

November 2008

# Petfood Industry

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**Obesity:  
new insights**



**Brazilian powerhouse**

PETFOOD INDUSTRY  
GLOBAL



Antônio Teixeira de Miranda Neto of  
Total Alimentos SA, p. 18

**Zoom zoom  
sales categories**

**Packaging for a profit**

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**On the cover:** Antônio Teixeira de Miranda Neto of Total Alimentos SA with Tomy.

Photo courtesy of Total Alimentos/TopCo.

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The online community for petfood professionals

## Departments on our website

### 1. Petfood Industry TV:

*Behind-the-scenes looks at the industry, including a photo shoot at Cargill, scenes from Petfood Forum 2008 and videos from key suppliers.* [www.petfoodindustry.com/ShowIndustryTvs.aspx](http://www.petfoodindustry.com/ShowIndustryTvs.aspx)



**2. New Products:** See the latest on the market for petfood consumers and manufacturers—and now fully searchable!

**3. Petfood Industry Radio:** Hear highlights of presentations and roundtable discussions from Petfood Forum 2008. [www.petfoodindustry.com/PlayRadio.aspx](http://www.petfoodindustry.com/PlayRadio.aspx)

## Exclusive web content

### 1. By-product pros and cons

*Greg Aldrich, PhD, lays out the case for "USA poultry meal: quality issues and concerns in petfoods."* [www.petfoodindustry.com/0811PETquality.aspx](http://www.petfoodindustry.com/0811PETquality.aspx)



### 2. Purchase patterns

*Don't miss Mintel's analysis of purchase patterns for dog and cat foods.* [www.petfoodindustry.com/0811PETdatapurchase.aspx](http://www.petfoodindustry.com/0811PETdatapurchase.aspx)



**3. Supplement safety** Read a summary of the National Research Council's new report. [http://dels.nas.edu/dels/rpt\\_briefs/safety\\_of\\_dietary\\_supplements\\_final.pdf](http://dels.nas.edu/dels/rpt_briefs/safety_of_dietary_supplements_final.pdf)



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# Whole Dog Journal wants transparency

Every February, the *Whole Dog Journal* reviews dry dog foods. This year, for the first time, the magazine has added petfood company transparency to its list of criteria for approving dry dog foods. Editor Nancy Kerns puts it this way: “All companies, whether they own their plants or hire contract manufacturers, should be equally forthcoming about their manufacturing.”

In addition to revealing where its products are made, Kerns believes a company should also be transparent about:

- ▶ Product formulation—who developed the formula and what are his/her credentials?
- ▶ Ingredients—can the company provide full traceability on each ingredient used in its products?
- ▶ QA processes—do its plants follow a HACCP food safety program?
- ▶ Available support—if I feed my dog your food and he gets sick, what support will your company be able to provide for me?

## Selection criteria

In addition to transparency, *Whole*



Many underfed people worldwide would love to feast on poultry by-products.

Is this kind of pickiness, and the resulting waste of good ingredients, wrong?

— Tim Phillips



*Dog Journal* examines the ingredients listed on the product labels and looks for the following:

- ▶ A lot of high-quality animal proteins—“ideally a food will have one or two animal proteins in the first few ingredients.”
- ▶ The absence of meat or poultry by-products—“there is a much wider range of quality in the by-products available for petfood manufacturing than there is for whole meats.”
- ▶ The absence of fat or protein not identified by species.
- ▶ Whole grains and vegetables.
- ▶ The absence of artificial colors, flavors or preservatives—“a healthy product full of top-quality ingredients shouldn’t need non-nutritive additives to make it look or taste better.”
- ▶ The absence of added sweeteners.
- ▶ Organic ingredients.

## By-products: the truth

So what do you think of those criteria? Do they make sense? Probably the most controversial of them is the absence of meat or poultry by-products.

The fact is, by-products such as the spleens, intestinal tracts (without the contents), lungs, hearts and stomachs of most meat animals have a greater nutritional value to dogs and cats than

muscle meat and connective tissue, because they contain a greater proportion of essential amino acids. However, pet owners tend to be squeamish about such ingredients. The question is, is this kind of pickiness, and the resulting waste of good ingredients, wrong? Many underfed people worldwide would love to feast on poultry by-products.

Many people in developed countries have the luxury of being picky and imagine that pickiness is true for their pets. But when petfood companies make sure that poultry by-products are handled properly, they are excellent ingredients for petfoods. By the way, they also go into hot dogs. ●

## Quality issues

Go to [www.petfoodindustry.com/0811PETquality.aspx](http://www.petfoodindustry.com/0811PETquality.aspx) to read the paper *USA poultry meal: quality issues and concerns in petfoods* by Greg Aldrich, PhD.

*Dr. Phillips is the editor of Petfood Industry magazine. He can be reached at Tel: +1.815.966.5544, E-mail: [tphillips@wattnet.net](mailto:tphillips@wattnet.net).*



**“I’ve used Tapco buckets for over 30 years and NEVER had a problem. The nine plant managers I supervise agree – which is why we use Tapco buckets and nothing else!”**

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“I’ve worked in the feed industry for more than 30 years,” Mark Warren, Vice President of Plant Operations says, “and I’ve never had a problem with Tapco buckets, and never used anything else.”

“However we take our customer pledge of quality very seriously,” Warren says. “So I let each of the nine plant managers I supervise throughout the U.S.A. make their own selection, based on the stringent quality criteria we’ve established for all of our facilities.

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# Industry News

## Quick hits

- ▶ Triple Dog Bakery has opened its third store in Indianapolis, Indiana, USA.
- ▶ Geelen Counterflow has opened a service office in Suzhou, China, which will provide technical service to all dryer and cooler customers in the Asia-Pacific region.
- ▶ Robert H. Chapman, CEO of Barry-Wehmiller Companies Inc., has announced the foundation of Barry-Wehmiller University, a continuous learning program.
- ▶ Nestlé Purina Cat Chow donated US\$175,000 to Susan G. Komen for the Cure, a breast cancer charity.
- ▶ Curwood Inc. is celebrating its 50th anniversary this year.
- ▶ Brant Miller was promoted to general manager at Cablevey Conveyors.
- ▶ Tapco Inc. has redesigned its website, [www.tapcoinc.com](http://www.tapcoinc.com).

## Registration for PFF available; Marty Becker sure to be a hit!

Petfood Forum 2009 will take place April 20-22, 2009 at the Hyatt Regency O'Hare Hotel near Chicago, Illinois, USA. The premiere event for the petfood industry offers even more learning and networking opportunities than years prior. Registration for this exciting event is currently available at [www.petfoodindustry.com/petfoodforum.aspx](http://www.petfoodindustry.com/petfoodforum.aspx).

Keynote speaker Marty Becker, DVM, popular veterinary author and regular contributor to *Good Morning America*, will be sure to draw a big audience. His specialty is the power of the bond between pets and their people, and he applies the insights he's cultivated—from a career of writing on, speaking about and treating animals—to the unique opportunities facing our industry. This year's line-up will also include:

- ▶ Informative sessions on market trends, functional ingredients, feeding trials and other key topics—presented by speakers specially selected through a rigorous call for papers program;
- ▶ Roundtable discussions featuring panels of experts on provocative subjects like petfood politics, guerrilla marketing and more;
- ▶ All-new poster presentations on the most important topics for the industry; and
- ▶ All-new networking event exclusive to Petfood Forum guests.



**PetfoodForum** 2009

The Petfood Workshop: Essential Training will take place April 22-23, 2008. This seminar will provide a thorough overview of the petfood market, its structure and key players, plus the important growth driver of new products and how they impact the industry. Plus, can't miss break-out sessions delve into four fundamental areas of petfood:

- ▶ Nutrition and ingredients;
- ▶ Processing;
- ▶ Safety and regulatory; and
- ▶ Packaging.

**PetfoodWorkshop**  
ESSENTIAL TRAINING 2008

This essential workshop will also offer plenty of opportunities for you to network with other industry professionals, along with veterinarians and pet retailers who can benefit from learning all about the dynamic petfood industry. Seating for this workshop is limited—sign up as soon as registration is available! For more information, visit [www.petfoodindustry.com/petfoodforum.aspx](http://www.petfoodindustry.com/petfoodforum.aspx) or contact Tara Smalley at [petfoodforum@meetingexpectations.com](mailto:petfoodforum@meetingexpectations.com) or +1.404.760.2823.

