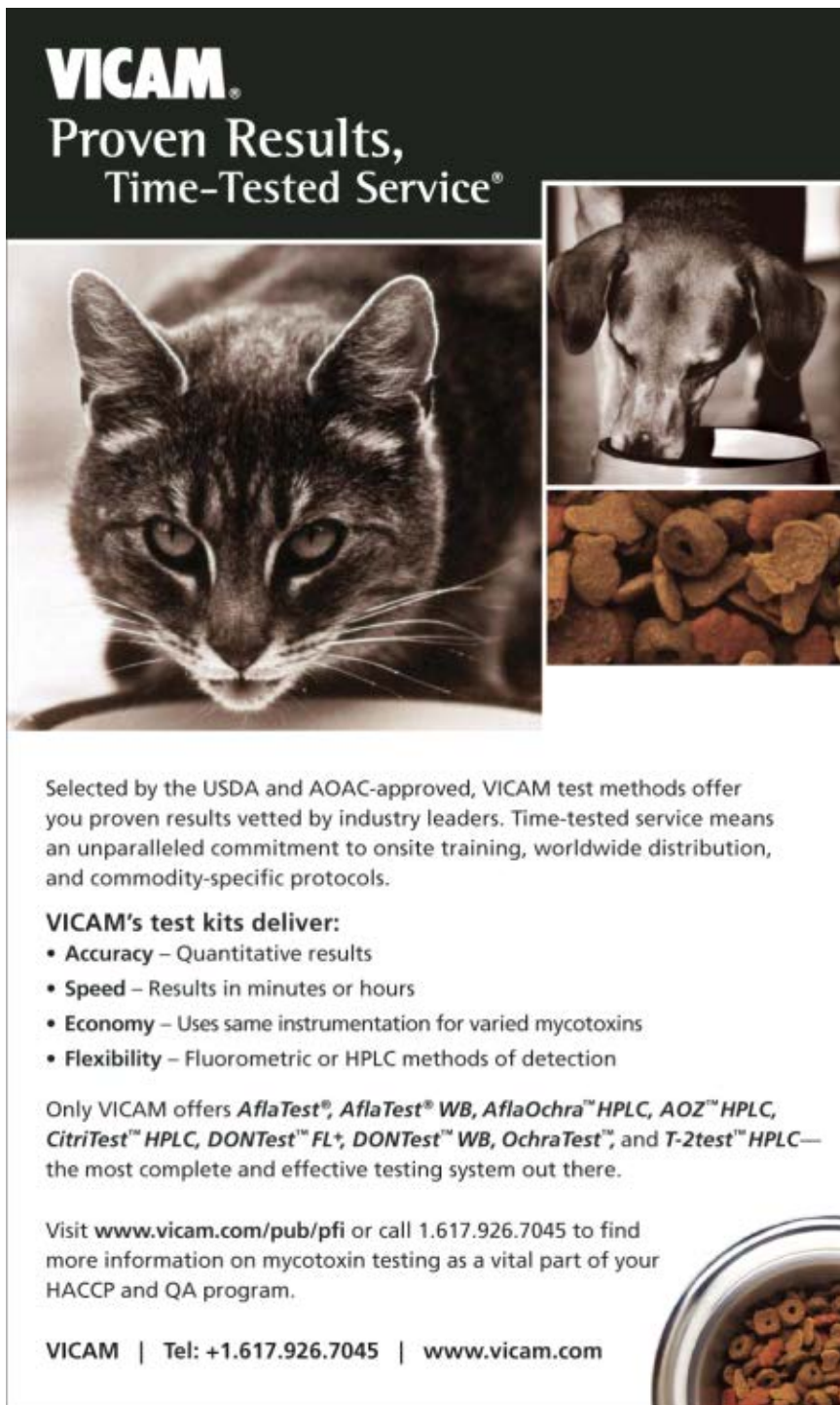
Realizing the potential

Nutrigenomics discoveries continue to emerge and are being integrated into useful information on which the food and petfood industries can act. Clearly our industry's product development methods are changing. Alliances and partnerships among varied commercial

and academic partners will be necessary to deliver on the scientific and commercial potential of nutrigenomics. ●

Tell us what you think!

Send letters to the editor to editor@petfoodindustry.com or post your comments online at www.petfoodindustry.com



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New product REVIEW

BY JESSICA TAYLOR BOND

From innovative petfood products to new equipment and other supplier offerings, our industry is booming

New products are the lifeblood of the petfood industry and a significant contributor to its rapid growth over the past few years. During 2006 alone, 655 new dog and cat food products hit the global market, a 134% increase from the 280 products introduced in 2002, according to Datamonitor's Productscan Online.

To produce all these new products, petfood manufacturers need new equipment, ingredients, packaging and testing solutions—and industry suppliers have been capably filling that demand.

To show the health of the industry, we've gathered a representative collection of new products—retail and supplier—introduced over the past 12 to 18 months. This is just a sampling; for more, check out the New on the Shelves and New Product sections of the magazine each month.

Also, find New Products: For Consumers and For Manufacturers on PetfoodIndustry.com. To tell us about other new products, send information to jbond@wattnet.net.

New retail products

Dog food

Beneful prepared meals

Beneful, a premium dog food brand, offers Prepared Meals. The food is packaged in a clear, ready-to-serve, resealable container. The line is available in eight varieties made with beef, chicken, tur-

key, pork and lamb along with such ingredients as wild rice, barley and pasta, and vegetables like spinach, carrots, peas and green beans. According to Nestle Purina, it is the most extensively tested product in the company's history.



www.purina.com

Shih Tzu 24 formula

Shih Tzu 24 dry dog food by Royal Canin is made for the special needs/physiology of the Shih Tzu breed. L-cystine and methionine (essential for renewing the haircoat) combine with linoleic acid to promote a glossy coat. The kibbles have a special texture that produces a brushing effect, reducing dental plaque formation. According to Royal Canin, special chelating agents slow tartar development by fixing the calcium present in the saliva.



www.royalcanin.us

Freshly prepared meals

Deli Fresh and Homestyle Select are freshly prepared meals of real meats and vegetables, according to the manufacturer, Freshpet. Because of the meat content and lack of preservatives, these products need to be kept refrigerated. Each meal contains 70% meat protein mixed with carrots, peas and brown rice to form a complete and balanced meal. The cooked



meals come in three sizes from 1.5-pound up to 6-pound rolls.

www.delifreshpet.com

www.homestyleselect.com

Hypoallergenic diet

According to Burns Pet Nutrition, its hypoallergenic diet offers a lean and high-quality protein source with a good balance of amino and fatty acids. Pork & Potato contains no wheat, soy, rice or chicken, colors, flavorings or artificial preservatives.

www.burns-pet-nutrition.com

co.uk



Dog got gas?

