

April 2009

# Petfood Industry

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Learning from human food processing

Petfood goes to Hollywood

Bones to bon appetit: human food trends

## A breed apart

Marie Moody of Stella & Chewy's p. 22



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**On the cover:** Marie Moody with her company's namesakes, Stella (right) and Chewy (left).

Photo: Paradise Photographic ([www.paradisephotographic.com](http://www.paradisephotographic.com))

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**2. PetfoodIndustryTV:** Catch the latest videos from Petfood Forum 2009. [www.petfoodindustry.com/ShowIndustryTvs.aspx](http://www.petfoodindustry.com/ShowIndustryTvs.aspx)

**3. PetfoodIndustry Radio:** Hear clips from Stella & Chewy's executives about how the raw petfood sector dealt with the recalls of 2007. [www.petfoodindustry.com/PlayRadio.aspx](http://www.petfoodindustry.com/PlayRadio.aspx).

## Exclusive Web content

**1. Cutting-edge technology:** Find out why Stella & Chewy's processing is so unique. [www.petfoodindustry.com/stellaextra.aspx](http://www.petfoodindustry.com/stellaextra.aspx) and [www.petfoodindustry.com/stellafreezedrying.aspx](http://www.petfoodindustry.com/stellafreezedrying.aspx)



**2. Bones to bon appétit plus!** Learn more about human food trends driving growth and innovation in the petfood market. [www.petfoodindustry.com/0904PEThuman.aspx](http://www.petfoodindustry.com/0904PEThuman.aspx)

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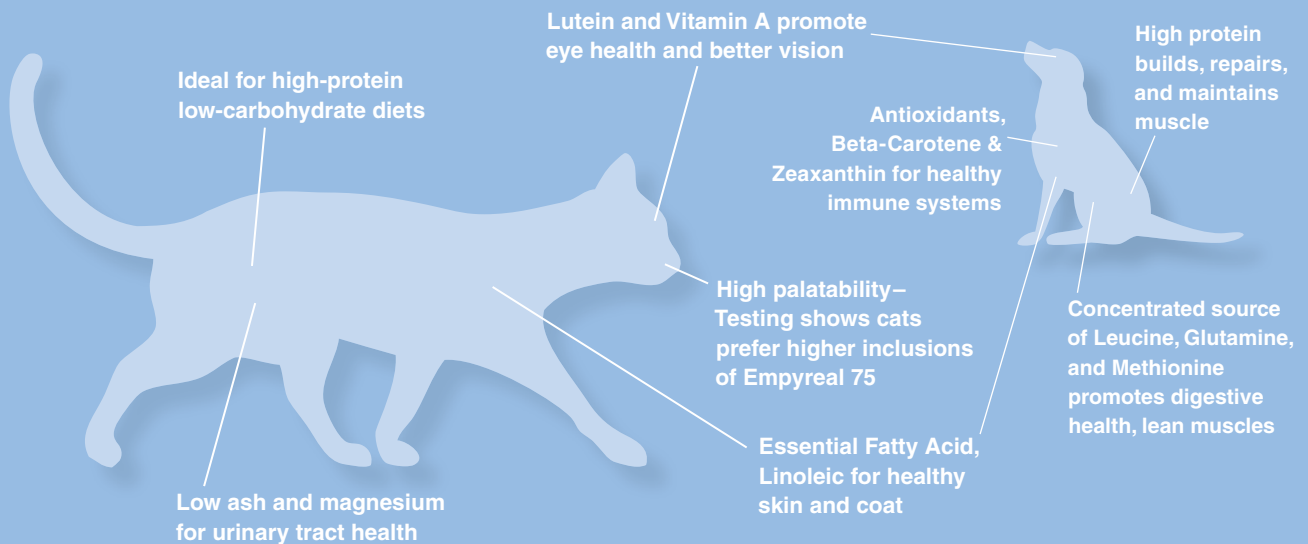
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# Industry News

## PetfoodForum 2009

### Petfood Forum & Workshop 2009 is mere weeks away!

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 still available!

A Petfood Forum blog is also updated regularly on PetfoodIndustry.com to keep you abreast of new speakers, presentations and other exciting Forum and Workshop news. Check out the latest from keynote speaker, Dr. Marty Becker DVM.

Petfood Workshop: Essential Training will take place April 22-23, 2009. 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.

For more information, contact Jackie Thrash, Tel: +1.404.760.2823, Fax: +1.404.240.0998, E-mail: [petfoodforum@meetingexpectations.com](mailto:petfoodforum@meetingexpectations.com) or contact Ginny Stadel, Tel: +1.815.966.5591, Fax: +1.815.968.0941, E-mail: [gstadel@wattnet.net](mailto:gstadel@wattnet.net).

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### Quick hits

- ▶ Natura Pet Products has announced the promotion of two staff members: Lisa Schole as technical services assistant and Tammy Barker as sales and consumer service support supervisor.
- ▶ The German packaging company Norderia International AG sold 50% of its shares in Coronor Composites GmbH to Fiberweb PLC.
- ▶ Procter & Gamble Pet Care has announced its new distributor, Kaner Dis Ticaret Ltd., to distribute Eukanuba and Iams petfood products in Turkey.
- ▶ Freightgate has released Importer Security Filing (ISF) software known as Compliance-Trek.
- ▶ The board of directors of the Pet Industry Joint Advisory Council announced the election of four officers: Frank Koch of Dick Van Patten's Natural Balance Pet Foods as chairman of the board; Jeff Sutherland of Breeder's Choice as first vice president; Ruth Jeffers of Jeffers Pet as second vice president; and Paul Norton of Norton Fisheries as secretary/treasurer.
- ▶ Natura Pet Products has recently received certification of conformance with the International Organization for Standardization (ISO) standard for Food Safety Management 22000:2005.

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# PETFOOD INDUSTRY GLOBAL



**International pet trade show strong despite recession.** February 2009's Global Pet Expo in Orlando, Florida, USA, is proof that the pet industry is managing to swim in a sinking economy, according to a press release by American Pet Products Association (APPA).

After compiling the final show numbers, leaders from APPA and Pet Industry Distributors Association announced that Global Pet Expo 2009 exceeded expectations in nearly every aspect with thousands of new pet products introduced, more buyers attending the show than last year and a record number of retailers from around the rest of the world.

The expo hosted 779 exhibiting companies and 2,306 booths; total attendance was up this year by 2%. That totals more than 4,100 buyers—a positive indicator that despite the economic downturn, this industry continues to stand strong.

**China passes food safety law.** China's legislature enacted a new food safety law, promising tougher regulations and severe punishment for makers of bad products after tainted products showed flaws in the food industry, according to The Associated Press.

The National People's Congress approved the law, which will ensure food safety "from the production line to the dining table," the Xinhua News Agency said. The law goes into effect June 1, according to the article.

The law calls for a monitoring and supervision system, a set of national standards on food safety, severe punishment for offenders and a food recall system, Xinhua said. It will also impose strict supervision over additives.

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## April

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	23	24	25
26	27	28	29	30		

**H.H. Backer Spring Trade Show**, April 3-5, 2009, Atlantic City, New Jersey, 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](mailto:hhbacker@hhbacker.com), [www.hhbacker.com](http://www.hhbacker.com).

**Petfood Forum**, April 20-22, 2009, Hyatt Regency O'Hare, Chicago, Illinois, USA. Contact: Tara Smalley, Tel: +1.404.760.2823, Fax: +1.404.760.0998, [petfoodforum@meetingexpectations.com](mailto:petfoodforum@meetingexpectations.com), [www.petfoodindustry.com](http://www.petfoodindustry.com).

**Petfood Workshop: Essential Training**, April 22-23, 2009, Hyatt Regency O'Hare, Chicago, Illinois, USA. Contact: Tara Smalley, Tel: +1.404.760.2823, Fax: +1.404.760.0998, [petfoodforum@meetingexpectations.com](mailto:petfoodforum@meetingexpectations.com), [www.petfoodindustry.com](http://www.petfoodindustry.com).