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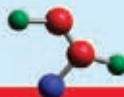
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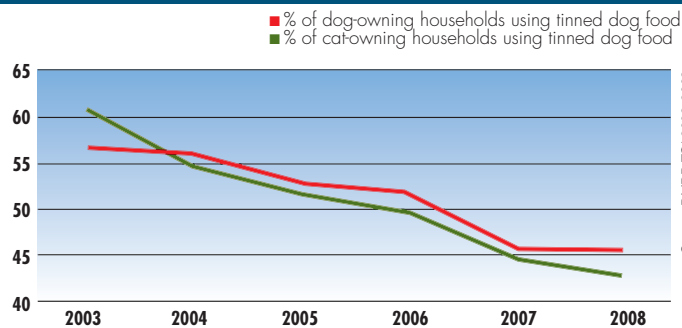
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# PETFOOD INDUSTRY GLOBAL

**Singapore officials to start testing petfood for melamine.** Petfood and livestock feed from China will soon undergo melamine tests, according to the Agri-Food and Veterinary Authority of Singapore (AVA). AVA spokesman Goh Shih Yong stated that the agency will move on to animal food after it finishes testing its samples of human food products. “We want to check if there’s any adulteration in other protein-related substances,” said Yong. Since mid-September, according to the Singapore agency, 1,450 samples of 725 products meant for human consumption have been tested, out of the 2,256 samples taken by the AVA. The AVA was unable to give a date as to when animal-feed testing would begin, but said the ongoing testing of human food products was the agency’s priority.

**Finger on the UK petfood market pulse.** According to the British Market Research Bureau (BMRB), three-quarters of dog owners use dry, “complete” varieties of dog food, two-thirds use dog food in tins, foil trays or pouches, and just under half use both. The proportion of households feeding their dog tinned food has fallen significantly over the past five years, down from 57% in 2003 to 46% today, due to increased use of dog food packaged in foil trays or pouches. However, it appears the popularity of foil trays may have peaked.

Percentage of households using tinned dog/cat food



In 2004, 19% of households with a dog used this type of product, but the figure has since fallen to 14%. Today, 15% of households with a dog use pouches, up from 12% last year. About 50% use adult dog food ranges, 10% use senior ranges and just under 10% use products formulated for puppies, according to BMRB.

With regard to cat food, more than 80% of households use food in tins, foil packs or pouches, and the same number use a dry, “complete” product. According to BMRB data, almost 70% use a combination of feed varieties. Only 43% of households that own a cat use tinned products, down from 61% in 2003. Pouches are used by 56% of cat owners.



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## Novus forms division for pet nutrition

Novus Nutrition Brands LLC, a subsidiary of Novus International Inc., has formed a new division, No-

vus Pet Nutrition. The new division will provide nutritional ingredient solutions to the petfood manufacturing industry, according to Novus, and will be a science based company focused on improving companion animal nutrition and health. Novus

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INTERNATIONAL, INC.

Pet Nutrition is headquartered in St. Charles, Missouri, USA. It serves petfood manufacturers and supply chain ingredient suppliers to the petfood industry. Novus Pet Nutrition products are targeted at animal health solutions including improving gut health and reducing oxidative stress.

The new division is led by Bill Hogan, business development manager. Hogan brings over 25 years of experience working with petfood suppliers and manufacturers. "Our market offerings will include organic trace minerals, antioxidants, amino acids, prebiotics, enzymes, yeasts and protein quality testing," states Hogan. "Additionally, we are actively developing new products to fill voids in the industry and working with manufacturers to solve their problems."

Novus Pet Nutrition technical services will be led by Ernest Keith, PhD. He holds a Master of Science in Animal Nutrition, University of Arkansas, and a PhD in Ruminant Nutrition, Purdue University. Keith will be responsible for providing technical and product development support for Novus Pet Nutrition sales and marketing on a global basis. Keith has worked in the petfood industry in a technical service role for many years.

For more information, visit the companion animal section at [www.novusint.com](http://www.novusint.com).

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# Petfood Forum: find out what's new for 2009!

(Hint: changes include a brand-new follow-up workshop!)

## Petfood Forum

April 20-22

**Sign up today for the premiere event of the pet food industry!**

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### Keynote speaker Marty Becker, DVM

Join this nationally renowned author and regular contributor to Good Morning America as he relays his expertise on the bond between pets and their owners, and learn how you can use this knowledge to reach your customers.

**PLUS**—Informative sessions and industry roundtable discussions dive into today's hot issues:

- Market trends
- Functional ingredients
- Feeding trials
- Petfood politics
- Guerilla marketing

New

## Petfood Workshop ESSENTIAL TRAINING

April 22-23

**Petfood Workshop offers an in-depth introduction to the booming petfood industry.** Veterinarians and petfood retailers are encouraged to attend and learn about the industry, and how they can implement animal nutrition knowledge in their businesses.

### Introducing Petfood Workshop: Essential Training

This seminar provides:

- Thorough overview of the petfood market
- Industry structure and key players
- Information on new products and how they drive industry growth

Breakout sessions delve into four fundamental areas of petfood:

- Nutrition and ingredients
- Processing
- Safety and regulatory
- Packaging

**Seating is limited—sign up today!**



Both events take place at the **Hyatt Regency O'Hare Hotel** near Chicago, Illinois, USA.

For more information or to register, visit: [www.petfoodindustry.com/petfoodforum.aspx](http://www.petfoodindustry.com/petfoodforum.aspx)  
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**PetfoodWorkshop** 2009  
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April 22-23, 2009

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Registration date	Petfood Forum (full event)	One-day rate April 21, 2009	Exhibit-hall only pass	Petfood Workshop only	Petfood Workshop discounted rate if also registered for Forum
Prior to or on February 20, 2009	US\$855	\$515	US\$350	US\$645	\$505
After February 20, 2009	US\$995	US\$595	US\$350	US\$750	\$595

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# INDUSTRY CALENDAR

## November

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
<sup>23</sup> / <sub>30</sub>	24	25	26	27	28	29

**AFIA Equipment Manufacturers Conference**, November 6-8, 2008, Hyatt Regency Hotel, Savannah, Georgia, USA. Contact: Judy Pilgrim, Tel: +1.703.524.0810, [afia@afia.org](mailto:afia@afia.org), [www.afia.org](http://www.afia.org).

**12th Annual China International Pet Show (CIPS)**, November 6-9, 2008, Beijing Exhibition Center, Beijing, China. Contact: Mr. Harry Hao, China Great Wall International Exhibition Co. Ltd., Tel: +86.10.68748649, Fax: +86.10.68748993, [junxue@chgje.com](mailto:junxue@chgje.com), [www.cipscom.com](http://www.cipscom.com).

**Pack Expo International**, November 9-13, 2008, McCormick Place, Chicago, Illinois, USA. Contact: PMMI, Tel: +1.703.243.8555, Fax: +1.703.243.8556, [expo@pmmi.org](mailto:expo@pmmi.org), <http://pei2008.packexpo.com>.

**2nd Annual International Pet Conference**, November 13-14, 2008, Amsterdam, Netherlands. Contact: Dähne Verlag GmbH, Ralf Majer-Abele, Tel: +49.7243.575.230, Fax: +49.7243.575.200, [r.majer-abele@daehne.de](mailto:r.majer-abele@daehne.de), [www.pet-global.com/conference](http://www.pet-global.com/conference), [www.petonline.de](http://www.petonline.de).

## January

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**Global PETS Forum**, January 22-23, 2009, Amsterdam, Netherlands. Contact: Reinder Sterenberg, InterMedium Publishers b.v., Tel: +31.33.4225833, Fax: +1.31.33.4225838, [www.petsinfo.net](http://www.petsinfo.net), [www.gardeninternational.com](http://www.gardeninternational.com).

**AFIA & PPFC Pet Food Regulatory and Technical Conference: Understanding Emerging Trends in the Pet Food Industry**, January 27-28, 2009, Georgia World Congress Center, Atlanta, Georgia, USA. Contact: Alexa Stanco, AFIA, Tel: +1.703.558.3570, [astanco@afia.org](mailto:astanco@afia.org), [www.petfoodconference.com](http://www.petfoodconference.com).