Dave's Simply the Best has let loose with a clever marketing campaign to get consumers' attention, while aiming to alleviate a common pet owner complaint—gas. According to Dave's,



its Simply the Best dog food product contains about 75% animal source protein, and on average it is about 85% digestible. Ingredients such as egg, chicken and rice

are included in the highly digestible formulation.

www.davespetproducts.com

Cat food

Therapeutic cat diet

Nestlé Purina has introduced a therapeutic diet for the management of cats with gastrointestinal problems utilizing a low-carbohydrate approach. New EN GastroENTERic brand feline formula dry cat food is formulated with a high fat content because, company literature states, cats with chronic diarrhea usually respond well to a higher fat intake.

www.purinaveterinarydiets.com



Natural Ultramix food

This Natural Ultramix appeals to the health-conscious cat owner, providing a food that is not only fortified with vitamins and minerals but also full of natural chicken and whole-some fruits and vegetables. The product is free of wheat, corn or by-products as well as growth hormones, artificial colors, preservatives and flavors, according to Castor & Pollux.

www.castorpolluxpet.com



The organic cat's meow

Now cat owners can jump on the organic bandwagon. Wild Kitty Cat Food contains no preservatives, steroids, hormones, artificial colors or flavors. Recently the company introduced a patented, organic sterilization method to destroy bacteria such as *Salmonella*.

www.wildkittycatfood.com



Slow-cooked taste

Iams' Slow-Cooked canned recipes

are available in Entrées, Slices and Flakes for cats. Various flavor combinations, textures and formulas are available for every lifestage, according to the company. Iams says that real broth is used in its Slow-Cooked canned recipes.

www.iams.com



All natural cat food

Weruva's Mideast Feast is a natural cat food that contains whole tuna meat as its base ingredient. According to the manufacturer, Mideast Feast is fit for human consumption as it is processed in a facility that also processes human food. Grilled tilapia is added by hand to each can so customers can see the ingredients.

www.weruva.com

Petfood



Advanced Formula line

Newman's Own Organics' Advanced Formula line provides high protein levels to optimize health and vitality, according to the company. The new dry food comes in an Advanced Dog Chicken & Rice Formula for both puppies and seniors and an Adult Chicken & Rice Formula for active adult dogs. The Advanced Cat Chicken & Rice Formula for kittens and seniors and Adult Cat Chicken & Rice Formula are available in four flavors.

www.newmansown.com

100% Icelandic fish

Iceland Pure has used Iceland's fish bounty to create a gourmet wet petfood from fish pâté. According to the manufacturer, the product is made from 100% Icelandic fish and is high in protein and omega-3 and omega-6 fatty acids, with no added preservatives, no coloring, no artificial flavor and very minimal ash content.

www.icelandpure.com



The Goodlife Recipe

A division of Mars Inc., the Goodlife Recipe Pet Care Co., has launched its line of dog and cat food and treat products. The Goodlife Recipe food for cats and dogs was developed with high-quality ingredients and a blend of natural flavors, according to the company.

www.goodliferecipe.com

Complete nutrition

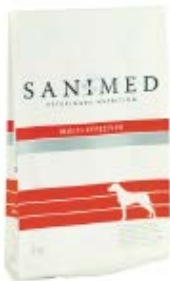
Quixtar's Nutripet dog and cat foods offer complete nutrition for canine and feline family members. The foods offer a holistic approach to the pet's overall well-being, according to Quixtar. Nutripet foods contain no by-products, wheat or soy. Highly digestible chicken meal, rice and oatmeal along with added *L. acidophilus* support digestion and nutrient absorption.

www.quixtar.com

Sanimed veterinary diets

Vobra Special Petfoods introduces Sanimed, a line of veterinary diets for dogs and cats. The line consists of 14 preventive and therapeutic diets sold via veterinarians only. The basis of the





Sanimed diets is high efficacy and realistic pricing, according to Vobra.

www.sanimed.info

Dog treats



Real Food Toppers

Complete Natural Nutrition Inc. has launched a line of whole food pet treats, Real Food Toppers. The treats are freeze-dried selections of meat, vegetables and fruit. The Toppers come in eight flavors including chicken breast, wild salmon, beef sirloin, beef liver, Holiday (with turkey and cranberries), Fish 'n Chips (cod and potato) and more. Toppers can be fed as a dry treat or mixed into the daily diet.

www.RealFoodToppers.com



Carob Bark Bars

Now available from American Health Kennels is the Bark Bar. Resembling a candy bar for humans, this treat offers a Luscious Carob Cookie-flavored treat made of natural ingredients and containing no chocolate. Other flavors in the range include Peanut Butter, Carob Chip, Creamy Peanut Butter and Honey & Oat. This bar, packaged very much like a Hershey bar, follows the trend of the humanization of products in this industry.

www.animalhealthkennels.com

Heaven Scent Pizza

Blissful Biscuits offers treats designed to look, smell and taste like pizza-



zeria-style pizza. Original and wheat-free pizzas have a cheddar cheese biscuit crust. Both are preserved with natural vitamin E, have no salt, require no baking and are ready to eat, according to the company. Each pizza is pre-cut and vacuum-sealed on a 7-inch pizza disk, and packaged in its own delivery box. Wholesale is also available.

www.blissfulbiscuits.com

Meat, not wheat

Biscuits with Benefits are made with all-natural chicken breast and no wheat, corn, by-products, artificial flavors, colors and no added sugar or salt, according to Dogswell. The



treats are available in supplemental varieties including Happy Hips, Vitality and Breathies.

www.dogswell.com

Edible mushrooms

Muttrrooms, a blend of five certified organic mushrooms species baked into a treat, are now available. This dog treat containing mushroom mycelia is designed to support a dog's health and immune system, promoting mobility and healthier joints, according to the company.

www.muttrrooms.com



Cat treats

Frozen treats

Pet Specialties has introduced Cool Claws, an ice cream-style treat for cats. The company calls the product a healthy frozen indulgence for cats, and notes

that it's available regionally in grocers' frozen food aisles. The treat was designed for a cat's digestive system, with premium ingredients, vitamins and minerals. Pet Specialties developed Frosty Paws dog treats, which Nestle now owns.

www.coolclaws.com



Flavored water

Mollibrands has introduced a way to hydrate cats with Molli's Choice Flavored Water for Cats. Molli's Choice is a chlorine-free, non-carbonated, purified drinking water with vitamins, minerals and taurine. It comes in five flavors: Roasted Turkey, Original, Beef Tenderloin, Bacon Delight and Roasted Chicken.

www.mollibrands.com



Yogurt light Crossys

This light yogurt snack is a natural and balanced mix of ingredients. Outside is a crispy coating of cereal, and when the cat bites on it, its light filling – low-fat yogurt with no more than 3% fat – simply melts on the cat's tongue. The zip-lock package can easily be resealed.

www.vitakraft.com



Pet treats

Hypoallergenic treats

Hill's Prescription Diet Hypoallergenic Treats Canine and Hypoallergenic Treats Feline are designed for pets with allergies and sensitive skin. According to the company, the treats help eliminate the potential for adverse reactions to foods, as they contain hydrolyzed proteins. Additionally, the canine treats support skin

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barrier function and nourish the skin and coat with antioxidants and omega fatty acids. The canine and feline treats are sold exclusively through veterinarians.

www.hillspet.com

Natural treat for joints

Sasha's Flexi Bites are a natural treatment developed for active, aging or arthritic cats and dogs. Meant to promote joint function and relieve arthritic symptoms, the Bites are bacon flavored. According to the company, Sasha's Flexi Bites have no grains, fillers or preservatives, and are made with marine concentrates, antioxidants and venison.



www.interpath.net.au

Small animal products



Nature's Promise

Nature's Promise line of pelleted foods and hay products for small animal pets such as rabbits, guinea pigs and chinchillas are available on pet retailers' shelves from ZuPreem. Hay products include Western Timothy Hay, Premium Alfalfa Hay and Premium Orchard Grass, and are packaged in several sizes that allow pet owners to view the product. The hay comes from one source in Idaho and ranks as the highest grade available, according to ZuPreem.

www.zupreem.com

Big treats for tiny pets

No longer just for the birds, Kaytee introduces two super-sized Grande! Garden Blend treat bars, made especially for rabbits and guinea pigs. According to the company, the blend is full of vegetables and grains. The introduction of Kaytee Grande! for small animals follows the launch of Grande! for parrots in 2005.