## May

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	23
24	25	26	27	28	29	30

**Zoomark International**, May 7-10, 2009, BolognaFiere, Bologna, Italy. Contact: Operative Secretariat, Monte Rosa 11, 20149, Milano, Italy, Tel: +39.02.4391.1502, Fax: +39.02.436763, [piesse@zoomark.it](mailto:piesse@zoomark.it), [www.zoomark.it](http://www.zoomark.it).

**BIO International Convention**, May 17-20, 2009, Atlanta, Georgia, USA. Contact: Biotechnology Industry Organization, 1225 Eye St. N.W., Suite 400, Washington, D.C. 20005 USA, Tel: +1.202.962.9200, Fax: +1.202.589.2545, [info@bio.org](mailto:info@bio.org), <http://bio.org>.

**HLASA/CEELA Conference**, May 23, 2009, Budapest, Hungary. Contact: Dr. Sandor Fekete, HLASA Chairman, Tel: +1.361.478.4250, Fax: +1.361.478.4124, Fekete. Sandor@aotk.szkie.hu, [www.dietvet.hu](http://www.dietvet.hu).

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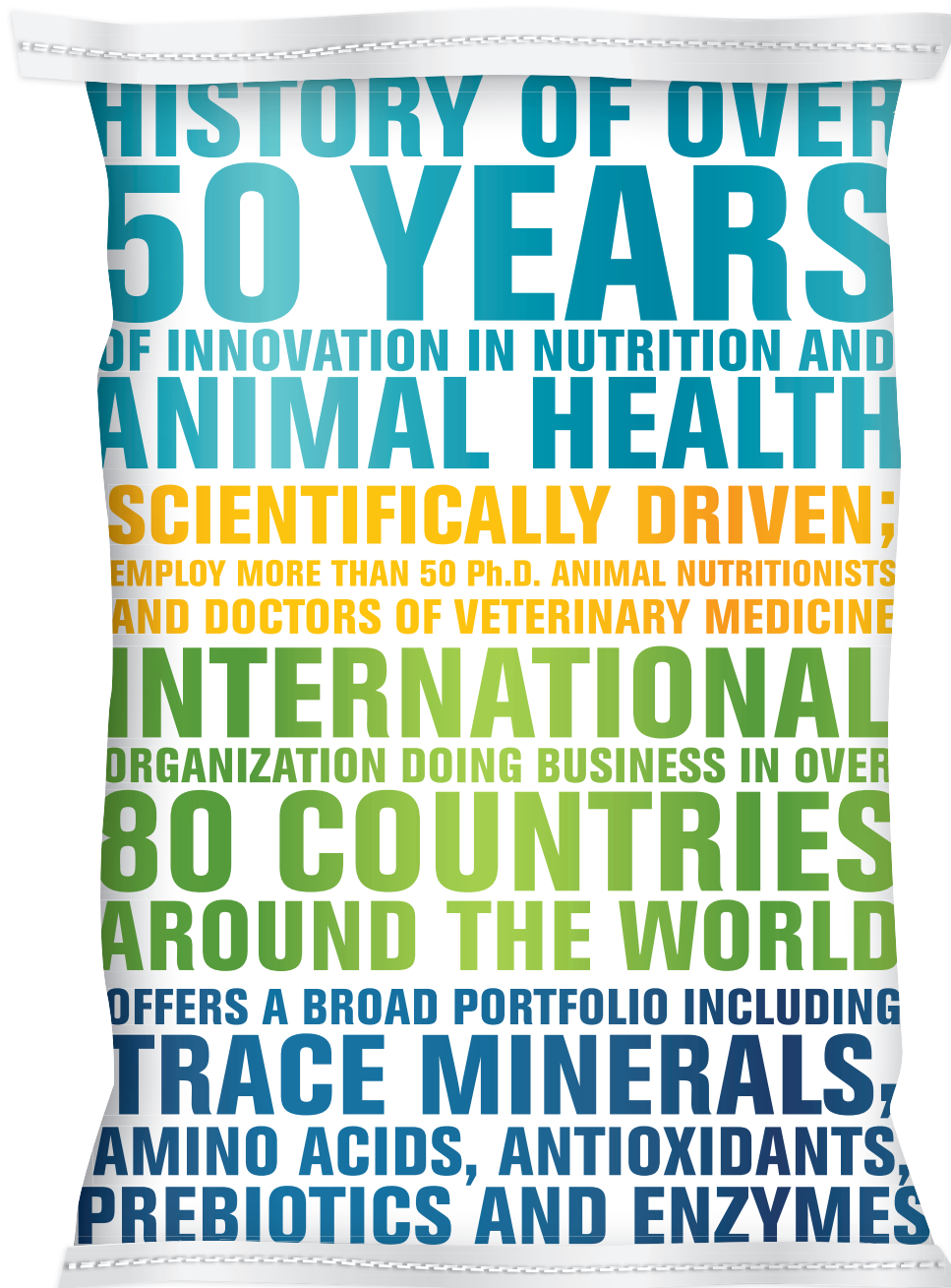
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## Tyson, Freshpet partner to expand petfood category

Tyson Foods Inc. and Freshpet announced a partnership focused on bringing new and innovative, refrigerated fresh petfood products to consumers, with the goal to expand the refrigerated segment of the petfood category.

Tyson will have a minority investment in Freshpet. The alliance will combine Tyson's fresh food knowledge, refrigerated distribution network, product innovation skills and supply of meat and poultry with Freshpet's petfood experience and market knowledge.

"The alliance between Tyson and Freshpet will meet changing consumer needs by providing real food for pets—not 'petfood,'" said Scott Morris, Freshpet co-founder. "We believe these products will redefine the category and change the way people think about feeding their pets."

The US\$17 billion petfood market has seen significant growth in recent years; one of the key growth trends has been the humanization of pets, as more consumers treat their pets as part of the family.



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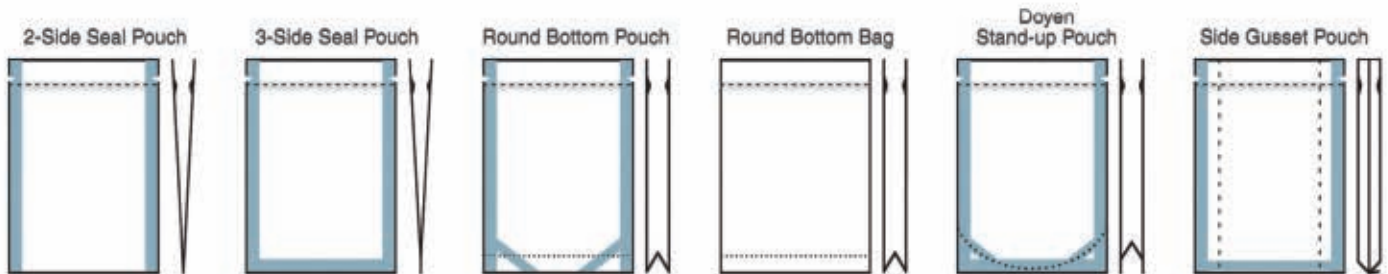




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## Best in Show winner eats Purina

Stump, the Sussex Spaniel recently crowned as Best in Show at this year's Westminster Kennel Club Dog Show, eats Purina Pro Plan, according to an interview his owner, Scott Sommer, had with the *Houston Chronicle*.

"When you put a dog on a food and you think it's working—he has a good coat and skin and is healthy—stick with it," said Sommer.

"All of our dogs eat Purina Pro Plan. I had a Bichon Frise, J.R., who won Westminster's best in show, and he ate it, too," Sommer said in the interview.



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## US pet market outlook released

Looking at the pet industry as a whole, Packaged Facts predicts steady performance in 2009 and 2010, although the market growth rate will drop back slightly due to cutbacks in some categories, according to a press release by Packaged Facts on its newly released report, *U.S. Pet Market Outlook 2009-2010: Surviving and Thriving in Challenging Economic Times*.