**International Poultry and Feed Expo**, January 28-30, 2009, Georgia World Congress Center, Atlanta, Georgia, USA. Contact: IPE, Tel: +1.770.493.9401, [expogeneralinfo@poultryegg.org](mailto:expogeneralinfo@poultryegg.org), [www.ipe09.org](http://www.ipe09.org), [www.ife09.org](http://www.ife09.org).

**India International Pet Trade Fair**, January 30-February 1, 2009, Delhi International Expocentre Noida, Delhi, India. Contact: Mr. Binoy Sahee, Tel: +1.91.120.240.1282, [binoy@lbassociates.com](mailto:binoy@lbassociates.com), [www.iipf.com](http://www.iipf.com).

A complete listing of 2008 events is available at [www.PetfoodIndustry.com](http://www.PetfoodIndustry.com)

## February 2009

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**19th Annual Feeds & Pet Food Extrusion Short Course**, February 1-6, 2009, Texas A&M University, College Station, Texas, USA. Contact: Dr. Mian Ruiz, Tel: +1.979.845.2774, Fax: +1.979.458.0019, [mnriaz@tamu.edu](mailto:mnriaz@tamu.edu), [www.tamu.edu/extrusion](http://www.tamu.edu/extrusion).

**Global Pet Expo**, February 12-14, 2009, Orange County Convention Center, Orlando, Florida, USA. Contact: APPMA, Tel: +1.203.532.0000, Fax: +1.203.532.0551, [globalpetexpo.org/contactus.asp](http://globalpetexpo.org/contactus.asp).

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Fax: +1.847.390.7100, E-mail: [tleitner@wattnet.net](mailto:tleitner@wattnet.net).



## « Wet Noses introduces organic dog treats

Wet Noses Natural Dog Treat Co. now offers natural, organic dog treats in six flavors: Peanut Butter Molasses, Dogranola, Pumpkin, Sweet Potato Curry, Apples and Carrots and Cheddar. According to the company, these all-natural, USDA-certified organic dog treats are made without animal by-products, added chemicals, preservatives, corn, soy and wheat. [www.wet-noses.com](http://www.wet-noses.com)

## Probiotic dog supplement encourages eating »

Ultra-Premium Probiotic Supplement for dogs by Full Potential Inc. contains four species of bacteria and fructo-oligosaccharide. According to the company, the palatable formula supports a healthy canine digestive tract, encouraging finicky, sick or recovering animals to eat again. The formula contains no animal by-products, artificial flavors, colors or preservatives. The supplement comes in pre-portioned sachets for ease of use, and the oxygen barrier design keeps the remaining product protected from oxidation when the package is opened, according to Full Potential. [www.fullpotential.com](http://www.fullpotential.com)



## « Sam's Yams adds new products

Front Porch Pets Inc. has added Chef LeDuke's Famous Sweet Potato Skinz and Sam's Cookies to its Sam's Yams line—based on dehydrated sweet potato dog chew. Made in the US with American-grown ingredients, Sam's Yams products are minimally processed to conserve natural nutrient content, according to the company. The cookies are available in Green and Clean and Berry Yammy flavors and the potato skins come in BBQ Buffalo-Beef and Peanut Butter and Molasses. [www.frontporchpets.com](http://www.frontporchpets.com)

## Innova Flex offers canned stew for cats and dogs »

Natura is introducing Innova Flex, a canned stew for dogs and cats. The new line features flexible feeding options (alone, mixed with dry petfood or mixed with human food or homemade petfood). Every Innova Flex formula is nutrient enhanced, providing at least 125% of each essential nutrient's required level, according to the company. [www.naturapet.com](http://www.naturapet.com)





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CENTRO DE DISTRIBUIÇÃO

Total's headquarters includes a large distribution center where trucks back into bays lining the back wall of the company warehouse. Once products go to the other side of that wall (to the docks), they are considered the customer's property.

# Brazilian powerhouse

A relative newcomer to petfood, Total Alimentos SA has leaped to global leader status

BY DEBBIE PHILLIPS-DONALDSON

## Business basics

### Headquarters:

Três Corações, Brazil

**Officers:** Antônio Teixeira Miranda Neto, president; Paulo Tavares, financial director; Anderson Duarte, technical director/product development; Diana Coelho de Miranda, research station director

**Annual sales:** US\$220 million estimated for 2008

**Brands:** Família Max, Big Boss, Lider, K&S, Equilíbrio, Naturalis, Natural treats

**Distribution:** 33 countries besides Brazil

**Employees:** Approximately 1,100

**Website:** [www.totalalimentos.com.br](http://www.totalalimentos.com.br)



Launched just this fall, Naturalis is a line of natural dog foods with chunks of fruit visible in the kibble.

“Always ask the dogs and cats first; they are the real owners.” That statement sums up the philosophy behind the success of Total Alimentos SA, based in Três Corações, Brazil. Uttered by president and founder Antônio Teixeira Miranda Neto (known as Miranda), this guiding principle refers not only to the company's practice of feeding all its potential new products to the animals at its own research station; it also means focusing on pets' nutritional needs to develop innovative premium petfoods for the global market.

The philosophy is definitely paying off. Though its petfoods have been available only since 1995, Total ranked as the ninth largest petfood company in the world last year, having grown more than 200% from 2000 to 2006. That growth has leveled off recently, but the company is still launching dozens of new products, expanding its global distribution and reaching new heights of quality and safety.

## Get the animals' okay

Miranda began his career in petfood heading the Brazil office for Ralston Purina. In 1975, he started a feed company (then called Sul Alimentos) with two partners. Miranda split off in 1993

and changed the name of his company to Total Alimentos in 1995 when he created the petfood division.

Today, petfood comprises 70% of the company's sales. Besides being one of the largest petfood producers selling to the Brazil market, Total exports its cat and dog foods to 33 countries.

Miranda's longtime mentor was the

**Dr. Corbin used to say, 'Sell no food until it's okayed by the dogs and the cats.'**

late Dr. James E. Corbin of the University of Illinois, who worked with Miranda at Purina and became a consultant to him when Miranda started his company. Miranda credits Corbin with helping Total create its research station and establish the requirement to conduct feeding trials on all products under development. "Dr. Corbin used to say, 'Sell no food until it's okayed by the dogs and the cats,'" Miranda explains. Corbin emphasized the importance of not only proving the palatability of the products but also analyzing lab samples from the animals to show high digestibility and nutrient usage.

Now Total and its technical director, Anderson Duarte, are advised by Dr. George C. Fahey Jr., also of the University of Illinois.

### New buildings, new brands

Duarte's and Fahey's work is evident in the explosion of new products emanating from the company's sprawling headquarters. To keep up with the growth since 2002, Total has added two new petfood factories to two existing extrusion buildings. The facility also includes a feed factory, its own electricity source and water supply,

plus a cafeteria at which all Total employees—including Miranda and other executives—eat lunch every day.

Miranda estimates the Total portfolio encompasses 125 product lines or about 850 stock keeping units (SKUs). These include several new brands and line extensions launched just this year:

- ▶ Naturalis, a line of natural dog foods with chunks of fruit visible in the kibble;
- ▶ Natural Chicken Breast dried treats and jerkylike sticks (includes fish sticks and slices for cats);
- ▶ Oral care products for dogs; and
- ▶ Hairball-prevention products for cats.

### Refocusing growth

All the new products reflect a restructuring of the company, Miranda says, citing two new directions:

1. **Focus on premium and super-premium products**, sacrificing the volume of economy-priced petfoods for higher revenues. Ear-

lier this decade, the Brazilian petfood market was booming, with many new entries coming in at the low end, flooding the market with what Miranda says were low-quality economy brands. Though growth in the premium/superpremium segment in Brazil has been flat in recent years, Miranda believes Total can best compete in the long run by maintaining its quality and margins. This also helps hedge against commodity prices that continue to increase.

2. **Continue to develop labor-intensive products, especially treats.** Manual labor in Brazil is inexpensive compared to the US and other more developed markets. Labor perhaps costs more than in China and other parts of Asia, but Miranda believes Total can offer much higher quality than producers in those regions can. The catch, he says, is combining the manual la-

## Approval from the experts

Before Total Alimentos released its first petfood products in 1995, it spent at least six months putting them through demanding tests: feeding trials with the dogs and cats at its research station. The company continues that practice to this day.