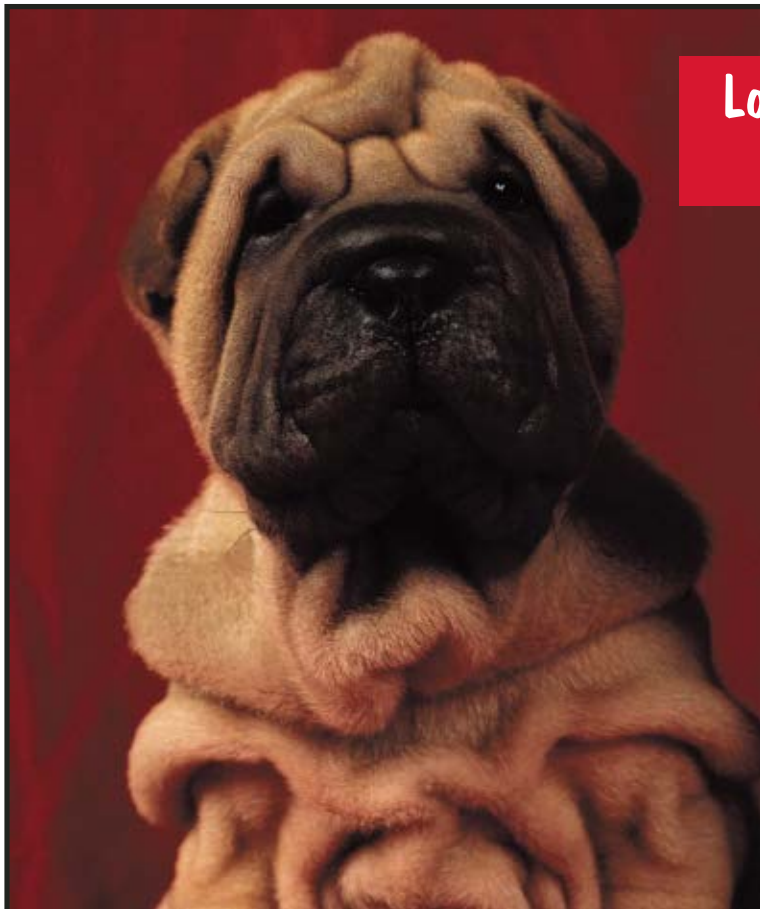
www.kaytee.com

New supplier products

Ingredients

Cooked chicken liver

American Dehydrated Foods Inc. (ADF) sources their fresh chicken livers from USDA-inspected food facilities. ADF offers spray-dried cooked



Looking for a new wrinkle in your product line?

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We have the ingredients for your success. For over 40 years, The Peterson Company has been providing the pet food industry with top quality, specialized pet food ingredients and services. During that time, our wealth of technical expertise has put us at the forefront of new product development.

Our broad exposure to the industry helps us in coordinating the research and development of new potential ingredients and formulating them into marketable products. Our commitment to ingredient technology can work for you.

We are also adept and experienced at developing entirely new proprietary ingredients to meet your specifications, with assured confidentiality. Whether you're looking for a new variety, or just want to add some spice to your existing line, call The Peterson Company.



Our products produced in USA

PETERSON COMPANY

The Peterson Company
P.O. Box 60 • Battle Creek, MI 49016
Ph: (269) 979-1600 • Fax: (269) 979-9227
Website: www.thepetersoncompany.com
E-mail: sales@thepetersoncompany.com

chicken liver with a choice of natural or other antioxidants, containing a minimum fat content of 20% and minimum 56% protein. Other liver options for the formulator include a spray-dried cooked chicken liver and chicken blend for a higher fat content and chicken for your label; a spray-dried cooked pork liver with a minimum 60% protein; and an "allergen free" spray-dried chicken liver hydrolysate. All ADF products are shelf stable up to one year.

+1.800.456.3447
ggriffin@adfin.com

Micro-encapsulant

Protection of heat-sensitive nutrient ingredients against process degradation is provided by Stepan EDS (erythritol distearate), a shell component developed by Stepan Co. Food & Healthy Specialties, for use in high-temperature micro-encapsulation applications. Stepan EDS is a hard, waxy flake with a bland taste, which features a melting point of 80°C when used as a carrier in

fluid bed, pan coating, annular jet and spray-chill systems.

+1.201.712.7642
www.stepan.com

Traceable ingredients

Principle Solutions LLC provides domestically manufactured or processed ingredients with complete traceability back to all manufacturers. Sourced products and ingredients include dried carrots, roasted peanut flour, dried peas, cranberry products, organic grains, potato products, sweet potatoes, wheat flour, oat flour, base and premixes and oat fiber.

+1.262.353.3444
www.principle-solutions.com

Mixers

Reversible, homogenizing mixer

Arde Barinco Inc. offers the Model CJ-2A reversible homogenizer, designed to prepare fine grain emulsions



and solid particle dispersions in small batches. All results obtained with the Model CJ-2A can be scaled-up to batches as high as 10,000 liters. A proprietary computer program can predict results. The Model CJ-2A has a 0.25 HP 15,000 RPM reversible motor. The unique down-mode is capable of drawing and wetting out floating powders and can re-suspend any settled solids on the bottom of the process mixing vessel. The mixer comes complete with a stand and reversible variable-speed control box.

+1.201.784.9880
www.arde-barinco.com

continued on p. 32



Protect what they eat.

Some ingredients should never be found in pet food.

The Polychromix PHAZIR™, an easy to use handheld material analyzer, designed to determine the properties of pet food throughout the manufacturing process. FeedME™ is a ready-to-use software application for the rapid identification of authentic and adulterated feed ingredients.

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- No prep - just bag and measure
- Fast - results in less than 5 seconds

 **Polychromix**
www.polychromix.com/products





At 12 years of age, Rodney has moderate joint pain, particularly in his hips. A specially formulated pet food helps him feel like a pup again.

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To learn more about AFB's comprehensive resource center, contact a sales director listed below or visit www.afbinternational.com.

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j.vergeer@afbinternational.nl

asia/pacific 61.398.799093
khall@afbinternational.com

australia 61.359.711105
jseletto@ingham.com.au





Efficient batch mixers

Munson Machinery's Miniature Rotary Batch Mixers are designed to handle batches up to 5 cu ft (141 liters) and 500 lbs (227 kg). The mixing flights in the drum tumble, turn and fold material for 100% uniformity in ratios as small as 1 part per million; they also facilitate a 100% discharge rate, according to the manufacturer.

+1.315.797.0090

www.munsonmachinery.com



MegaShear disintegrates solids

The Ross MegaShear is an ultra high shear inline mixing, dispersing, emulsifying, homogenizing and particle size reduction device with high-performance rotor/stator mixer technology. Available in flow rates from 1 to 500 gallons/minute, the MegaShear design consists of a high tip-speed rotor with several stages of semi-cylindrical grooves.

+1.800.243.7677

www.foodmixers.com

Precision batch mixers

Ingredient Masters designs and engineers custom batching systems to suit the needs of your production facility. Their systems can be scaled from semi-automatic to fully automatic and can include metering and power mixing capabilities. The batching systems



are designed to integrate with existing equipment and local networks.

+1.513.231.7432

www.ingredientmasters.com

Other processing



Vibratory screening machine

The Type VRS is the Allgaier Group's most recent addition to its powerful and economic technology of process solutions for a wide field of applications. The circular vibratory screening machine is suitable for use in fractionating, protective and control screening and de-dusting, as well as for wet screening and dewatering of a variety of bulk solids.

+1.814.695.9807

www.mclanahan.com

Horizontal batch cookers

Mepaco has developed its line of ThermaBlend cookers for viscous food products. ThermaBlend cookers have an hourglass design that provides a larger heating surface for better heat transfer, according to the company. The cookers feature dual-ribbon agitators, a wrap-around ASME



heat jacket and a scraper system to prevent burn-on, while maximizing even transfer of heat to the product.