In the report, Packaged Facts projects sales and analyzes growth drivers and opportunities for veterinary services, petfood, non-food pet supplies and other pet services (grooming, boarding, training, etc.).

"Packaged Facts views pet humanization as a dynamic, multifaceted shift that virtually guarantees steady pet market sales not just in 2009 and 2010, but well beyond," says Tatjana Meerman, publisher of Packaged Facts, in an article by [www.MarketWire.com](http://www.MarketWire.com). "In most cases ... cutbacks would only seriously be considered after owners have reduced spending on their own less essential needs."



## Lawyers save petfood manufacturers

San Francisco, California, USA, lawyers rescued Wal-Mart and a group of petfood manufacturers on March 16 from a class action that could have led to millions of dollars in damages, according to [www.Law.com](http://www.Law.com).

A federal judge in Nevada, USA, granted a motion by the defense to pre-emptively deny certification to a class of plaintiffs that would have spanned eight states, including California.

Margaret Picus, a Nevada woman, filed a class action in state court against Wal-Mart and a group of food manufacturers in April 2007, alleging that they illegally labeled their petfood "Made in USA," though some ingredients were imported from China.

The previous month, the Food and Drug Administration had announced that certain petfood ingredients imported from China were sickening and killing cats and dogs.

US District Judge Philip Pro of Nevada denied Picus class certification in *Picus v. Wal-Mart Stores*, 07-00682, ruling that subjective, individual issues made a class action the wrong way to handle the case. Specifically, Pro wrote in his decision, the law requires the plaintiffs to prove that each person who bought the tainted petfood did so because it was labeled "Made in USA."

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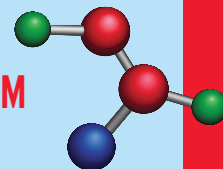
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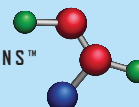
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## Salmon mousse for cats »»

Fish4Cats carries a salmon mousse that's easy to digest, according to the company. The mousse contains omega-3 fatty acids and is gluten and additive free, Fish4Cats says. The treat can be fed alone or with other foods. [www.fish4dogs.com](http://www.fish4dogs.com)



## « Dog, cat petfood supplement

The Missing Link Wellness Blend from Designing Health contains omega-3, -6 and -9, phytonutrients and probiotics. The product can be added to your dog's or cat's food daily. [www.missinglinkproducts.com](http://www.missinglinkproducts.com)

## Honey BBQ dog biscuits »»

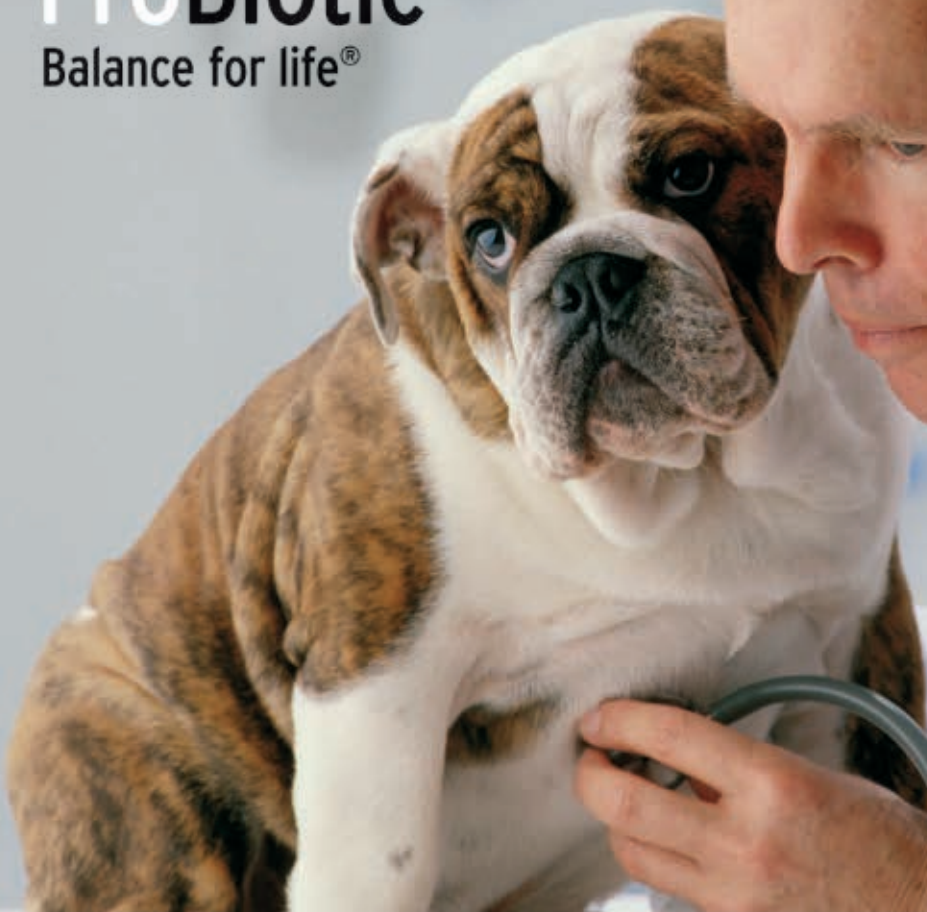
Robbie Dawg now offers biscuits in its Let's go for a Walk tin, in several flavors, including Honey BBQ Chicken. The tin holds 3 oz. of kibble-shaped biscuits. The biscuits are wheat, corn and soy free, have no added salt, sugar, preservatives or artificial ingredients, according to the company. [www.robbedawg.com](http://www.robbedawg.com)





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Marie Moody started Stella & Chewy's (named after her dogs) by making raw food for Chewy (left) after he became ill.

**Y**ou would think that starting a raw/frozen petfood company from scratch in only six years would be enough of a challenge—and an achievement. But Marie Moody, founder of Stella & Chewy's, didn't stop there.

Just four years after starting to make raw dog food in the kitchen of her New York City apartment, Moody moved halfway across the US and opened a plant with cutting-edge, patent-pending technology. Combining this with top-quality ingredients, the company is committed to building a national brand. It seems to be well on its way—since its inception in 2003, Stella & Chewy's sales have doubled each year.

### Why raw?

It all began when Moody's dog Chewy, who is now 14 years old, became ill. "I researched raw diets and put him on that, and he recovered," Moody says. "Because I don't have a background in nutrition, I consulted several veterinary nutritionists, particularly one at the University of Wisconsin."

Why raw? "The food is closest to its natural state," Moody says.

"Whole-food nutrition is preferred. It's what we eat primarily," adds Sanford Goodman, who joined the company as CEO in October 2008 after serving in the same role for Nature's Variety. "While raw feeding lacks the rigorous, peer reviewed scientific journal articles documenting specific benefits, there

# A breed apart

Its cutting-edge processing and safety technology makes Stella & Chewy's stand out—and not just in the raw petfood sector

BY DEBBIE PHILLIPS-DONALDSON



are thousands of consumer testimonials and a developing number of veterinarian case reports. There are a number of veterinarians who recommend raw diets and put animals on them.”

### No ordinary plant

From making food for Chewy, Moody progressed to selling it to a few independent pet stores in the New York City area. With sales doubling each year, she decided to open a plant. “It was really a passion for wanting to create the kind of petfood I made in my kitchen, on a commercial basis,” she says. Having hailed from the Midwest US, she found a building in Muskego, Wisconsin. The plant opened in spring of 2007—but this was no ordinary manufacturing facility.

From the start Moody worked with a couple of experts from the meat indus-

#### Online extra!

Read more about Stella & Chewy’s processing and safety methods at [www.petfoodindustry.com/stellaextra.aspx](http://www.petfoodindustry.com/stellaextra.aspx) and [www.petfoodindustry.com/stellafreezedrying.aspx](http://www.petfoodindustry.com/stellafreezedrying.aspx).

try (for humans) to develop processing methods and environments that would ensure a pathogen-free product. At the time, other raw petfoods were being recalled because of *Salmonella* contamination, a concern expressed by some veterinarians in recommending raw diets.