Known as Pesquisa Total, the station is located just a few miles from the company's headquarters in Três Corações, Brazil. It was started by Diana Coelho de Miranda, wife of Total's president, with just one other employee, 14 dogs and 14 cats. Today, the station has nine employees (including Diana's original assistant), four houses full of dogs and two cat houses.

The dogs are mainly Foxhounds, plus a scattering of Boxers, Golden Retrievers and Labradors. The Foxhounds are bred by local breeders and farmers who use them for hunting. Total regularly "trades out" dogs with these hunters to ensure fresh noses and tastebuds are giving a true measure of the company's products. Also, to guard against any environmental influences on the feeding trials, two empty houses are used to regularly rotate some of the dogs among pens.

The cats are mixed-breeds. Though fed and housed in smaller cages, they also enjoy frequent outings in large rooms filled with toys, climbing and scratching posts and wall murals painted by the Mirandas' oldest daughter, Zandra. (Her paintings cover the walls of most Total buildings.)



**At the Total research station, cats have frequent outings in large rooms equipped with climbing posts and decorated with murals by the Mirandas' oldest daughter.**



The company's sprawling headquarters includes four petfood processing buildings, multiple storage silos, a feed factory, office buildings, its own electricity source, water supply and treatment, plus a cafeteria.

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bor with the latest technology and equipment so much larger companies can't beat him at this strategy. By creating more jobs, Total also supports the local economy.

To keep quality and service high, Total maintains a large sales force selling directly to 12,500 pet store and other retail accounts. As the company has expanded globally, it has opened sales branches in China, US and Europe.

## Quality mind-set

Since 1999, Total has co-packed Hill's Science Diet dry petfoods for the South American market. Making those plus all its own products means a plant that operates at least two shifts a day—the treat packaging building operates 24/7—and a large distribution center where trucks back into multiple bays lining the back wall of the warehouse.

That wall serves as more than a physical entity; it represents a change in how products are handled. "Once products go from the warehouse to the other side of that wall, they become our customers' products; Total no longer owns them," Miranda says. Then they are treated with even more care.

That mind-set pervades every corner of the Total facility, which follows human food-processing standards and

## Petfood in Brazil

Find out more about this market at [www.petfoodindustry.com/0805PETBrazil.aspx](http://www.petfoodindustry.com/0805PETBrazil.aspx).

is certified in ISO 9001, GMP and HACCP. Taking quality and safety a step further, this summer Total became the first petfood company in Brazil to receive the new PIQPET seal from AN-FAL-PET, the petfood manufacturers' association, for four product categories: standard, premium, superpremium and snacks. (See also p. 52.)

Despite the third-party assurances, ensuring Total's continued success remains a personal mission for Miranda. When he's in town, he likes to walk through the plant at least twice a week. "Even when you have a good team, it's good to see for yourself," he says. ●

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A close-up photograph of a white, scruffy-haired dog sitting on a black platform scale. The dog's face is the central focus, with its dark eyes and black nose visible. The scale's dial is partially visible at the bottom, showing numbers like 200, 220, 240, 260, 280, and 300. The background is a plain, light-colored wall.

# OBESITY

## new insights

BY TIM PHILLIPS, DVM

**It makes good sense for the petfood industry to help prevent and treat pet obesity**

**O**verweight and obese dogs and cats are common in developed countries. In the US, for example, 34% of dogs and 35% of cats are overweight or obese. This represents 20.4 million dogs and 24.4 million cats.

An obese pet is 20% or more above its ideal weight. Obesity causes biochemical changes that result in increased susceptibility to other diseases. Recent research is offering new insights into why this is so.

### **Fat is dynamic**

Scientists have found that fat cells are metabolically active and constitute the largest endocrine organ in the body. They secrete adipokines that affect the

**It's vital to prevent gradual weight gain—small changes can have a big impact over time.**



brain and peripheral nervous system, skeletal muscle and the liver. There are many adipokines that have numerous functions such as regulation of satiety (feeling full), carbohydrate and lipid metabolism and insulin sensitivity.

Recognizing that fat cells are not inert has shed light on the complex relationship between obesity and some of the disease associated with obesity, including:

- ▶ Heart disease;
- ▶ Diabetes;
- ▶ Joint disease;
- ▶ Skin disease; and
- ▶ Lower urinary tract disease.

The biochemical changes caused by obesity can be quantified by studying fat cell genomics.

### Genomics of fat cells

New research tools such as genomics have allowed scientists to help explain the underlying mechanisms that link obesity with other diseases. A recent study looked at the effects of weight loss on the gene expression profiles of obese dogs. These dogs were fed a dry, low-fat, fiber-enhanced therapeutic food for four months. On average, the dogs lost 41.2% of their initial fat mass in that time (R. Yamka, *et al.*, 2008).

The nutrigenomic effect from the food was seen in the shift from an obese gene to a lean gene expression profile.



**Pet owners can determine if their pet is overweight by using a body condition scoring system.**

Once the dogs lost weight, the genes identified showed down-regulation—a “turning off” of genes associated with fat accumulation. In obese dogs fed the weight loss food, metabolism shifted to a lean genomic profile. Weight loss appears to reverse many of the ill effects caused by obesity.

### Correct systemic effects

The effect of weight loss on the gene expression profile for obese cats also has been studied (P.J. Armstrong, Yakma, R., 2008). For a four-month period, cats were fed a low-fat, high-fiber, dry therapeutic food. On average, cats lost 30.7% of their initial fat mass. The nutrigenomic effect of the food was seen in the down-regulation of genes associated with inflammation, obesity and type 2 diabetes mellitus. This study supported

the theory that weight loss can correct the systemic effects of obesity.

### Weight loss drugs

It's been known for a long time that obesity predisposes to other diseases, but now we know more about why it does. Eventually new knowledge could lead to more drugs to promote weight loss.

One that's available now is Slentrol from Pfizer Animal Health ([www.slentrol.com](http://www.slentrol.com)). Slentrol is a microsomal triglyceride transfer protein (MTP) inhibitor. It works by preventing some dietary fat from being absorbed into the body. When that happens a message is sent to the brain's satiety center that signals dogs to stop eating.

**Obesity leads to several health problems and decreases the lifespan of pets.**

Another potential drug that holds promise is leptin, a satiety hormone secreted by fat cells. It acts in the hypothalamus, a part of the brain that is responsible for coordinating many body functions, including appetite and satiety. Leptin apparently suppresses appetite, resulting in decreased food intake and weight loss.

### Body condition scoring

Many pet owners don't realize their pet is overweight. The American Animal Hospital Association *Pet Owner Survey* reported that 17% of pet owners rated their pet as overweight, while veterinarians estimate that 44% of their patients are overweight.

Pet owners can determine if their pet is overweight by using the following body condition scoring system:

- ▶ Gently place hands on the pet's rib

## Losing weight together

A 12-month study demonstrated that exercising with pets not only benefits the pet, but also gives the pet owner more confidence and motivation to exercise, leading to more weight loss success (R.F. Kushner, 2006). The research was a collaboration between Northwestern Memorial Hospital, Chicago, Illinois, USA, and Hill's Pet Nutrition.

The prospective, controlled study consisted of three groups of overweight participants:

- ▶ A dog only group;
- ▶ A people only group; and
- ▶ A dog/owner group.

Mean weight losses at 12 months were 4.7% for the dog/owner group and 5.2% for the people only group. Mean weight loss among the dogs was 15%. Program completion was greater in the dog/owner group than in the dogs only group. Time spent in physical activity increased in both groups to 3.9 (dog/owner) and 3.5 (people only) hours per week. Two-thirds of total physical activity in the dog/owner group was spent with the dogs.

**Weight loss appears to reverse many of the ill effects caused by obesity.**

## How to help

According to Sean Delaney, DVM, a pet nutritionist, the petfood industry can use the following strategies to help prevent pet obesity.

- Educate pet owners about body condition scoring.
- Provide pet owners with feeding guidelines that emphasize adjusting petfood intake so the pet maintains an ideal body condition.
- Offer petfoods with low energy densities.
- Provide calorie information on labels.
- Provide food measuring devices.
- Put exercise guidelines on petfood packaging.
- For treats, supply feeding guidelines that include a recommendation to decrease regular meal amounts.