+1.920.356.9900

www.mepaco.net

New Multi-Color/Multi-Shape Die System

Extru-Tech Inc. introduces the Multi-Color/Multi-Shape Die System designed for single screw cooking extruders. The die assembly design allows the production of multiple colors and multiple shapes of finished product simultaneously and is revolutionary in the industry, according to the company. The system eliminates the need for post-run mixing and blending of product without reducing production capacity, thereby reducing costs and improving profit. It is available in a variety of configurations—two-, three- and four-color—to allow for tailoring the number of product colors and product shapes in a single production run application.

+1.785.284.2153

www.extru-techinc.com

Vibratory boot-mounted rotary feeders

A line of boot-mounted rotary feeders for retrofitting on existing bucket conveyors or bucket elevators has been introduced by Gough Econ Inc. The new



rotary feeders are easy to install and retrofit on all bucket conveyors from 9 inches to 48 inches wide, says the company. They are powered by two vibratory motors mounted directly onto the load unit of existing bucket conveyors or elevators.

+1.800.264.6844

www.goughecon.com

DDC preconditioner No. 600 produced

Wenger Manufacturing announced the production of the 600th differential diameter cylinder (DDC) preconditioner to come off the assembly line since the product was patented and introduced in 1987. Sizes range from 56 liters to 3,060



liters, which can process meal throughputs ranging from 24-50,000 kg/hr. Retention time of the recipe in the DDC preconditioner can be controlled from as little as 30 seconds to as long as eight minutes.

+1.785.284.2133
www.wenger.com

Quick-clean centrifugal screener

The Centri-Sifter centrifugal screener model "GO" from Kason Corp. features a cantilevered shaft with two externally mounted bearings between the screening chamber and motor drive, allowing all internals to slide freely from the shaft end for cleaning, screen changes or inspection. Wide spacing between the bearings, a large diameter shaft

and a flexible shaft coupling combine to prevent vibration, even at high

speeds under heavy, imbalanced loads, according to the company.

The screener is intended for food, dairy and pharmaceutical applications requiring thorough wash-down, as well as other applications involving frequent screen changes/inspections or runs of multiple materials where cross-contamination is of concern.

+1.973.467.8140
www.kason.com

On-line water activity control system

Drying Technology Inc. offers an on-line water activity control system to prevent the growth of mold and other harmful organisms. This control system is an extension of the company's Delta T moisture control technology. The Delta T uses a patented, "inside the dryer" moisture sensor to achieve moisture



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- Product Safety Testing



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control of products exiting dryers, ovens, etc.

+1.409.385.6422
www.moisturecontrols.com

Advanced drying control systems

Aeroglide's Advanced Process Controls monitor the key thermal processing parameters of the equipment and product, and automatically adjust the



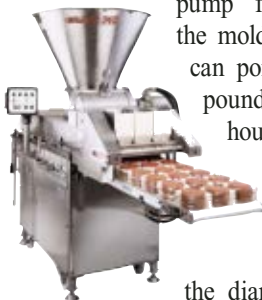
equipment to meet final process target specifications. The system allows operators to

control product moisture content and reduce product moisture variability.

+1.919.851.2000
www.aeroglide.com

Easy to maneuver forming machine

The NuTec 745 is an all hydraulic, microprocessor controlled, multi-outlet forming machine that is easily maneuverable on the plant floor. The 745 vane

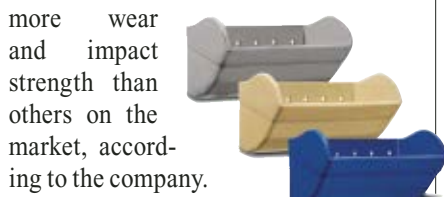


pump feeds directly to the mold plate cavity and can portion up to 3,600 pounds of product per hour. The mold plates can be configured as 2-hole or 3-hole, depending upon the diameter of the portion, and can be changed and sanitized quickly.

+1.815.722.2800
www.nutecmfg.com

Elevator buckets

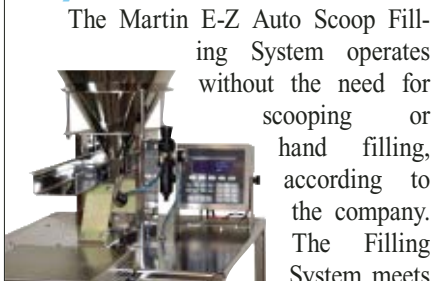
Tapco Inc. introduces a full line of CC-XD (Xtreme Duty) elevator buckets, designed for the most extreme throughput elevators. They offer even



more wear and impact strength than others on the market, according to the company. Manufactured with 35% more resin in the entire bucket, CC-XD fills and discharges exactly the same as the CC-HD style.

+1.800.288.2726
www.tapcoinc.com

E-Z Auto Scoop Filling System



The Martin E-Z Auto Scoop Filling System operates without the need for scooping or hand filling, according to the company. The Filling System meets capacities of

up to 750 fills per hour, operates from a foot switch and runs without proprietary software. The system also allows for easy cleaning since the live storage hoppers lift off with no fasteners to remove.

+1.800.477.4634
www.shake-it.com

Operations/other equipment

Inventory management system

Bindicator's Mark-4 Yo-Yo Inventory Management System is rated for use in hazardous environments. The Mark-4 sensor has a 4-20 mA output with adjustable span, RS-485 MODBUS communication and optional i-LEVEL vendor management software. The web-based i-LEVEL software can be set up to operate in an Intranet and/or Internet environment, making inventory levels available worldwide. Silos up to 100 feet can be measured with a resolution of 1 cm (0.39 in). With the remote display, up to 99 Mark-4 sensors can be remotely

set up and configured.
+1.864.574.8060
www.bindicator.com

Low-cost cooling

The Compact Cabinet Cooler for the food processing industry cools electrical panels and enclosures without letting contaminants inside. Washdown, hazardous location and corrosion-resistant models are all available in many different sizes.



+1.650.322.9500
www.norenproducts.com

Organic cleaning

The Xtreme steam one-step dry steam cleaning and sanitizing systems (220-365°F; 95% dry steam, only 5% moisture) clean and sanitize in difficult-to-reach places on equipment, production lines, packaging lines and working environments. AmeriVap Systems offers the system for use on wrappers, conveyors/chains, belts, sprockets, scales, sensors, refrigeration systems, electrical panels, circuit boards, gaskets, slicers, dicers, etc.

+1.404.350.0239
www.amerivap.com

Vertical reciprocating conveyors

TKF's line of vertical reciprocating conveyor (VRC) solutions are economical and efficient, says the company. All feature counterweighted lift mechanisms to reduce horsepower and power requirements, while a new shaft-mounted drive reduces maintenance requirements, without a loss in HP. VRCs are used in a wide variety of applications where items need to be moved from one level to another, including basements, mezzanines, balconies or within multi-story buildings.



+1.513.241.5910
www.tkf.com

Compact stacker is power driven

Presto Lifts Inc. offers a line of fully powered stackers. The Power Stak line has a narrow mast design and offset control handle to provide operators with a clear view of what's in front of them with virtually no blind spots. Forward and reverse drive "thumb" switches are located on both sides of the handle to accommodate left- and right-hand operation. An auto-reversing belly switch



protects operators from potential injury when walking the unit backwards, while an automatic brake immediately halts travel when reversed.

+1.508.222.0177
www.prestolifts.com



Conveyor systems

Cusinato Giovanni Srl has been designing and manufacturing equipment and systems for conveying and storing fragile granular and milling products for more than 40 years. Cusinato supplies not only single machines (bucket elevators, stainless steel spirals, vibrosifters, belt conveyors, etc.), but also complete turnkey plants. Thanks to Cusinato's machines and systems currently operating worldwide, as well as constant quality improvement, Cusinato says it has achieved a position as a leader in its field.