One of the experts Moody sought out was James Marsden, PhD, Regents’ distinguished professor at Kansas State University in Manhattan, Kansas. “I wasn’t sure Marie’s vision of pathogen-free was even possible,” he says. But both were determined to try, so he contacted a colleague who was using a European method of high water pressure to process meat products for humans. “The method applies 80,000 pounds of pressure per square inch. It doesn’t affect the product but destroys pathogens,” Marsden explains.

“Vegetative bacteria, which is what *Salmonella* and *E. coli* are, respond very



The Stella & Chewy’s line includes frozen and freeze-dried patties for dogs and cats, plus two freeze-dried dog treats.

well to water pressure,” Moody adds. “And it’s the only recognized kill step that doesn’t use heat, radiation or chemicals, so it’s more organic and natural.” But she wasn’t content. “We’re currently the only company—and this includes the human food industry—that uses this process on raw ingredients,” she says. Usually it’s done post-packaging.

### Unique in the world

The innovations don’t stop there. “We’re unique in the raw food industry,” Goodman says. “Nobody else, other than, say, one of the smaller brands, is

using high pressure processing. We’re the only ones then who have gone a step further and established procedures to prevent recontamination during the forming of the patties.”

These later procedures involve applying ultraviolet light to decontaminate the environment and every piece of equipment, building on work Marsden had done in the meat industry. “This is also a very natural process. The combination of treating raw materials using high hydrostatic pressure with aseptic further processing is unique in the world, in both human food and petfood,” Marsden says, adding that it has a patent pending. Marsden also helped the company develop its HACCP protocols.

Another thing setting Stella & Chewy’s apart is its in-house freeze-drying, which it uses for several product lines. “Frozen is great, but you’re not always able to keep it frozen if you’re traveling or at a dog show,” Goodman explains. “Or you may want a dry product for its convenience. We’re taking the same formulation that we produce in frozen form and freeze-drying it.”

“Freeze-drying is considered the gold standard of drying—it’s the only way you can have a product be dry and raw at the same time,” Moody says.

Finally, all Stella & Chewy’s products are tested for pathogens and held from shipping until results come back.

## Business basics

**Headquarters:** Muskego, Wisconsin, USA

**Officers:** Marie Moody, founder; Sanford Goodman, CEO

**Sales:** Privately owned company does not divulge amounts; sales have doubled every year since company began in 2003

**Brands:** Stella & Chewy’s Dinners, Carnivore Crunch and Carnivore Kisses

**Distribution:** Independent pet stores in 46 US states currently

**Employees:** 30 full-time

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



One thing that sets Stella & Chewy's apart in the raw/frozen sector is its in-house freeze-drying, which allows a product to be raw and dry at the same time.

"Then we post all those results online so customers can match their batch code to a test result," Moody adds.

### For fussy eaters

Moody and Goodman also talk up their ingredient quality. "We're using real meat and real organic fruits and vegetables," Moody says. After adding vitamins, minerals, probiotics and other ingredients to assure complete and balanced diets, the mixture is formulated into patties, available frozen or freeze-dried. Freeze-dried treats include Carnivore Crunch and Carnivore Kisses.

For future line extensions, the company is planning to focus on smaller breeds of dogs, reflecting the US pet-owning demographics. "We want to make sure that people with smaller dogs, who may be more attuned to the format and the price point, are, in particular, aware of the product," Goodman says.

The palatability of the products is key, too, Moody says: "A lot of smaller dogs tend to be fussy eaters."

### Quality distribution

The company sees another opportunity in increasing independent pet store distribution. Its products are sold only in these outlets, almost solely through distributors, in about 46 of the 50 US states. "A key to growth is having distributors who are experienced at supporting holistic brands, and handling frozen products," Goodman says. "You also need to have a field sales team supporting your stores and marketing your products. We are putting together a top-notch team."

Managing all this growth is a challenge that can keep Goodman up at night. For Moody, it's about "maintaining the quality and initial philosophies as we get bigger," she says. "I don't want to let go of any of that." Considering how well she's done so far, it's no wonder she wants to stay that course. ●

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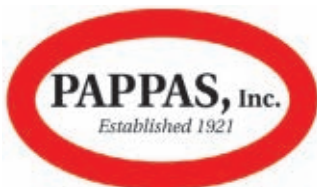
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### Hear it online!

Catch parts of the audio interview with Marie Moody and Sanford Goodman at [www.petfoodindustry.com/PlayRadio.aspx](http://www.petfoodindustry.com/PlayRadio.aspx).





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# Petfood goes to HOLLYWOOD

Celebrities are getting in line to endorse pet products – could yours be next?

BY JESSICA TAYLOR



**Halo, Purely For Pets announced that talk show host and comedienne Ellen DeGeneres had become an owner of the 20-year-old all-natural petfood company.**

Linking your petfood brand sales to famous personalities can be heavenly or hellish. The question is: Is it worth the gamble? Marketers have long sought to distract and attract the attention of potential customers who live in a world of ever-increasing commercial bombardment. Because of the constant media saturation that most people experience daily, they eventually become numb to standard advertising. The challenge of the advertiser is to find a hook.

One well-used approach at differentiating advertisements is the use of celebrity endorsements. Celebrities are seen as dynamic individuals with likable and attractive qualities. The words and often just the image of a popular person will cause many people to stop and pay attention.

For years, professional athletes, famous actors and musicians have been the traditional favorites to feature in advertisements. As the ad market continues to grow and competition becomes fiercer, marketers have turned to new categories of celebrity spokespersons. A champion racehorse sells petfood in Great Britain. New categories for celebrity endorsers are opening every day as the reach of the media moves closer to home.

## The chef

Popular television host and home-cooking chef Rachael Ray has launched her own dog food brand named Rachael Ray Nutrish, from Dad's Pet Care Inc., and was our December 2008 cover girl. Ray says her latest venture was inspired by her own dog, Isaboo, and



proceeds are to be donated to Rachael's Rescue, an organization the food star founded to help at-risk animals find adoptive homes.

According to Ray's website, Rachael Ray Nutrish includes two varieties of all-natural dog food featuring real meat as the first ingredient—Real Chicken & Veggies and Real Beef & Brown Rice. There are no by-products, fillers, artificial flavors or preservatives, the website says; and each recipe contains antioxidant nutrients like vitamin E and selenium to support a healthy immune system; a fiber blend including oatmeal for easy digestion; omega fatty acids, with a dash of EVOO (extra virgin olive oil) to support healthy skin and a shiny coat; high quality proteins to support healthy organs and lean muscle mass; and calcium for strong bones and healthy teeth.

### The trainer

Cesar Milan, well-known dog behavior specialist and star of National Geographic Channel's *Dog Whisperer with Cesar Milan*, has partnered with Petco to brand "Dog Whisperer" merchandise for dogs, including organic dog food, treats and other products and accessories. Among the products in the line are organic canned and dry dog food, treats, fortified water, liquid supplements, collars and leashes, toys, grooming products, training pads, stain and odor removers, beds, bowls and an instructional series of DVDs. The line is expected to include more than 100 products. Additionally, Petco.com will offer access to an exclusive online dog coaching course personally designed and developed by Millan to instruct owners on raising a happy, healthy and well-balanced dog.

### The comedienne

Halo, Purely For Pets announced in 2008 that talk show host and comedienne

## You need FREDD

Using famous personalities can be an effective method of promoting products. When considering the choice of which celebrity to use as a spokesperson, management must understand the advantages and disadvantages of using celebrity endorsers.

If the choice is successful, the celebrity endorser will capture a viewer's attention from the clutter of daily advertising, increase the public's awareness of the product and ultimately influence consumers to purchase the product. However, if the celebrity is carelessly chosen, the results can be costly and damaging.