We know that older pets are more likely to be overweight or obese. This supports the long held belief that weight gain happens over a long time for most pets. It also strengthens the need to introduce preventive strategies to help prevent gradual weight gain. Small changes can have a big impact over time.

cage. Do the ribs seem to be covered by lots of flesh? Is it hard to even feel them?

- Is there fat on the lower back and the base of the tail?
- Does the pet have no “waist” (or only a slight one) when viewed from above?

Answering yes to one or more of these questions indicates the pet is overweight or obese.

### Increasing lifespan

Obesity leads to several health problems and decreases the lifespan of pets. For many reasons, it makes sense for the petfood industry to help prevent and treat pet obesity—keeping in mind it’s much easier to prevent than treat. ●

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## The greatest sales successes are coming from natural, indulgent and specialized petfoods

BY TIM PHILLIPS, DVM

In 2008 the petfood market is rebounding, following sluggish sales that came on the heels of the petfood recalls of early 2007. Mintel ([www.mintel.com](http://www.mintel.com)) expects US sales of dog and cat foods to reach US\$16.9 billion in 2008.

Petfood marketers have been quick to position new brands and line extensions with wholesome, healthy and natural claims. The greatest sales success for major petfood marketers has come from growth in specialized, natural and indulgent products.

### Leading brands

Nestlé Purina is the dominant US mass market player with a 38.8% share of the 2008 FDMx market (food, drug and mass merchandisers excluding Wal-Mart). The company has a wide range of brands, and sales have increased.

Successful dog food launches, such as Iams Healthy Naturals, have helped Iams emerge from the recall rubble, yet overall sales growth was slowed by a lack of a similar successful launch in cat food.

Mars sales were primarily buoyed by the popularity of the Goodlife Recipe in both dog and cat varieties.

### Key consumer findings

Dogs continue to be the most commonly owned pets, followed by cats, yet there are more multiple-cat households.

Little difference is seen between the genders for cat ownership. The likelihood of having pets in general increases with household income.

For US pet owners, pet dental care is a top-rated concern that suggests adding teeth cleaning attributes to a petfood will boost its popularity. Belief that organic petfood is of

**Table 1. US sales of petfood and supplies**

US retail sales of dog and cat foods has reached nearly US\$17 billion. Source: Mintel's estimates based on US Bureau of Labor Statistics, consumer expenditure surveys, Information Resources Inc. InfoScan Reviews.

Segment	2006 (\$billions)	2008 (\$billions)	% change
Dog food	9.0	10.1	12.3
Cat food	6.1	6.8	11.6
Other petfood	0.68	0.79	15.7
Pet supplies	9.3	10.3	10.8
<b>Total</b>	<b>25.1</b>	<b>28.0</b>	<b>11.7</b>

**Table 2. Popular claims**

Top claims for new petfood product introductions in 2006/07 and 2007/08. Source: Mintel GNPD.

Claims	2006/07	2007/8	% change
No additives/preservatives	95	146	53.7%
Vitamin/mineral fortified	94	144	53.2
All natural	107	138	29.0
Low/no/reduced allergen	16	119	643.8
Premium	69	79	14.5
Gluten free	11	78	609.1%

higher quality is significant, yet the majority of respondents (77%) are not willing to pay a premium.

### Growth in natural products


According to Mintel's global new product database (GNPD), the number of new petfood introductions with an "all natural" claim grew 29% from July 2007 to July 2008 and the "organic" claim for pet supplies grew a staggering 567% for the same period.

Products such as the Goodlife Recipe (both cat and dog), Iams Healthy Naturals dog food and Purina Cat Chow Naturals realized some of the greatest sales successes through the FDMx channels.

Additionally, petfood sales growth through natural store channels has exceeded that of the overall market. These sales largely reflect a general consumer interest in natural products over a variety of markets, as well as consumers "trading up" as a result of the petfood recalls.

## Some pet owners now scrutinize packaging to make sure the products were manufactured in the US, with US ingredients.

While a number of the larger players have introduced products that meet this growing consumer demand, there is ample room for others to grow in this arena, according to Mintel. An "all natural" label is easier to attain than an organic label, yet it is still attractive in the eyes of shoppers



© Monika 3 Steps Ahead. Image from BigStockPhoto.com

**Mintel predicts US cat food sales will reach US\$6.8 billion in 2008—an 11.6% increase over 2006.**

## Advertising and promotion

The consistent theme throughout US petfood advertising is showing happy, healthy pets that are robust as a result of the product being promoted. Many ads use the bond between owners and their pets through such efforts as highlighting the use of wholesome ingredients, protection of the pets' health and rewarding pets as companions.

Some ads show pets with human qualities—positioning pets as a part of the family.

Another key theme is convenience, highlighting how particular products can make pet care easier.

looking for assurance that the petfoods they purchase for their pets are a healthier alternative.

### Functional petfoods

The freshman generation of functional products has included food geared to specific needs, primarily weight control, yet the market is now ready to receive an influx of products that go a step beyond and treat a wider variety of concerns. Human food and beverages have experienced growth through functional products, and zealous pet owners have enabled functional claims to cross over to pet products as well.

A large number of dogs, particularly older ones, have joint issues, and glucosamine and chondroitin sulfate are popular treatments. Incorporating these into petfood accompanied by a bold marketing message is a recipe for success, notes Mintel.

Even products with added extras that are more beneficial to humans than pets are flourishing. Consider Kibbles 'n

## The likelihood of having pets in general increases with household income.



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Bits Brushing Bites dog food, which boasts: "Cleans teeth and freshens breath for sweet-smelling kisses." The product saw 30% year-over-year growth in April 2008 over 2007.

With so many conditions and ailments affecting our pets, the world is full of possibilities for functionally enhanced products. As natural ingredients continue to grow in popularity, plant derivatives are a way to supplement without the concern of overmedication.

## Purchase patterns

For Mintel's analysis of purchase patterns for dog and cat foods, go to [www.petfoodindustry.com/0811PETdatapurchase.aspx](http://www.petfoodindustry.com/0811PETdatapurchase.aspx).

## Origin of ingredients

Some pet owners now scrutinize packaging to make sure the products were manufactured in the US, with US ingredients. Because wheat gluten was at the core of the petfood recalls, "gluten-free" product claims increased 609% from June 2007 to June 2008 according to Mintel's GNPD. Shifting the source of ingredients and manufacturing location can be a costly endeavor, but it may become increasingly necessary in order to retain customers.

## Eco-friendly

The world is going green, and eco-conscious consumers are seeking out many avenues that will reduce the collective carbon footprint. For this market, the trend can infiltrate at all levels, from petfood that is made from organic and natural ingredients to humanely raised animal meat.

The proliferation of petfoods aimed at different lifestages, sizes and breeds, as well as products for particular conditions, continues to change the US petfood market. Lately the greatest sales growth has been seen for products positioned as natural. ●





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# Packaging for a profit

Lean processing, outsourcing and time-saving machines can help boost your bottom line

BY JESSICA TAYLOR

**P**enny-pinching is the name of the game in these times of economic crisis, and the floor of the manufacturing line is a great place to start. According to the Packaging Machinery Manufacturers Institute (PMMI), more goods are made in the US today than at any time in history, though the manufacturing sector has recovered slowly from the last recession and still faces serious

challenges. The significance of manufacturing in the economy, says PMMI, is even greater than macroeconomic data indicate for the manufacturing sector—including petfood, treats and pet care—and goes deeper, enabling growth in various industries.

### Lean processes

In the beginning of this decade, Old Mother Hubbard, a Tewksbury, Massa-

chusetts, USA, manufacturer of natural petfoods, was out to double its gross revenues. The company had already managed to develop strong capabilities in manufacturing and marketing, but as its distribution channels grew, Old Mother Hubbard needed a money-making solution.

Management at Old Mother Hubbard, marketer of pet treats and Wellness dog and cat foods and treats, knew that to



**The Protecta Pack Hibrid from EDL Packaging Engineers offers the protection of sleeve wrappers with the flexibility of a stretch wrapper.**

break the US\$100 million threshold, its core manufacturing, fulfillment and inventory processes needed to be improved so they could fulfill an increasing number of larger orders. That meant forecasting and product availability processes would need to be improved. The company needed to know how much of what product to make, and have accurate enough inventories to meet day-to-day demand while ensuring freshness of its all-natural products.