+39.49.944.0146
www.cusinato.com

Versatile portable Lift-Tool

Southworth's portable Lift-Tool is an alternative to variable-height workbenches and facilitates a variety of lifting and positioning jobs, requiring a

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cordless drill to move the platform up and down. Fully raised, the Lift-Tool's 22 inch x 23 inch platform is 17¼ inches high and has a vertical range of 14¼ inches. With a load capacity of 300 pounds, it holds 10 times its own weight, which is 32 pounds, and is 3½ inches high when lowered. The Lift-Tool includes options such as an adjustable straddle frame, a turntable and a slanted assembly easel that positions work at 25 degrees.

+1.800.743.1000

www.southworthproducts.com

Packaging equipment/ palletizers

Complete, integrated packaging system

EDL Packaging Engineers Inc. introduces a complete, integrated petfood packaging system. EDL brings together one turnkey system, from kibble to pallet. The company manufactures and



tests its machines to ensure they perform to meet the industry's specific requirements.

+1.920.336.7744

www.edlpackaging.com

High-speed robotic palletizer

Columbia/Okura's A1600 robot palletizes 50-pound bags at a rate of 24 bags per minute, stacking bags of various



sizes and types, including paper, poly and woven-poly, without tooling changes. The robot handles product from as

many as four lower-speed production lines. A small footprint and flexible layout allow placement in tight spaces, with capability for expansion.

+1.360.735.1952

www.columbiaokura.com

Corner labeling systems

EPI's corner labeling systems apply labels to the leading or trailing edge of your carton. The label is ap-



plied to two sides of your package so batch and product data can be seen on two sides of the carton, according to company literature. The system can be integrated with most cartoner lines. A printer can be added to the system to print barcode, date or other production data.

+1.717.235.8345

www.epilabelers.com



Complete systems integration

Columbia offers complete systems integration services as an addition to their complete line of palletizing solutions. By adding systems integration to their product line, Columbia provides complete turnkey solutions that incorporate conveyors, bar-code readers, case and bag elevators, bag weighers, bag flatteners, shuttle cars, stretch wrappers



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and more. Complete systems integration includes project management, controls, installation, wiring, commissioning and preventive maintenance from one source.

+1.800.628.4065
www.colmac.com

Flexible packaging products

North State Flexibles provides flexible packaging for maximum point-of-purchase impact. The company specializes in high-impact flexographic printing, laminating and custom converting of various film materials into an array of flexible packaging products for consumer and industrial goods.

+1.336.292.9911
www.nsflexibles.com

Packaging machines offer simple reliability

Fully automatic Rollstock vacuum packaging machines are readily available and provide reduced cost of ownership, according to the company. Available in a variety of web widths from 285 mm to 459 mm, all Rollstock machines feature programmable PLC controls with readable diagnostics and a vacuum leak check program. The chain system is guided and has an auto-tensioning system to reduce stretch and wear. Dies are manufactured in Rollstock's facility from solid aluminum block and lifted by a triple knee lever system, driven by a 4-inch air cylinder with variable height control.

+1.888.314.2152
www.rollstock.com



Retrofit side sealer

Shrink packagers experiencing side-seal failure can improve throughput rates and seal reliability with retrofit technology from Shrink Packaging Systems Corp. (SPS). Available for



high-speed H/F/F/S shrink lines such as the Shanklin FloWrap series, the Green Machine replaces traditional hot-wire sealers with a proprietary low-heat sealing system. The patent-pending technology virtually eliminates resin build-up, component burnout and seal defects caused by high ambient heat, according to the company.

+1.888.4CLYSAR (1.888.425.9727)
www.clysar.com

Stand-up pouch machinery platforms

The Robert's new generation C-series stand-up pouch packaging systems offer production outputs of up to 200 pouches per minute for popular stand-



up style packaging targeted for a wide variety of products. The C-Series systems may be configured for press-to-close or slider zipper reclose features. According to the company, the new generation Robert's C-Series models incorporate rapid change tooling modules for improved changeover. The C-series models utilize advanced servo technology, improved operator interface (HMI) and standard stainless steel construction for both dry and USDA production environments.

+1.941.923.1181
www.stand-up-pouch.com
www.robertspackaging.com

VPL-400 packaging machine

The VPL-400 continuous motion machine is Rovema's development incorporating modern linear servo drive

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- Socialization Activities for all Cats
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technology. The VPL-400 is available for the production of flat-bottom bags and Stabilo Seal bags. The VPL-400 allows users to set functions such as sealing time, sealing pressure, cooling time, speed and all jaw movements, both vertical and horizontal, for highest performance, flexibility and top seal quality, according to Rovema.



+1.770.513.9604
www.rovema.com

Generic case printing systems

Iconotech offers equipment that prints shipping cases, wraparounds, die cuts and multi-wall kraft bags, contributing to the sustainability bottom line. On-demand printing eliminates or reduces pre-printed inventory, according to Iconotech. The level of purchasing complexity and going generic eliminates small run orders, may consolidate case sizes and frees a company to shop its generic inventory. Iconotech systems also eliminate printing plates and pre-printed case obsolescence.



+1.800.521.0194
www.iconotech.com



Tamper-evident bander/labeler

PDC International Corp. has introduced a fast, multiple-use system that is unique in the packaging industry and can operate continuously with zero downtime. PDC 75 Series shrinksealers apply

tamper-evident banding and labeling at up to 400 containers per minute (cpm), and can incorporate tear tab blades or slit tab blades for easy opening by consumers. The 75 Series also applies full height bodysleeve labels at up to 300 cpm, depending on sleeve dimensions.

+1.203.853.1516
www.pdc-corp.com



Clear, high-moisture barrier lidstock

Ampac Flexibles, a unit of Ampac Packaging LLC, introduces a clear high-moisture barrier lidstock that can seal to trays, cups, etc., made from a wide variety of plastic materials. Flexi-Free 6985 is said to be the first high-moisture barrier lidstock without a foil layer suitable for universal application.

+1.513.671.1777
www.ampaconline.com

Automatic bagging machine

American-Newlong's 3CM-PDS high-speed Automatic Bagging Machine bags up to 2,000 bags/hour of bags weighing 20-110 pounds. It features two spouts for simultaneous filling, along with an automatic bag feeder. An optional servo-motor lateral bag transfer drive increases capacity and reduces air consumption.

+1.317.787.9421
www.american-newlong.com



Case Erectors

A-B-C Packaging's Model 330 series of Case Erectors feature Intelligent Control electronics to simplify and speed case erecting. Included in the 330 series are the 330HM for hot melt adhesive sealing, the 330 HS capable of 40



cpm hot melt sealing and the 330T designed for tape sealing. All models have features to ensure fast and reliable operation, according to the manufacturer.

+1.800.237.5975
www.abcpackaging.com



Robotic case packer/palletizer

Schneider Packaging Equipment's robotic case packer/palletizer has a footprint, depending on configuration, that can be less than 175 square feet. Using the ControLogix controller to integrate all components, cases are automatically erected, then loaded with product, sealed, labeled and palletized in one system cell. This allows operators to stack case blanks and supply the labeler, all from outside the guarding enclosures.

+1.315.676.3035
www.schneiderequip.com

Dual-spout bagger from Premier Tech

The PTK-2700 from Premier Tech is a dual-spout bagger that reaches speeds of up to 40 bags per minute on free flowing granular material. The bagger works with all open-mouth bag types including paper, woven PP, laminated PE and non-laminated PE. A bag closing system, aspiration ducts, bag kicker, integrated ink jet and laser coder are all available options for the machine.

+1.418.868.8324
www.premiertechsystems.com



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Petfood
Industry

WATT90
EXHIBITION

Testing/inspection

Faster solution

DONtest WB is a rapid HPLC-specific test for detecting deoxynivalenol (DON), commonly known as vomitoxin, in feed and grains. DONtest WB



uses monoclonal antibody-based affinity chromatography with wide bore immunoaffinity columns. With a total volume of 3 ml, the test allows for a faster flow to isolate the toxin in 10 minutes and detects levels as low as 0.04 ppm and as high as 5 ppm.