Associating with a famous person requires the assumption of the risks of poor image, irrational behavior and questionable credibility of the spokesperson used. Marketing research has found several models to aid the marketing manager in evaluating celebrities as potential endorsers. FREDD, developed by the Young and Rubicam agency, is a helpful tool for assessing the best characteristics of a celebrity as a potential product endorser.

Understanding and being able to assess the familiarity, relevance, esteem, differentiation and decorum of a famous individual in relation to the product being sold is vital to a successful advertising campaign.

Source: *Academy of Marketing Studies Journal*, July, 2003 by Robert A. Swerdlow, Marleen R. Swerdlow



**The partnership of Nestlé Purina and Martha Stewart has created the website [www.marthastewart.com/pets](http://www.marthastewart.com/pets).**



**Petco.com will offer access to an exclusive online dog coaching course personally designed and developed by Cesar Milan to instruct owners on raising a happy, healthy and well-balanced dog.**

salmon and Halo's Dream Coat ingredient, which helps animals maintain beautiful skin and shiny coats, according to the company;

▶ **Antioxidant**—All over well-being treat made with yogurt, green tea,

enne Ellen DeGeneres has become an owner of the 20-year-old all-natural petfood company. The announcement came as Halo was expanding its product line and retail presence for its line of petfood and pet care products in the US market. The company has expanded distribution with major retail chains such as Whole Foods and Petco, as well as independent pet specialty and natural outlets. The expansion was designed to extend Halo's lineup of all-natural petfood and holistic pet care

## The website provides fresh ideas and information related to pet care and the joys of animal companionship.

products, according to the company. Three new treats recently released by DeGeneres and Halo are:

- ▶ **Pumpkin & Peanut**—Low fat, vegetarian and gluten-free for dogs that are allergic to wheat products;
- ▶ **Skin & Coat**—Contains omega oil,

cranberries and chicken with cheese, which helps pets' overall health including better sight and healthier looking skin.

Halo has also overhauled its famous recipe for its flagship Spot's Stew, adding more protein and new flavors. Tests

prove even the finickiest cats like it over leading brands, claims the petfood company. A new product, Halo's Spots Stew Pate, has increased protein levels and is finely ground to satisfy cats who hate too much texture in their food.



**Petfood Industry's December 2008 cover girl, Rachael Ray, partnered with Dad's Petcare to develop her dog food line, Nutrish.**

### The mogul

Martha Stewart Living Omnimedia Inc. (MSLO) announced in March the launch of a multiplatform pets initiative with [www.marthastewart.com/pets](http://www.marthastewart.com/pets) as a cornerstone of the program. The website provides fresh ideas and information related to pet care and the joys of animal companionship, including a blog from the perspective of Martha's French Bulldogs, Francesca and Sharkey, called "The Daily Wag" at <http://dailywag.marthastewart.com>.

The primary sponsor for the new website is Nestlé Purina PetCare and its superpremium petfood brand Purina ONE. According to MRI, the Martha Stewart audience includes 9.7 million dog and cat owners who share their home with a collective 21.7 million dogs and cats; they purchase more than 200 million pounds of petfood each month.

Stewart had this to say: "I have

been passionate about pets all my life and over the years have been fortunate to share my home with many dogs, cats and canaries. I understand why people consider their pets to be members of their family and am delighted to be offering a website, television programming and other content that celebrate that special relationship and help consumers to better care for and enjoy their pets."

Nestlé Purina and Purina ONE will be featured on the new website through proprietary content, a link to Purina ONE's website—[www.purinaone.com](http://www.purinaone.com)—and through online advertisements. As part of its multimillion dollar agreement with MSLO, Nestlé Purina and Purina ONE also will be the subject of two special segments on upcoming episodes of *The Martha Stewart Show*. Stewart recently visited the St. Louis, Missouri, USA, headquarters of Nestlé Purina to film one of the segments. ●

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# Bones to bon appetit

## From the dinner table to Fido's bowl—human food trends continue to directly affect petfood

BY JESSICA TAYLOR

**A**s petfood production remains lucrative and competitive even through a rocky economy, new product releases mirroring human food trends are causing a stir among the more established and premium petfood manufacturers, with their innovative approaches and niche clientele. The key trend of humanizing pets continues to be an important focus for petfood manufacturers, as more and more of these mimic products are released.

According to a February 2009 article in *Food Magazine* (Australia), as brand development and marketing become ever more important in sustaining growth in the maturing domestic market for petfood, the success of manufacturers offering gourmet flavors shows consumers' ongoing willingness to buy more expensive products.

### Your fork first

Unlike other food industries, says *Food Magazine*, the push for unique, niche-targeted products is a relatively new concept in petfood manufactur-

Clever puns that sound like human foods and expensive molds and dyes that make petfood look like human food are no longer enough for pet owners—they want innovative ingre-

---

**The push for unique, niche-targeted products is a relatively new concept in petfood.**

ing. The article cites the 2007 recalls as a big reason for the recent humanization frenzy. Consumers started to ask a lot of questions about quality, safety and source, which caused a shift in the consciousness for the entire industry.

diets, health-conscious recipes and green-thinking marketing. Manufacturers can no longer afford to merely humanize their labels and packaging, rather than changing any of the ingredients or examining formulations. Educated pet owners want the funda-



## Why labels are important

Additional findings from the 2008 survey of pet owners conducted by Well-being petfood indicate consumers want the same amount of transparency they expect from their own packaged foods.

- ▶ Over half of the pet owners worry that their cat or dog food contains ingredients they wouldn't want their pets to consume;
- ▶ More than half of dog or cat owners (55%) don't know what federal body is charged with regulating petfood quality;
- ▶ When asked to name the first ingredient listed on the label of their cat's dry food, 48% of cat owners answered they are not sure; and
- ▶ When asked to name the first ingredient listed on the label of their dog's dry food, 44% of dog owners answered they are not sure.

mental driver of the product changed, the quality of the food being produced to be recognizable to that of what is on their own plates.

"We have made a decision to not just provide 'human food' ingredients, but to actually produce food that's manufactured as human food, that's processed as if it was going to be consumed by any person," says Helen McNall, owner of dog food company Wellbeing for Dogs. "The fact that it's going to be consumed by a furry creature doesn't, and shouldn't, really make any difference." Many pet owners agree with McNall's line of thinking when it comes to the importance of their pets' diet, and the petfood market has been quick to respond.

### A sign of the times

McNall says the drive for Wellbeing for Dogs has been, "This is the food I want, now how do I manufacture it?" rather than, "This is what I



can manufacture, how do I present it as food?" A completely foreign idea in the industry 10 years ago, this processing philosophy is a driver

for growth for petfood producers. The appeal to be found for consumers lies in the heightened emotions now associated with pet ownership.

Euromonitor International predicts products that contain human-grade ingredients, particularly those that have been certified by statutory

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bodies such as the US Department of

Agriculture, will become increasingly popular among US pet owners. Producers that can reassure consumers regarding the origin of their raw materials—like Pet Promise, the petfood company founded on that very idea—will also benefit. (To read more about Pet Promise’s mission-based petfoods,

see their March cover story at [www.petfoodindustry.com/0903PETcover.aspx](http://www.petfoodindustry.com/0903PETcover.aspx).) Such niches as organic, fresh and vegetarian petfood are also likely to expand, much like the aisles of cereals, produce and frozen foods at the US retailer Trader Joe’s continue to do.

Refrigerated fresh dog food is a growing market that is predicted to increase to US\$473 million in annual sales by 2012, according to Packaged Facts. Many producers in this currently very niche market pride themselves on the familiarity of the ingredients in their products—something consumers appreciate. The Freshpet Select brand, for example, is a mixture of brown rice, eggs, peas, carrots and barely cooked meats (chicken, turkey, beef, liver), plus added vitamins and minerals. Packaged Facts attributes the popularity of fresh dog food to convenience, technological advances, better distribution channels and heightened food safety concerns.