According to Beth Wilson, who was retained as a consultant to help the company implement IFS Applications, a versatile software application, and now serves as vice president of operations, Old Mother Hubbard used the implementation process as a way to actively re-engineer its internal processes.

Old Mother Hubbard was able to improve and develop its internal processes on a number of fronts, including in the accuracy of inventory records, according to the company. Moreover, Old Mother Hubbard's accurate inventories meant that packaged petfood could turn more rapidly, and that meant there's fresher food for consumers and lower spoilage costs for the manufacturer.

"Our foods have no preservatives, so on our dry foods, we only have 12-15 months shelf life," Wilson says. "We used to turn inventories three to four times a year. Now, we are turning over our inventory six to eight times a year. This has allowed us to improve code dating by 20%, which translates into a cost savings on food we would have otherwise discarded and fresher food getting to retailers."

### Enabling outsourcing

But perhaps the most significant change enabled by Old Mother Hubbard's implementation of IFS Applications was a move toward outsourced production. In 2004, according to Wilson, the natural petfood company was manufacturing

## Another way to cut costs, but not corners, is to update your packaging line with faster machines and a tighter operation.

most of its biscuits and kibble internally. The company would then sell its products to 30 distributors who took product to retailers. According to a recent PMMI survey of manufacturers, of those that source their packaging machinery, 44% only use US manufacturers, 28% use offshore and 28% utilize both.

"In 2005, we made a strategic decision to outsource manufacturing and

**Eagle Packaging Machinery has introduced a self-locking carton tray forming machine that uses flat, blank cartons, automatically folding and tucking the box and locking them in place, saving manufacturers time and money.**

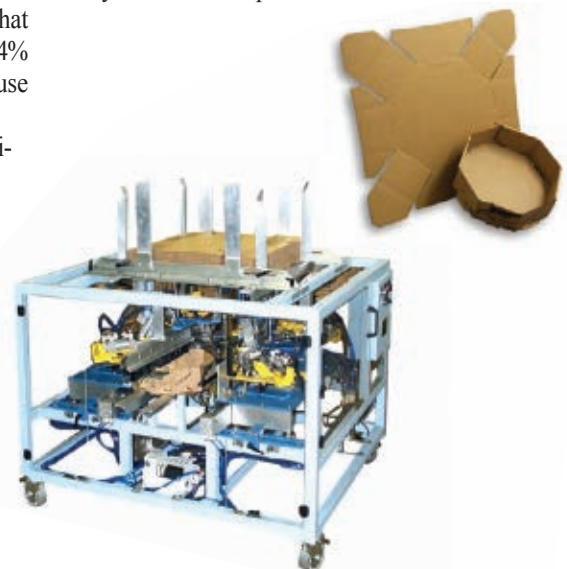
do product development and marketing internally," Wilson says. "We moved toward all external manufacturing, and IFS had some great capabilities to enable us to do that. One important feature for us has been the ability to have supplied material on a purchase order.

"Because marketing is such a key part of our business, our packaging is critical," Wilson continues. "It is expensive, so on key product lines we maintain those inventories of packaging ourselves. Even though packaging is physically located at our co-packer, our packaging inventory is still kept in IFS Applications. When we issue an order to the co-packer, that order feeds back into IFS Applications, so we can automate the purchase of more packaging based on receipts.

"We have improved our product management enough that on those lesser cost items like labels, packaging is turn-keyed by our co-packers and we are no longer involved," she says. "But on critical packaging, we are involved. We have streamlined this procedure so that even as the number of SKUs grow, we can manage things successfully."

### The front lines

Another way to cut costs, but not corners, is to update your packaging line with faster machines and a tighter operation. Take for example, CSB-Systems International Inc., which has recently released a new version of its system for compli-



ance to country of origin labeling regulations plus tracking solutions. Within the system, petfood manufacturers can collect detailed information on each individual product through the entire manufacturing process including processing, packaging and distribution.

The Print and Apply Labeler with Sato print engine from Exact Packaging Inc. is intended to address manufacturing label printing requirements. The print system is designed to integrate with case and corner labeling systems, or can be added to your packaging equipment for product labeling. The EPI labeler can be utilized to print production and lot numbers, bar codes, product information and more, according to the company.

The Protecta Pack Hibrid from EDL

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

**'We have streamlined the procedure so that even as the number of SKUs grow, we can manage things successfully.'**

Packaging Engineers offers the protection of sleeve wrappers with the flexibility of a stretch wrapper. According to the company, this system combines bundling and stretch wrapping technologies, applying a sleeve of poly foam, bubble wrap, LDPE or high abuse film to protect the top, bottom, leading and trailing faces and edges of a package.

More film is then applied to help secure the package's integrity. The Hibrid system wraps random sized products and adjusts the tension of the stretch film to the shape and size of the product, states EDL.

Eagle Packaging Machinery has introduced a self-locking carton tray forming machine for octagonal-shaped boxes. Using flat, blank cartons, this machine automatically folds and tucks the eight panels to the box and locks them in place, saving manufacturers time and money. Maximum output speed is 20 trays per minute, according to Eagle. Standard features include a touch screen control panel. The sealed ball bearing v-wheels add reliability and longevity to the machine, the company says. Optional features include a pre-load station, which enables operators to load a full stack of blanks while the unit is in operation, an air hose for quick debris removal and an auto idle function. ●

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# NRC publishes new report on supplement safety

**A** little over a year ago, I reported on the formation of a National Research Council (NRC) committee charged with looking at the safety of dietary supplements for non-food-producing animals (see *Petfood Industry*, June 2007). While the committee's members were not finalized at that time, I was honored to subsequently be confirmed as a participant in this expert panel.

Now I'm pleased to say the report of this committee has been released to the public. At press time, the preliminary version of *Safety of Dietary Supplements for Horses, Dogs and Cats* is available at [http://books.nap.edu/catalog.php?record\\_id=12461](http://books.nap.edu/catalog.php?record_id=12461). On the same webpage, you may also pre-order the final version, which may be available by the time this issue is published. While there shouldn't be too many changes between the two versions, I'd recommend purchasing the final.

## The task from FDA

Many of the ingredients permitted in dietary supplements for human consumption under the Dietary Supplement Health and Education Act (DSHEA) are problematic when incorporated in animal feed or petfood products. Also, the available data to support safe use of these substances in products intended for animal consumption are usually insufficient to meet current regulatory criteria. Notwithstanding enforcement efforts at both the federal and state levels, animal products containing unapproved and potentially unsafe food additives are available in the marketplace.

The task of the committee, therefore, was to provide the US Food and Drug Administration (FDA) with insight on how to evaluate the safety of these types of ingredients, focusing on those intended for consumption by the major non-food-producing species (horses, dogs, and cats). The FDA's Center for Veterinary Medicine funded the work of this committee.

The eight committee members were diverse in background and expertise, including animal and veterinary nutritionists, a veterinary toxicologist and a veterinary pharmacologist. While the majority of the members were academicians, two were employees of petfood manufacturers and one a consultant to the petfood industry.

**Many of the ingredients allowed in supplements for humans are a problem when used in animal feed or petfood.**

— David Dzanis



## What the report says

As a first step in describing the issue, the report provides a working definition for "animal dietary supplement":

*A substance for oral consumption by horses, dogs or cats, whether in/on feed or offered separately, intended for specific benefit to the animal by means other than provision of nutrients recognized as essential, or provision of essential nutrients for intended effect on the animal beyond normal nutritional needs, but not including legally defined drugs.*

This is distinctly different from the definition for "(human) dietary supplement" in DSHEA. The latter definition applies only to items offered in supplement (i.e., dosage) form versus conventional food form and applies to essential nutrients as well as non-essential substances. For the NRC report, it was critical to include substances regardless of feeding method (incorporated into the diet or fed separately) and to purposefully exclude recognized dietary essential nutrients for which the existing regulatory oversight is generally sufficient to ensure safety.