+1.617.926.7045
www.vicom.com



Bench-top O2 analyzer

Mocon Inc. offers the Pac Check Model 840 Package Integrity Test System. The bench-top Model 840 calculates an oxygen headspace reading, along with the real and accurate leak rate of a package. The system produces an absolute leak number based on the application of Poiseuille's law, which yields a total "hole" diameter leak size based on measurements of pressure and flow.

+1.763.493.6370
www.mocon.com

X-ray inspection line

The Loma X4 system offers users a new sensing technology. The X4 line incorporates the latest-generation line scan sensor for efficiency of X-ray to signal conversion, according to Loma. This new technology allows detection of a variety of contaminants including: ferrous, non-ferrous and stainless steel; glass; stones, ceramic and cement; calcified bones; polyvinyl chloride (PVC) and Teflon fluoropolymers; natural rubber; and product or spice clumps.

+1.630.681.2050
Gary.Wilson@loma.com



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This webinar is presented by Petfood Industry magazine and sponsored by Alcan Packaging and Packaged Facts.

To register for this webinar please visit www.petfoodindustry.com

Speakers:



Mark Kitzis,
Alcan Packaging

Jeff Wooster,
Dow Chemical



David Lummis,
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EVENT DATE:
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TIME:
2pm Eastern

EVENT TITLE:
L-Carnitine Nutritional Benefits

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Petfood nutritional experts will discuss a basic overview of L-carnitine and how it works in the animal's body. The webinar will also cover development focusing on research, technology and future applications for L-carnitine.

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News from the annual AAFCO meeting

At its annual meeting in August, the Association of American Feed Control Officials (AAFCO) rejected a label statement policy, exempted snouts from labeling requirements and clarified policy on various ingredients—among many other actions. In fact, the committee agendas were so full that my report and commentary on the meeting necessitate two parts. Part 2 will appear in the November issue.

Pitfalls of procedure

The annual meeting was held in Grand Rapids, Michigan, USA, starting with the general session. This is when AAFCO members as a whole vote on various committee proposals—the last step before a new model regulation, ingredient definition or similar proposal becomes enacted and appears in the next year's Official Publication.

This year there appeared to be a bit of confusion over the proposal to accept policy statement #29. Of great interest and importance to the petfood industry, this policy would allow some label statements regarding nutrient content of ingredients in products without prompting the need for supporting guarantees (e.g., a label claim “meat and bone meal contains calcium for healthy bones” would not require the label to bear a calcium guarantee provided specified conditions were met).

Unfortunately, the request for a vote mistakenly came from the Pet Food

Members voted on labeling statement proposals and other items key to our industry.

— David Dzanis



Committee, the original source of the proposal. The recommendation for acceptance by AAFCO should have come from the Model Bill & Regulations Committee, where the proposal presently sits. Ah, the pitfalls of parliamentary procedure! Anyway, the proposal was rejected. It will most likely be re-introduced for vote at the mid-year meeting in January 2008, which means it wouldn't appear in the Official Publication until 2009 at the earliest.

From snouts to selenium

On the positive albeit somewhat humorous side, the membership did officially accept the Pet Food Committee's recommendation for snouts to be listed among items exempt from labeling and registration requirements under policy statement #27. While snouts now join other designated animal parts (rawhide, bones, ligaments, hooves and ears) as acceptable exemptions, that status requires certain provisions be met (e.g., no nutritional claims).

Also, as “food,” snouts must still meet applicable federal labeling requirements and may not be adulterated or misbranded. Finally, as a policy and not a regulation, this exemption is only a recommendation to states that have adopted the AAFCO Models. A state may

choose to require these products meet its animal feed labeling and registration requirements regardless.

The Ingredient Definitions Committee always seems to have an abundance of items for vote at the general session, and this year was no exception. Of particular interest to the petfood industry is the acceptance of modification to the definition for selenium yeast. This ingredient is now acceptable for use in complete dog foods at levels not to exceed 0.333 parts per million selenium on a dry matter basis. It's not acceptable for use in cat foods at this time.

Potential amusement

Although there was a host of items for discussion, the only action by the Pet Food Committee that actually moved something forward was the proposal to add “pizzles” to the policy statement #27 exemption list. This term originally was proposed for inclusion in the policy along with snouts, but there was concern at the time about the perceived vulgar nature of the word.

While the term admittedly may be giggle-provoking to some, it is certainly less crude than any other synonym for that animal body part, at least of those that came to my mind! Assuming the Board of Directors agrees, I expect to see

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this item up for potentially amusing discussion at the general session next year.

Calorie statements

The Calorie Statement Working Group, charged last January to make recommendations to the Pet Food Committee on the proposal regarding mandatory calorie content statements on dog and cat food labels, did not complete its work. The group (of which I am an advisory member representing the American College of Veterinary Nutrition, the sponsor of the proposal) will continue its deliberation with the expectation of a report at the mid-year meeting.

On a related matter, a proposal to look at the issue of "weight-related terms" has also been sent to a newly formed working group for consideration. I'm in that group as an advisor as well.

The Pet Food Regulatory Workshop, originally planned for January 2008, has been postponed. This would be a day-long special session to help train new feed control officials and other

interested parties in the nuances of the Model Pet Food Regulations. Unfortunately, time constraints of many committee members made January infeasible. Plans for holding the workshop in August 2008 were discussed.

Ingredient definitions

Although an informal Food and Drug Administration policy on the acceptable use of *Yucca Schidigera* extract in animal feeds has been in place for many years, the Ingredient Definitions Committee finally took steps to clarify this policy in the AAFCO ingredient definitions. While it may be used in any feed, claims for post-excretion manure odor control are only allowed for livestock and poultry feeds, not petfoods. The maximum permitted inclusion rate of *Yucca Schidigera* extract in any animal feed or petfood is 125 parts per million.

The committee also accepted modification to the definition for sodium hexametaphosphate that would allow for claims for tartar control when used

as a coating in dry dog and cat foods. Officially codified as a sequestrant, use of this ingredient has been tolerated for years in petfoods (even those where the technical need for a sequestrant was dubious) as long as no direct claims regarding that ingredient and reduction of dental tartar accumulation were made.

Important to note: The modification of the definition for sodium hexametaphosphate to allow for these claims does not extend to other substances added for similar tartar control purposes.

Check back in November for part 2 from the AAFCO annual meeting. ●

Dr. Dzanis is a writer and independent consultant for the petfood and animal feed industries on matters related to veterinary nutrition, labeling and regulation. He can be reached at Tel: +1.661.251.3543, Fax: +1.661.251.3203, E-mail: dzanis@aol.com.

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Whey your protein options

Milk and milk proteins have been around for eons. While likely not a large part of dog or cat diets beyond the weaning period, some milk constituents have periodically found their way into pet diets for years—likely as leftovers from the family’s cereal bowls.

Most texts instruct us to avoid feeding milk products to cats and dogs past weaning as they lose the lactase enzyme activity necessary to utilize the lactose sugar found in milk. However, it is becoming increasingly common to find petfoods that contain whey, a milk protein, as a prominent ingredient on their labels.

Milk proteins, like whey, have been commercially available for many years. Likewise, research on milk production, composition and nutrition has been a mainstay for our agricultural universities for a hundred years or better. There are literally mountains of research on milk proteins like whey; but almost none of it pertains to this ingredient as part of a dog or cat diet. It would be nice if there were some published work directly related to petfood.