**Learning curve**

A national survey released in October 2008 revealed many pet owners don’t know what ingredients their pets’ food contains, despite their effort to educate themselves on their own foods. The survey was commissioned by the Wellness brand of natural petfood and treats.

According to the survey, 66% of the pet owners said they feed their pets as if they were members of their families. However, 56% of pet owners said they always or often read the label of their own packaged foods, compared to 38% of dog owners and 38% of cat owners who said they always or often read the labels on their pets’ food. Wellness also reported that only 38% of those surveyed said they understand all the ingredients listed on their dog food and cat food labels. (For more findings, see p. 33.)

Bottom line: Pet owners want their food—whether it is going into their dog’s bowl or on their families’ plates—to be recognizable, safe and easily understood. ●



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# Learning from human food processing

## Three lessons for petfood manufacturers from human food processors and engineers

According to the article “Ensuring the safety of ingredients” on FoodProcessing.com, at the Reuters Food Summit in Chicago, Illinois, USA, earlier this year, Stephen Sundlof, DVM, PhD, director of the Center for Food Safety and Applied Nutrition at the Food and Drug Administration (FDA), warned that the nation’s food safety system “could be just one incident away from some catastrophic event ... If there was an additional crisis, it might be at the breaking point. Contaminated ingredients carry a negative effect that ripples across the industry. Even if your products are not affected, consumers may transfer the

BY JESSICA TAYLOR

mistrust of one product or group of products to all related items,” he said. “In a sense, the contaminant scare has reminded us that we are all part of the same food chain.”

### 1. Strengthening the chain

There are critical checkpoints—up and down both the human food and petfood chain—designed to guarantee the safety of ingredients that begin with defining when a raw material is indeed an ingredient and continue through third-party audits, some of them governmental. But with the ever-growing list of ingredient suppliers from literally all over the globe, keeping track of the food chain is now an order of magnitude more complex.

The FDA’s diminished capacity to protect the food supply doesn’t mean consumers will settle for unsafe foods. They are making their concerns known. At Barbara’s Bakery, an organic bakery and human food processor of cereals, breakfast bars and other natural offerings,

for example, investment in consumer trust has been part of company philosophy from the beginning, and it has paid off in customer loyalty. “We follow a very rigorous protocol when handling ingredients. Incoming samples are tested and bar codes labeled so we can electronically track them throughout the process,” says Kent Spalding, vice

#### Online Extra!

Petfood packaging is yet another way petfoods are continuing to humanize. Read about this lucrative trend at [www.petfoodindustry.com/0904PETtrends.aspx](http://www.petfoodindustry.com/0904PETtrends.aspx).

president of marketing for Barbara’s/Weetabix North America in Petaluma, California, USA. “We inspect facilities where we purchase our ingredients from and require the proper certification from the appropriate organizations: certified organic, AIB certified, etc. It is not the cheapest ingredients we are after, but instead the quality that best meets the objectives of our finished goods (taste, texture, appearance).”



Microwave continuous belt dryer MDBT 60 offers as much diversity in the manufacture of petfood and treats as it does to human foods.



Source verification from farm to consumer is critical to maintaining consumer trust. Robert Hurlbut, president and CEO of Attune Foods, a functional food company that makes innovative Probiotic Wellness Bars, says it is now more complex, requiring close relationships both upstream to ingredient providers and downstream for delivery of the product. “Small companies face a challenge in that they must often use co-packers and contract manufacturers and still guarantee food safety and quality,” he says. “Attune Foods invests heavily in controls that are designed to prevent worst-case scenarios. Recent outbreaks have raised customer awareness of ingredients, and source verification is critical to maintain consumer trust.”

## 2. Leveling the playing field

Cargill Inc., producer of both human food and petfoods (most recently the Loyall line of dog foods),

operates in 66 countries, which makes maintenance of the quality of the food chain at once complex and critical to its success. “Cargill’s position has been to establish prerequisite programs,



**Are your standards as high as human food producers’? DSM cites the three most important areas of food chain integration as quality, reliability and traceability.**

such as good manufacturing processes (GMPs) and hazards analysis and critical control points (HACCP). These programs must be evaluated and validated,” says spokesperson Mark Klein.

“We require that of our suppliers, too. In addition, suppliers should be visited and audits conducted.”

For DSM Nutritional Products, an international supplier of vitamins, carotenoids and other chemicals to the feed, food, petfood, pharmaceutical and personal care industries, it is not where products are made but how they are made. “The main issue is not about bashing China but about creating a level playing field where all suppliers and manufacturers have to adhere to the same quality and environmental standards globally,” says Todd Sitkowski, senior marketing manager.

The DSM Partnership of Trust program focuses on the three most important areas of food chain integration: quality, reliability and traceability. Quality certification standards—such as cGMP, ISO 9001 and 14001, FCC and HACCP certifications—are strictly adhered to. As the source of raw materials, DSM selects only reliable suppliers

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that meet its stringent specifications, according to the company.

The notion of guaranteeing food safety from “field to fork” or from “field to bowl” is no longer possible for any one industry. Today, there are just too many factors for one food processor to control. You need to look one step above you and one step below. It should be a supplier partnership in which all share the same goal: quality.

### 3. Applying cutting-edge science

According to “Microwaves in the food industry” (to read the entire article, go to [www.petfoodindustry.com/0904PETmicrowave.aspx](http://www.petfoodindustry.com/0904PETmicrowave.aspx)), the microwave is conventionally used in the manufacture of human foods for heating, pre-cooking, thawing, drying and for killing of bacteria. The advantage of microwaves in comparison to many other heating methods is that microwaves can penetrate into the

**Small companies face a challenge in that they must often use co-packers and contract manufacturers and still guarantee food safety and quality.**

product and therefore induce heat in the inside of the product. Due to this fact, heating times of conventional processes in which the heat is conducted slowly

from the surface to the inside of the product can be avoided, guaranteeing a safe product.

In the human food technology world, microwaves are mainly used for drying, heating and sterilization. The article suggests microwave technology could easily be further applied to food production and would provide the following benefits over conventional cooking:

- ▶ Reduces energy consumption;
- ▶ Improves the product taste and color;
- ▶ Sterilizes spices and the specialty ingredients;
- ▶ Dries fresh ingredients in various climates and humidities.

Other applications microwaves could provide to the petfood industry are the preheating of casting molds, defreezing, preheating of soft cheese and other sensitive ingredients, cooking of sausages or other products with multiple spices and ingredients, drying of fish for cat foods, heat treating and the hardening of raisins.



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# Is irradiation of petfoods natural?

**I**n 2001, the US Food and Drug Administration (FDA) approved a petition broadening the use of irradiation of animal feeds to include petfoods, treats and chews. That same year, the Association of American Feed Control Officials (AAFCO) accepted the feed term “natural” and established guidelines concerning its use on petfood labels.

Because these two independent matters were in development during the same period, the AAFCO definition fails to address whether an irradiated product is considered natural. A recent letter from FDA to the chair of the AAFCO Pet Food Committee opines it currently does not.

## What is irradiation?

Under FDA regulations, ionizing radiation can be from either of two origins:

- ▶ X-rays generated from machine sources; or
- ▶ Gamma rays emitted during radioactive decay of radionuclides.

The former are the result of energy shifts in orbiting electrons of molecules, while the latter come from energy shifts within the nuclei of atoms. Other than their origins, though, the two types of radiation are virtually indistinguishable from each other, as the range of wavelengths used to define one versus the other largely overlap.

In neither case does the food incorpo-

## Should it be among the processes allowed for natural products and ingredients?

— David A. Dzanis



rate or come in direct contact with radioactive material, nor is there a chemically synthetic step to the process.