Besides the definition, the report discusses the current regulation of animal dietary supplements and how it compares to

### Find it online

- June 2007 "Petfood Insights," [www.petfoodindustry.com/0706PETinsights.aspx](http://www.petfoodindustry.com/0706PETinsights.aspx).
- Preliminary NRC supplement safety report, [http://books.nap.edu/catalog.php?record\\_id=12461](http://books.nap.edu/catalog.php?record_id=12461).
- Summary of report, [http://dels.nas.edu/dels/rpt\\_briefs/safety\\_of\\_dietary\\_supplements\\_final.pdf](http://dels.nas.edu/dels/rpt_briefs/safety_of_dietary_supplements_final.pdf).

regulation of human supplements under DSHEA. Subsequent chapters discuss:

- ▶ Methods available to assess animal dietary supplement safety (both pre- and post-marketing);
- ▶ Factors affecting animal dietary supplement safety (e.g., source, processing, physiology, species differences); and
- ▶ Categories of scientific evidence for assessing the strength of available data on animal dietary supplement safety.

Together, these chapters offer a strong basis by which the safety of an animal dietary supplement may be evaluated.

Using these findings, the report looks at three specific animal dietary supplements in depth: lutein, evening primrose oil and garlic. The committee reviewed the available data, assessed

## The task was to provide FDA with insight on how to evaluate the safety of these ingredients.

safety and, where it could, offered presumed safe intake levels for each of these substances for each of the three species. The report concludes with a discussion of general considerations for determining safety as learned during the study of these three examples.

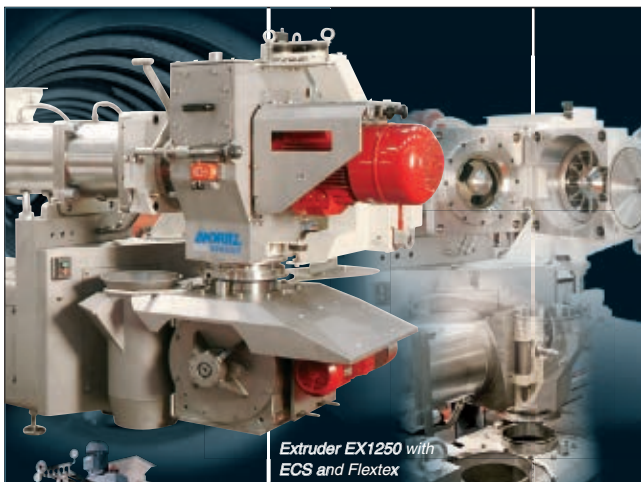
You can find a four-page summary at [http://dels.nas.edu/dels/rpt\\_briefs/safety\\_of\\_dietary\\_supplements\\_final.pdf](http://dels.nas.edu/dels/rpt_briefs/safety_of_dietary_supplements_final.pdf).

### Impact of the report

The report is not intended to offer FDA a regulatory framework or advise it on how to regulate animal dietary supplements. However, it is intended to help the agency develop a means to evaluate the safety of the many animal feed and petfood ingredients that are often lacking in the quantity or quality of data to support their use through current regulatory methods. What procedures FDA will implement as a result of this report is not yet known, but I trust the agency will find the report useful.

I hope petfood and pet supplement manufacturers will also find the report helpful in their efforts to ensure safety of marketed products. While companies cannot rely on the report to the same degree as a regulatory authority, it offers sound guidance to the type and strength of data that may be needed to support safe use. ●

*Dr. Dzanis is a writer and independent consultant on 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](mailto:dzanis@aol.com).*



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# Broth: connecting food with feelings

**M**ention chicken broth or beef stock, and the mind conjures up comforting thoughts of crisp autumn days, warm woolen jackets, family gatherings and savory aromas wafting from mother's kitchen as meaty bones or giblets stew in the stock pot. This visceral connection is our mental GPS to memories, when the senses are flooded to the brim and overflowing with feelings of vitality and belonging.

These feelings are so linked to our primitive nature that they are a part of our literary lexicon as we "take stock" of our blessings, read about "chicken soup for the soul" and sip broth soups to fend away the common cold (Ohry and Tsafrir, 1999). With such a strong emotional connection, it's no wonder that prepared foods commonly feature broth as a prominent ingredient. And it's no surprise that some petfood manufacturers, understanding this connection, are using broth in producing foods for dogs and cats.

**It's the finishing touch that can meet both owner and pet needs.**

— Greg Aldrich



## No measurable impact

While it has all these wonderful attributes, let's be clear that broth's place in petfood is virtually the same as that for human foods. It's more of an emotional connection for the purchaser than a nutritional or taste driver for the pet.

In petfood, the most common application has been in canned foods in lieu of the "water sufficient for processing" or in specialty gravies and sauces. Despite conventional wisdom, in these formats broth doesn't impart a measurable impact to the overall palatability.

Further, it has only minimal, if any, impact on the aroma of most petfoods.

This is probably because these foods have pretty strong and distinctive aromas already and any beneficial aroma from the broth simply gets overwhelmed. On the other hand, in more subtle offerings such as fortified water for dogs, there may be some measurable palatability benefit to broth/stock additions.

Since the solids in broth are so small, any beneficial nutrient contributions are overwhelmed by the rest of the ingredients. However, broth does contribute an interesting array of water soluble proteins, nucleic acids, sugars, salts and fats from muscle, bone and marrow of the simmered meats and trimmings.



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During production, most of the fat is removed (or rendered), but volatile short chain fatty acids and alcohols contribute to the aromas. The soluble and gelatinous proteins from cartilage contribute to the viscosity of the broth and to the taste and mouth-feel due to the high content of glutamic acid in collagen.

Another contributing factor are 5' nucleotides from the rupture of the muscle cell nucleus (e.g., cytidine-5'-monophosphate, uridine-5', guanosine-5', inosine-5' and adenosine-5'-monophosphate). These compounds are associated with the mouth-feel/taste sensation of umami—a savory sensory note most commonly associated with the flavor of soy sauce.

### By any other name ...

Broth, stock, au jus, essence, bouillon, consommé and extract are all synonyms of this watery meat derivative. The actual definition for petfood allows for only the name “broth or stock.” These names are derived from the US Department of Agriculture definition

## In these formats broth doesn't impart a measurable impact to the overall palatability.

for beef stock, which sets a minimum amount of solids, rather than chicken broth, which does not.

The AAFCO definition for stock/broth reads:

*“... is obtained by cooking mammalian or poultry bones, parts and/or muscle tissue. The crude protein content of stock/broth must be no less than 90% on a dry matter*

*basis. In order for the stock/broth to be labeled as such, the moisture to crude protein ratio must not exceed 135:1 (135 parts water to 1 part crude protein). The product must bear a name descriptive of its kind, composition or origin, such as, but not limited to, meat, beef, pork, poultry, chicken, turkey: and may be called either stock or broth.”*

While compliance with this definition may seem convoluted, most of the broth/stock suppliers are able to unravel how this directly impacts a petfood formula and can provide directions and amounts to meet a specific need.

### Home vs. commercial

At home, broth in its simplest incarnation is meat parts simmered or roasted with water, onion, celery and other seasonings; then the liquid is strained from the larger particles for incorporation into recipes. Generally, commercial broth is much simpler with no vegetables or seasonings added; the idea is that

## Trends in petfood:

# humanization and beyond



The word on everyone's mind when talking about petfood is “humanization.” More and more, trends in petfood can be tied to trends in food for humans, although pet needs are distinct and often different. Join Lynn Dornblaser, director of consulting from Mintel International, for a discussion on key trends in petfood humanization and other developments in petfood products and nutrition.

This **FREE online seminar** will be presented by *Petfood Industry* magazine on November 18, 2008 at 2 p.m. Eastern.

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the cook will add his or her own.

An example of a middle-of-the-road commercial chicken stock process starts with layers or heavy hens cooked in large kettles for two to three hours at 190-200 degrees Fahrenheit until the meat is tender. A much more subtly flavored commercial chicken broth is produced from ground meats (no bones) cooked for a short time. At the other extreme, some beef stocks are derived from bones cooked for six to 12 hours under high pressure and temperature. In general the more intense processes give higher yields and stronger flavors.

## On grocery shelves

In the grocery store, broth is sold canned or in dried cubes as bouillon. These preparations may be high in sodium and other additives. Commercial broth used in prepared foods is most commonly available as frozen blocks or a spray-dried powder. The frozen products are sold as 16% and 32% solids.

Spray-dried products often need carriers, such as maltodextrins, to help achieve the right drying conditions and final product consistency. Frozen broth must be maintained in this state until use or it will spoil. Dry broth is more shelf-stable but must be held in a dry environment as it can be hygroscopic.