Find our whey

In the US, children grow up hearing a traditional poem about Miss Muffet eating her curds and whey. Just before being scared by a spider, Miss Muffet is eating curdled milk that has separated into its two main protein components, casein and whey. This separation is a result of adding acid or rennin (rennet) to whole milk, which causes the proteins to separate into casein (the insoluble curds) and whey (the soluble liquid).

The feed term in the AAFCO Official Publication (2007) identifies whey as the watery part of milk separated from the

As an ingredient, whey represents a quality, high protein component with nutritional and functional properties.

— Greg Aldrich



curd. While casein is primarily made by the mammary gland, the whey fraction represents the protein in milk that comes from both the mammary gland and the liver (serum proteins). The most abundant protein in whey is Beta-lactoglobulin. Whey also contains alpha-lactalbumin, blood serum albumin (liver derived), the iron-binding proteins transferrin and lactoferrin, immunoglobulins and numerous binding proteins.

Make whey for petfood

Commercially, whey is the co-product stream resulting from the manufacture of cheese. Most of the whey in the market comes from cows. In the cheese-making process, the casein is separated from the whey and then salted, pressed and allowed to age for several weeks. Depending on the processing facility and final product, some of the whey is used in the production of ricotta-type cheeses, and some is further refined and sold in the liquid form (e.g., sweet whey) often ending up in infant formula.

A large fraction of the whey is purified and dried, a form that is likely the most practical for petfood applications. The dried whey is produced by spray or drum drying with the net result being a dry, free-flowing, white to slightly tan

powder. Several dried whey products are available: dried whey, whey protein concentrate and whey protein isolate. What really separates the whey products is the amount of protein and lactose they contain. For petfood applications, the whey protein concentrates (80% protein, 10% lactose) and whey protein isolates (80% protein, 0.5% lactose) have the greatest potential.

From a food functionality perspective, whey is used as a fat and protein binder, an emulsifying agent and a gelling agent. It has application as a browning agent and color development compound. It imparts a dairy (milk) flavor

Commercially, whey is the co-product stream resulting from the manufacture of cheese.

to foods, can aid expansion in extrusion and can influence product texture. Whey has also been demonstrated in meat and high oil products to improve shelf-life through physical and chemical antioxidant properties.

Whey mixes well for applications that require miscibility such as baking or canning. It has also been used as a complimentary protein source in palatability enhancers.

The nutritional whey

The amino acid composition of whey is quite favorable. It is high in essential amino acids, such as the sulfur-containing amino acids (methionine and cysteine), lysine, threonine and the branched chain amino acids (isoleucine, leucine and valine).

The protein quality of whey is quite good as well. The protein efficiency ratio (PER) of whey is approximately 83% of the PER of egg (the gold standard for protein quality). For comparison purposes, soybean protein is approximately 55% of the PER of egg. Whey is often found in protein supplements marketed to performance athletes and weight-lifters. One reason is because of its abundant supply of leucine, which has been identified as a key signal for the initiation of muscle protein synthesis.

The binding proteins in whey are known to aid in the transport of retinol and vitamin D, the immunoglobulins have been implicated in enhanced immune function and the binding proteins have been shown to reduce the impact of pathogenic bacteria. Whey is also a quality source of calcium, phosphorus, potassium and other trace minerals.

End of the whey

In the literature no reports were found regarding negative effects of whey on cat or dog health. One can speculate that allergenic responses are possible, like that for any protein. As an ingre-

redient, whey represents a quality, high protein component with nutritional and functional properties that some petfood manufacturers are using to enhance dog and cat diets. Whether consumers will understand what whey represents and consider it to be worthy of their pets may be another question altogether. ●

Dr. Greg Aldrich is president of Pet Food & Ingredient Technology, Inc., which facilitates innovations in foods and ingredients for companion animals. Tel: +1.785.271.0238, E-mail: aldrich4@cox.net.

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Is credit crunch hitting petfood sales?

You can't read or listen to a news report these days without coming across information on the US credit crisis. Financial institutions are closing their doors; those that remain in business are laying off thousands of employees nationwide.

Experts are debating what impact this financial meltdown will have on other markets. To find out if it is affecting the petfood sector, my market research firm asked pet owners if credit problems are impacting their purchasing decisions. Here's what we learned.

Link between housing and petfood?

Of particular interest and concern is the potential affect of the subprime mortgage crisis on other market sectors. Of the 268 pet owners who responded to our survey, 54% indicated they live in housing markets with average growth per annum, i.e., 3% to 5% per year. Another 21% live in booming housing markets, 21% live in flat markets and 4% in declining markets.

We asked all the respondents if the current mortgage situation is affecting the amounts of goods and services they provide for their pets. The results were:

Some pet owners are becoming more price-sensitive to products and services.

— Huntley Manhertz, Jr.



- 50% reported no significant impact;
- 39% reported no change;
- 11% reported a significant change.

Where a significant impact was evident, the consumers reported that changes in their behavior will be mainly influenced by the types of retailers they shop.

In addition, these pet owners are becoming more price-sensitive to the products and services they currently purchase.

Brand and retail switching

These data suggest that though minimal, there seems to be some impact on consumer spending and brand consciousness from a retail perspective. Of our survey sample, 42% reported shopping at specialty retailers and 19% at mass and grocery retailers. If this credit crunch continues to spiral, as seems evident with new mortgage lenders reporting fiscal adjustments, pet retailers may experience an uptick in brand and retail switching as consumers seek more deals and fewer premium offerings. ●

Consumer behavior will be mainly influenced by the types of retailers they shop.



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Dr. Huntley Manhertz Jr. is a CPG market researcher and an independent writer. He can be reached at Tel: +1.813.699-4682, hmanhertz@yahoo.com.

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Research Notes

Low copper hinders conception

The objective of this study was to determine the copper (Cu) requirement of female cats for gestation. Cuproenzyme activities were evaluated to identify a noninvasive indicator of copper status. This study used a depletion-repletion model. Specific pathogen-free queens (n = 28) were adapted to a purified diet. After consuming a copper-depletion diet (0.8 mg Cu/kg diet) for four months, they were randomly allocated to three dietary treatment groups receiving copper sulfate at 4.0, 5.8 or 10.8 mg Cu/kg diet. Lower dietary concentrations of copper significantly increased the time taken for queens to conceive (P = 0.04). The current NRC recommendation of 5 mg/kg diet copper for cats appears marginal for optimal reproduction.

Source: A.J. Fascetti, et al, 2007. *J Nutr* 130: 1287-1290.

Fructan attenuates *Salmonella*

The objective was to examine the effects of fructan supplementation on the immune response of weanling puppies subjected to bacterial chal-

lenge. Previous studies in bacterial challenged neonatal piglets have reported benefits of fructan supplementation. Thirty hound-cross puppies (12 weeks old) were used in a 2 x 3 factorial randomized complete block design. Following a seven-day baseline period, puppies were assigned to diets containing:

- No prebiotic;
- 1% short-chain fructooligosaccharides (scFOS); or
- 1% inulin.

After 14 days on the treatment diet, dogs received an oral gavage of either *Salmonella typhimurium* or 0.9% saline. Food intake, fecal and activity scores, body temperature, body weight, blood chemistry, intestinal nutrient transport, intestinal morphology and pathology and gut microbiota were measured.

Food intake decreased and body temperature increased in infected puppies. However, the decrease in food intake was less in those consuming fructans. Infected puppies consuming fructans also had decreased severity of enterocyte sloughing than those fed the control diet. Puppies fed inulin had an increase in *Lactobacillus* concentra-

tions compared with scFOS and controls.

Fructan supplementation appeared to attenuate some of the negative responses associated with *Salmonella* challenge and may provide protection against infection in weanling puppies.

Source: C.J. Apanavicius, et al, 2007. *J Nutr* 137: 1923-1930.