The approved purpose of irradiation of petfoods is for microbial disinfection, control or elimination. While not intended as a replacement for other appropriate sanitation measures, it gives the manufacturer another weapon in the arsenal against potential microbial contamination. Irradiation may be more suitable for some types of pet products compared to others, but considering the heightened concern regarding petfood safety today, all manufacturers should consider it a potential means to address safety issues.

## Natural or not?

There are many different ways to interpret “natural,” which led to wide misuse of the term on petfood labels in the past. To help provide consistency in meaning and a basis to uniformly interpret use of the term, AAFCO defined it to differentiate products and ingredients in terms of their sources and processing methods. For example, natural products or ingredients must be of animal, plant or mined sources but can be ground, cooked, dried, rendered, purified, extracted, hydrolyzed or even fermented.

The key factor in determining the applicability of the term is that anything that is manufactured by means of chemical

synthesis or contains a chemically synthetic substance is not natural (at least not without further qualification, such as with a petfood containing synthetic vitamins but otherwise meeting the definition).

Of course, not all people would necessarily agree with this definition. For example, many consumers would not consider chicken meal, wheat middlings, sugar or salt to be natural, but those ingredients are natural under AAFCO. On the other hand, because the bulk of commercial ascorbic acid (vitamin C) used in petfoods is chemically synthesized, this source would not be natural, despite the fact that vitamin C occurs in nature as well.

Aside from these perceived discrepancies, the AAFCO definition as it exists today is the only basis by which the matter of irradiation can be rationally discussed.

## Why is FDA concerned?

In its letter to AAFCO, FDA rightly notes that irradiation is not the same as heat processing, rendering or other processes allowed under the natural definition. It ponders whether purification could apply to irradiation, but frankly, I do not believe that was the intent when the definition was drafted.

Rather, the process most likely was not mentioned because irradiation was not approved for use in petfoods while the definition was being developed. Un-



**Current FDA regulations require the labels of irradiated petfood products to display the Radura symbol.**



fortunately, the list of processes is not preceded by “such as” or similar phraseology that would allow for tacit extension of the list when appropriate. Thus, FDA concludes that irradiation effectively nullifies characterization of a product with the term “natural” as currently defined.

While irradiation may not be expressly named among the allowed processes for natural products or ingredients, the intent of irradiation is the same as some of the processes that are allowed, which ultimately is to help ensure microbial safety of the finished product. Essentially, heat is another form of radiation (infrared).

Also, ionizing radiation cannot be characterized as, nor does it result in, chemical synthesis, the key part of the natural definition. In my opinion, then, irradiation should be included among the processes allowed.

### Let consumers decide?

Under current FDA regulations, the labels of irradiated petfoods must bear a Radura symbol, accompanied by the words “treated by irradiation” or “treated with radiation.” FDA notes in its letter that few consumers may think of irradiation as natural. That may be true, but the same could be said of other processes or ingredients currently allowed under the natural definition.

Regardless, as long as the label discloses that the product has been irradiated as required under the regulations, it should be up to consumers to decide whether use of the term natural to describe that same product is inconsistent. They can then make their purchasing decisions accordingly.

I would encourage amendment of the AAFCO definition for natural to include irradiation for sake of clarity. In the interim, I hope state feed control officials look at the spirit of the definition and opt not to enforce label changes that could, in fact, compromise the safety of petfoods. ●

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# Functional fiber with color

**A**ccording to the US Department of Agriculture, tomatoes are the second most popular vegetable crop behind potatoes, with an annual average per capita consumption of 71 pounds going into juice, sauce and paste. The backstory is that 10-30% of this is seeds, skin and pulp, with no ready market in the human food aisle. This translates into an estimated 750,000 metric tons of dried tomato pomace potentially available to pet and livestock feed markets.

Given that the US ranks about fifth in the world acreage of tomatoes grown, tomato pomace could be a readily available ingredient for petfood. To that end, we are seeing a growing number of petfoods for which tomato pomace appears on the ingredients list.

**Tomato pomace has the potential to provide additional nutrition and health benefits.**

Is this growing popularity a function of cost and availability, or does tomato pomace impart some nutritional benefit to petfood? Yes and yes.

### From vine to powder

Tomato pomace is commonly traded on an air-dry basis (approx. 5-10%

**Considering tomato pomace only for its fiber contribution may miss a big part of the story.**

— Greg Aldrich



moisture) at a composition of around 20% protein, 13-15% fat, 3-5% ash and 25-35% crude fiber. The Association of American Feed Control Officials defines it as “the dried mixture of tomato skins, pulp and crushed seeds.”

Tomato pomace starts with the processing of whole tomatoes into juice, sauce or paste. The tomatoes are pressed to expel the juice, then separated from the seeds, skins and most of the pulp. The resulting residue contains enough moisture (approx. 60-70%) that it must be dried to keep from spoiling.

Once dried, the residue is ground or pulverized into a powder. Besides producing a consistent particle size, the grinding also liberates the oils found in the seeds. These tomato seed oils are substantial (about 35% of the seed) and predominately unsaturated (approximately 82%; Giannelos *et al.*, 2005) which makes them susceptible to oxidation. So after grinding, an antioxidant preservative is often added for long-term storage. The final product is an orange to pink, finely ground, almost dusty, freely flowable tomato-smelling powder.

### Functional fiber option

One of the first research papers published evaluating tomato pomace in pet diets reported that when dogs were fed a corn and soybean meal diet supplemented with tomato pomace, digestibility was comparable to those diets supple-

mented with beet pulp or grape pomace (Allen *et al.*, 1981). A few years later, Fahey *et al.* (1990) reported that the total dietary fiber (a measure of nutritionally functional fiber) found in tomato pomace was comparable to beet pulp and wheat bran. When tomato pomace was included in dog diets at a similar level to other fiber sources, the digestibility, elimination frequency and fecal volume were similar.

More recently, Swanson *et al.* (2001) reported that tomato pomace had a total dietary fiber content of approximately 57% and a majority of this fiber was insoluble (53% vs. 4% soluble). Following 24 hours of bench-top (*in vitro*) fermentation, 35% of the tomato pomace was degraded. Short-chain fatty acid production was moderate relative to other fiber sources and resulted in high proportions of the beneficial short-chain fatty acid butyrate. A major concern with fiber sources is whether they lead to flatulence. These researchers reported that gas production during the 24-hour period was significantly less than from most other fiber sources.

Tomato pomace is commonly incorporated in dry formulas at 3-7% of the ingredient mix and has little to no impact on food processing.

### Color is meaningful

Considering only this fiber contribution may miss a big part of the story—



the tomato's positive connection to human health. Tomatoes and their content of the antioxidant carotenoid lycopene have been linked to preventing numerous human diseases, including some forms of cancer and coronary artery disease, via a reduction in cholesterol.

Lycopene is the pigment responsible for tomatoes' red color, and unlike many other vegetable carotenoids, it persists through processing. For example, the content of lycopene in tomato pomace has been reported at 281 mg/kg (Botso-glou *et al.*, 2004).

While a link between tomato/lyco-pene and cancer prevention or heart-health benefits has not been demonstrated for dogs and cats, experiments with dogs have shown that following an oral dose, lycopene is readily absorbed and distributed throughout body tissues (Korytoko *et al.*, 2003). Inclusion of tomato pomace at 1% of the diet, along with other antioxidant fruits and vegetables, aided cognitive function retention in older dogs (Milgram *et al.*, 2005).

Tomato pomace has also been reported to contain relatively large concentrations of vitamin E (224 ppm) and total mixed tocopherols (2,059 ppm), along with other phytosterols such as campesterol, stigmasterol and B-sitosterol (King and Zeidler, 2004).

### Fit for the formulator

While we know a fair amount about tomato pomace, we still lack reports evaluating it in cat diets, and studies on the differences among supply channels are conspicuously absent.

Some critics may suggest tomatoes are unsafe due to their membership in the nightshade family or that tomato pomace is a bio-accumulator of pesticides and herbicides. These suggestions have no validity. Rather, tomato pomace appears to be safe and effective, with a demonstrated record as a functional fiber and viable source of bioactive antioxidant vitamins and carotenoids.