## Monitoring turnover

The flavor and aroma of broth is often best right at the time of production—fresh. The volatile flavor (aroma) notes are affected by freezing, packaging, drying and storage time. For the few petfood applications that rely upon such subtleties, production dates and turnover will need to be monitored closely.

Broth is produced commercially for the human prepared foods and home use market. No pet or “inedible” specific stock is commonly found. ●

*Dr. Greg Aldrich is president of Pet Food & Ingredient Technology Inc., which facilitates innovations in foods and ingredients for companion animals.*



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# Research Notes

## Slowing cognitive decline

Beagle dogs between 7.6 and 8.8 years of age administered a twice daily supplement of alpha-lipoic acid (LA) and acetyl-L-carnitine (ALC) over two months made significantly fewer errors in reaching the learning criterion on two landmark discrimination tasks compared to controls administered a methylcellulose placebo. Testing started after a five-day wash-in.

The improved performance on the landmark task of dogs supplemented with LA and ALC provides evidence of the effectiveness of this supplement in improving discrimination and allocentric spatial learning.

We suggest that long-term main-

tenance on LA and ALC may be effective in attenuating age-associated cognitive decline by slowing the rate of mitochondrial decay and cellular aging.

**Source:** N.W. Milgram, 2007. Acetyl-L-carnitine and alpha-lipoic acid supplementation of aged beagle dogs improves learning in two landmark discrimination tests. *FASEB J.* 21: 3756–3762.

## Cognitive palatability assessment

The most common palatability assessment protocol, the two-pan test, does not control the satiating effects of food and may not be useful for long-term palatability analysis because nu-

tritional or caloric characteristics of the diets may interfere with the result. This study sought to determine whether a cognitive protocol could be used to determine food palatability in dogs.

Five beagle dogs were trained on a three-choice object-discrimination learning task. After establishing object preferences, the preferred object was associated with no reward, a second object was associated with the dog's normal laboratory dry diet and the third object was associated with a highly palatable commercial diet.

In the discrimination-training phase, the dogs were trained until they learned to avoid the no-reward object. They were subsequently given an additional 20 test sessions, which were



Lee Linthicum



Emily Woon

## Health and Wellness in the Global Petfood Market

Join Lee Linthicum, global research manager of foods research, and Emily Woon, research manager for the petfood industry at Euromonitor, for a discussion on key health and wellness trends in the global petfood market.

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used to determine food preference. In the reversal phase, which involved reversal learning, the object-food as-

diet and vice versa.

Once the dogs learned to avoid the no-reward object, they were tested for

ciated with the highly palatable diet was greater than the number of choices to the objects associated with the dry laboratory diet and no reward, indicating a strong preference for the highly palatable diet.

The object preferences were reversed in only three of the five dogs when the food-choice associations were reversed, although the two phases did not differ significantly from one another. The protocol in this study provides a robust measure of food palatability and circumvents many of the limitations associated with other palatability assessment techniques.

**Source :** J. A. Araujo, *et al.*, 2004. A novel cognitive palatability assessment protocol for dogs. *J. Anim. Sci.* 82:2200-2208.

sociations were modified, such that the object that was previously associated with the highly palatable diet was now associated with the normal laboratory

an additional 20 sessions. All subjects learned to avoid the no-reward object during the initial learning, and the number of choices to the object asso-

**Key Concepts**

- **Slowing cognitive decline**  
(FASEB J. 21: 3756–3762) Dogs that received alpha-lipoic acid and acetyl-L-carnitine supplementation showed improved cognitive function.
- **Cognitive palatability assessment**  
(J. Anim. Sci. 82:2200-2208) A cognitive palatability protocol provides a good measure of petfood palatability and circumvents many of the limitations associated with other palatability assessment techniques.

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# Product News



## Twist-and-lock pail and cover system

Plastican Inc. has a new twist and lock pail and cover system, available in 3-, 3½- and 5-gallon containers. The design offers required safety and reliability features, according to the company.

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weight feeder refill applications. The receiver body is made of stainless steel, with internal and external electro-polished surfaces. Tri-Clover fittings allow for quick disconnection from conveying and vacuum piping, according to K-Tron. All units have reverse jet filter cleaning.

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## K-Tron offers new sanitary receiver

The Premier Pneumatics P30 Sanitary Receiver from K-Tron Process Group is designed to convey powders and meets 3A dairy sanitary standards. The design includes a variety of discharge valve types including power flap and butterfly. According to the company, the P30 can be used for continuous conveyor applications such as hopper loading and loss-in-

## New line of fabricated hammermills

Stedman now is offering a line of fabricated hammermills for crushing, grinding and pulverizing, in types A, B and BX. According to Stedman, the line features lighter weight, more cost-effective models. The type-A hammermills (up-running) feature dual-mechanical reduction using revolving hammers to shatter materials upon entry and further disintegrate them against breaker plates. The type-B heavy-duty hammermills

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use heavy, reversible hammers and a saw-tooth breaker plate to produce uniform product. Type-BX medium-duty mills, similar to type B, have a larger feed opening for medium-hard, lumpy or bulky materials. B and BX models are down-running hammermills.

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**WeighPack introduces Star Auger filler**



The new Star Auger filling machine (models Star 100 and Star 200) from WeighPack Systems Inc. is designed to fill a variety of granular and powdered product needs. Equipped with a servo-drive motor and PLC function, the Star Auger now features increased accuracy, im-

proved response time and a reduction of electrical interference when coupled with auxiliary packaging equipment, according to the company.

The Star Auger automatically adjusts the auger screw to stabilize weight deviations. According to WeighPack, the Star Auger can run at speeds of up to 80 cycles per minute with a filling weight of up to 1,000 g, depending on the model.

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## Public and proactive

**T**he continued growth of the global petfood industry has created great opportunity for producers and suppliers, especially in developing regions.

But some industry members worry that quality and safety can't always keep up as companies rush in to take advantage of increases in pet owners, incomes and petfood consumption—with a few companies cutting corners or taking unethical or even illegal actions to beat the competition. (The most egregious recent example is the Chinese suppliers who added melamine to wheat flour to pass it off as protein-rich wheat gluten, which caused last year's US recalls.)

One response to this type of activity is to increase regulation, which is happening in the US with the Food and Drug Administration Amendments Act of 2007. Many in the US industry are concerned about how such regulations might affect their businesses.

### Self police?

Another response is for the industry to assertively and publicly police itself. That's the approach under way now in Brazil: In May, the petfood manufacturers association, ANFAL-PET, launched a new safety and quality certifica-

**Total Alimentos SA of Brazil has obtained certification allowing it to display the PIQPET seal of quality and safety on its products in four categories.**



## Should the need to ensure quality and safety mean the industry assertively polices itself?

— Debbie Phillips-Donaldson



tion program for Brazilian petfoods.

Called PIQPET—Programa Integrado de Qualidade Pet—the program offers a producer a seal to affix on its products to prove the company follows specific safety and quality protocols, as verified by third-party inspection. There's a different PIQPET seal for each of seven product categories. A 238-page manual describes the program's requirements, with checklists to help producers prepare for audits and inspections.

### First in line

Total Alimentos SA, one of the largest petfood companies in Brazil and globally (p. 18), claims to be the first to become certified under the PIQPET program. According to Total president Antônio Teixeira Miranda Neto (Miranda) and his technical director, Anderson Duarte (who serves on ANFAL-PET's technical committee), the main reason the association developed the program was to bring standardization and higher levels of quality, safety, nutrition and accurate labeling to the expanding Brazilian petfood industry.

"From 2005 to 2007, Brazil went from 46 petfood companies to 117!" Miranda says. He and Duarte contend that many of the new companies produce economy brands with low quality and inaccurate claims.

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### Proactive approach

Should the US, European Union and other developed regions follow Brazil's example? That could mean the respective petfood manufacturer association developing a similar program for its market; or the association or industry players in that market could choose an existing certification as the standard—perhaps the SQF Program in Europe or, in the US, AIB International's program, American Feed Industry Association's Safe Feed/Safe Food or National Animal Supplement Council's Quality Seal.

No certification program, no matter how rigorous or well-planned, can be completely immune to politics or cheating. But it's a start and a proactive approach to what will surely be an ongoing issue for the industry. ●

*Phillips-Donaldson is editor-in-chief of Petfood Industry magazine. E-mail her at [dphillips@wattnet.net](mailto:dphillips@wattnet.net).*



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