Dietary modulation of behavior

Although a diet may offer complete and balanced nutrition, it may result in increased, unwanted behavior. For example, the minimum quantity of tryptophan in a commercial canine dry expanded diet that has passed a maintenance AAFCO feeding protocol has been reported to be 0.21 g/1,000 kcal ME (NRC, 2006).

The criteria for passing an AAFCO maintenance feeding protocol, however, do not take into account animal behavior, although it is fairly well established that dietary tryptophan concentration may have a major effect on behavior of animals. Dogs fed a high-protein diet without tryptophan supplementation showed a higher dominance aggression score compared with dogs fed the other dietary treatments.

In addition, it is unknown whether the minimal concentration of tryptophan in a typical dog food meets the requirements of the wide variety of dogs, e.g., from emotionally stable to anxious individuals, under different conditions.

Besides tryptophan, total crude protein, amino acids, carbohydrate composition, micronutrients as well as antioxidants and fatty acid content in the diet may all have effects on feline and canine behavior.

Source: G. Bosch, 2007. Alltech Inc.

Key Concepts

► Low copper hinders conception

(Fascetti, 2007): The current NRC recommendation of 5 mg/kg diet copper for cats appears marginal for optimal reproduction.

► Fructan attenuates *Salmonella*

(Apanavicius, 2007): Fructan supplementation appears to attenuate some of the negative responses associated with *Salmonella* challenge and may provide protection against infection in weanling puppies.

► Dietary modulation of behavior

(Bosch, 2007): The criteria for passing an AAFCO maintenance feeding protocol do not take into account animal behavior, although it is fairly well established that dietary tryptophan concentration may have a major effect on behavior.

2007

► **AACC Annual Meeting**, October 7-10, 2007, San Antonio Convention Center, San Antonio, Texas, 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, aacc@scisoc.org, www.aaccnet.org.

► **PetExpo**, October 10-16, 2007, Melbourne Exhibition & Convention Center, Melbourne, Australia. Contact: Pet Industry Association of Australia Ltd (PIAA), P.O. Box 7108, Baulkham Hills Business Center, Baulkham Hills N.S.W. 2153, Australia, Tel: +61.2.9659.5811, Fax: +61.2.9659.5822, info@piaa.net.au, www.piaa.net.au.

► **H.H. Backer Christmas Trade Show**, October 12-14, 2007, Donald E. Stephens Convention Center, Rosemont (Chicago), Illinois, USA. Contact: H.H. Backer Associates Inc., 200 S. Michigan Ave., Suite 840, Chicago, Illinois 60604 USA, Tel: +1.312.663.4040, Fax: +1.312.663.5676, hhbacker@hhbacker.com, www.hhbacker.com.

► **PFI Annual Meeting**, October 15-16, 2007, Omni Shoreham Hotel, Washington, D.C., USA. Contact: PFI, 2025 M St. N.W., Washington, D.C. 20036 USA, Tel: +1.202.367.1120, info@petfoodinstitute.org, www.petfoodinstitute.org.

► **Aquafeed Euro-Asia**, 6th Practical Short Course Aquaculture Feed Extrusion, Nutrition & Feed Management, October 23-24, 2007, Novotel Istanbul, Zeytinburnu, Istanbul, Turkey. Contact: Aquafeed – ID&A, Haverhuisstraat 28, B-8870 Izegem, Belgium, Tel: +32.051.31.12.74, Fax: +32.051.31.56.75, aquafeed@scarlet.be, www.aquafeed.com.

► **NRA Annual Convention**, October 23-27, 2007, Miami, Florida, USA. Contact: National Renderers Association Inc., 801 N. Fairfax St., Suite 207, Alexandria, Virginia 22314 USA, Tel: +1.703.683.0155, Fax: +1.703.683.2626, renderers@nationalrenderers.com, www.renderers.org.

► **3rd Kemin Science of Petfood Symposium**, October 24-25, 2007, Paris, France. Contact: SilkeTaris, silke.taris@kemin.com, www.kemin.com/petfoods/symposium.

► **AFIA Annual Equipment Manufacturers Conference**, November 1-3, 2007, Pointe South Mountain Resort, Phoenix, Arizona. Contact: Judy Pilgrim, Tel: +1.703.558.3577, Fax: +703.524.1921, jpilgrim@afia.org, www.afia.org.

► **China International Pet Show**, November 15-18, 2007, Chinese Export Commodities Fair, Pazhou Complex, Guangzhou, China. Contact: China Great Wall International Exhibition Co. Ltd., Tel: +1.0086.10.68748621, Fax: +1.0086.10.68748993, wangxinyu@263.net, www.cipscom.com.



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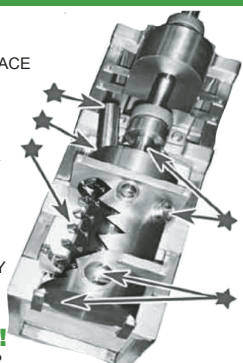
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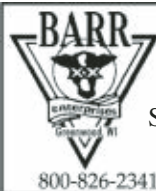
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Petfood and retailing share history, passion

“The pet store has changed a lot. We used to have a refrigerator full of fresh horse meat, which people would feed their dogs and cats,” said Alyce Russell, former owner of a California store first purchased by her parents in 1955.

“I remember when all dog food came from the grocery store [in the 1970s]. Today, the primary thing that gets people into pet stores is the dog food,” said Bern Levine, DVM, president of Parrot Jungle Island tropical theme park in Miami, Florida, USA.

Both quotes come from a series of 2006 *Pet Product News* articles on pioneers of the pet industry. Their comments reflect the strong link throughout the past 50 years between petfood and the retail environment in which it is sold.

Category killers?

Walking through a pet trade show in the 1990s, the comments you heard often centered on Petco and PetSmart. Neither chain was new—Petco opened its first store in 1965 and PetSmart in 1986—but in the ‘90s both companies went into full acquisition/expansion mode, quickly dominating the scene.

Pets inspire people to devote their careers to them, in retailing and making petfood.

— Debbie Phillips-Donaldson



Their rapid growth was greatly aided by the then-hot US economy and the explosion of the pet industry overall. More people had greater disposable income and were happy to spend it on all the terrific, innovative offerings from the pet industry. This included a growing selection of premium, superpremium, natural and organic petfoods.

Petco and PetSmart were joined by huge discounters like Wal-Mart and Target, which saw the vast opportunities and expanded their pet sections. Many independent retailers went out of business, along with distributors and vendors that couldn’t deliver according to the big chains’ demands.

Fast-forward 10 years

Today, though there are fewer independent pet stores, the pet market is

booming in the US and globally, with projections for continued growth. And the surviving independent stores, along with many new ones, are succeeding by serving niches only they can fill: natural products, live pets, expert or special knowledge, for example.

Most industry experts see the retail changes as beneficial in the long run. “[PetSmart and Petco] take advantage of the more scientific knowledge about pets and make pet owning easier,” said Pete Peterson, former owner of distributor Herbert Amerpet in San Francisco, California USA, and also interviewed by *Pet Product News*. “That helps everyone.”

Through all the changes, pets still are integral to our lives and inspire people to devote their careers to them, whether in retailing or making petfood. “You have to love what you do and be passionate about animals to survive in this business,” noted Al Selmer, owner of Selmer’s Pet Land in South Huntington, New York, USA. “The pet industry’s enemy is not progress. It is apathy and lack of passion.” ●

Phillips-Donaldson is editor-in-chief of Petfood Industry magazine. E-mail her at dphillips@wattnet.net.

100 years of the petfood industry (continued from p. 17)

2001

Ralston Purina Co. merges with Nestlé subsidiary. Terrorists attack the World Trade Center in New York City.

2006

Del Monte Foods buys Meow Mix and Milk-Bone.



2007

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