As an ingredient in the formulator's toolbox, tomato pomace is a cost-competitive, readily available ingredient that reads well on the label and fits nicely in a petfood formula. ●

*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

## Key Concepts

### ► Corn co-products in petfoods

(*J. Anim. Sci.* 87:189-199. doi:10.2527/jas.2007-0596) Novel corn co-products have properties comparable with standard protein and fiber sources used in animal nutrition.

### ► Protein and weight loss in cats

(*J. Nutr.* doi:10.3945/jn.108.103085) High protein diets allow a higher energy intake to weight loss in cats, thereby reducing the intensity of energy restriction.

### ► Spaying and food intake in cats

(*J. Anim. Sci.* 87:594-602. doi:10.2527/jas.2008-0887) Nutritional intervention or lifestyle management may curb the risk of obesity and related disorders in spayed cats.

## Corn co-products in petfoods

The objectives of this study were to determine the chemical composition and nutritive value of corn protein product 1 (CPP 1), corn protein product 2 (CPP 2) and corn fiber (CF)—novel co-products of the ethanol industry—and compare these feed ingredients with standard plant protein ingredients: soybean meal (SBM), distillers dried grains with solubles (DDGS), corn gluten meal (CGIM) and corn germ meal (CGeM). We also compared CF sources (CF control 1 and

control 2) with standard fiber sources (peanut hulls, Solka-Floc and beet pulp) commonly used in petfoods.

Crude protein (CP) values for CPP 2 and CPP 1 were 57.3 and 49.7%, respectively. Total dietary fiber concentration was 29% for CPP 2 and 23.5% for CPP 1. Acid-hydrolyzed fat and energy concentrations were similar for these ingredients. In a protein efficiency ratio assay, no differences ( $P > 0.05$ ) in feed intake, weight gain or CP intake were noted for CPP 2, CPP 1 or CGIM. The greatest values for true nitrogen-corrected metabo-

lizable energy (ME) were obtained with CGIM, followed by CPP 2, DDGS, CPP 1, SBM and CGeM. DDGS and CPP 1 had similar true nitrogen-corrected ME values, and they were not different from values for CPP 2 and SBM. *In vitro* CP disappearance was greatest ( $P < 0.05$ ) for CGIM (94.1%), intermediate for DDGS (76.8%) and CPP 1 (77.5%) and least for CPP 2 (74.1%) and CGeM (67.7%).

Novel corn co-products have properties comparable with standard protein and fiber sources used in animal nutrition.

Source: M.R.C. de Godoy, *et al.*, 2009. Select Corn Co-products from the Ethanol Industry and their Potential as Ingredients in Petfoods. *J. Anim. Sci.* 87:189-199. doi:10.2527/jas.2007-0596.

## Protein and weight loss in cats

The effects of two diets with different protein contents on weight loss and subsequent maintenance were assessed in obese cats. The control group (Co,  $n = 8$ ) received a diet containing 21.4 g crude protein (CP) of metabolizable energy and the high-protein group (HP,  $n = 7$ ) received a diet containing 28.4 g CP,



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until the cats achieved a 20% controlled weight loss. Then the cats were fed a diet containing 28 g CP at an amount sufficient to maintain a constant body weight (MAIN) for 120 days.

During weight loss, there was a reduction of lean mass in Co ( $P < 0.01$ ) but not in HP cats and a reduction in leptinemia in both groups ( $P < 0.01$ ). Energy intake per kilogram of metabolic weight to maintain the same rate of weight loss was lower ( $P < 0.04$ ) in the Co than in the HP group.

These findings suggest that HP diets allow a higher energy intake to weight loss in cats, reducing the intensity of energy restriction. Protein intake also seemed to have long-term effects, so weight maintenance required more energy after weight loss.

Source: R.S. Vasconcellos, *et al.*, 2009. Protein Intake during Weight Loss Influences the Energy Required for Weight Loss and Maintenance in Cats. *J. Nutr.* doi:10.3945/jn.108.103085.

## Spaying and food intake in cats

The mechanisms contributing to weight gain following ovariohysterectomy in domestic cats are poorly understood and the effects of food restriction to maintain body weight (BW) following spaying, poorly studied. Our objective was to determine the effects of spaying and food restriction to maintain BW on adipose and skeletal muscle mRNA abundance and activity levels in cats.

After a four-week baseline period, eight adult (approximately 1½ years old) domestic shorthair cats were spayed and fed to maintain BW for 12 weeks. Then the cats were fed *ad libitum* for an additional 12 weeks. The findings showed that spaying and food restriction affect physical activity levels and several genes associated with lipid metabolism, food intake and insulin insensitivity. By identifying these changes, targets for nutritional intervention or lifestyle management have been identified that may curb the risk of obesity and related disorders in spayed cats.

Source: K.R. Belsito, *et al.*, 2009. Impact of Ovariohysterectomy and Food Intake on Body Composition, Physical Activity and Adipose Gene Expression in Cats. *J. Anim Sci.* 87:594-602. doi:10.2527/jas.2008-0887.

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# Product News



## Pouch, bag sealer

All Packaging Machinery Corp. manufactures a vertical band sealer for stand-up pouches (model VCBS 1/8-TX-6x5). This USDA-approved sealer will seal and trim a variety of different materials including laminates, polypropylene, polyethylene and foil, according to the company. Seal widths are available in 1/8-, 1/4- or 3/8-inch. The trim feature comes with an on/off option, and seal-only models also are available. The sealer includes a 6-inch-wide by 5-foot-long variable speed support conveyor.

### All Packaging Machinery

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



## Centrifugal screener

The Centri-Sifter Twin Ultra-High Capacity Centrifugal Screener from Kason Corp. is designed for increased capacity and a smaller footprint with dry or moist bulk, solid material. Each of the screening chambers features a sliding

end cover and three-bearing shaft that cantilevers. External roller bearings are located at the motor end of the shaft and on a sliding cover at the discharge end for vibration-free operation. The stainless steel screener is finished to 3-A, FDA, BISSC and other sanitary standards, according to the company.

### Kason Corp.

+1.973.467.8140

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



## Adjustable workstation

The new Elevation Station adjustable-height workstation from Southworth Products Corp. allows the user to raise or lower the tabletop. A foot pedal at each end of the base provides movement for the 200-pound-capacity unit, which is made of steel. The Elevation Station comes pre-wired and ready to operate, with no assembly required, according to the company, and plugs into any standard 115-volt wall outlet.

### Southworth Products Corp.

+1.207.878.0700

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

## POP packaging

Caraustar Industries Inc. offers Snap-Right, an addition to its Protect-A-Board and Protect-A-Wrap edge-protector product lines. The Snap-Right product is meant for use with point-of-purchase or display-ready packaging

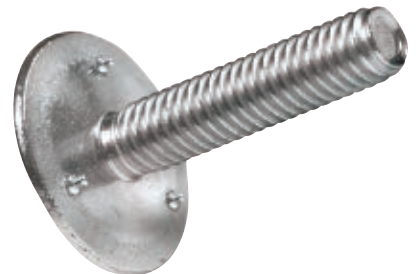


and features perforation at designated intervals. The product is made using 100% recycled paperboard, according to the company.

### Caraustar Industries Inc.

+1.678.910.0353

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



## Three-prong bolt

Tapco Inc. recently added the Western three-prong bolt to its product line, joining its existing No. 1 Norway Flat Countersunk, No. 3 Eclipse, Fanged and Pointed Fanged. The bolt is designed to offer resistance, engagement and strength, according to the company.

### Tapco Inc.

+1.800.288.2726

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

## Correction

In the March issue, the Schenck AccuRate PureFeed AI-300 was accompanied by the wrong photo. See [www.petfoodindustry.com/purefeed.aspx](http://www.petfoodindustry.com/purefeed.aspx) for the correct photo.



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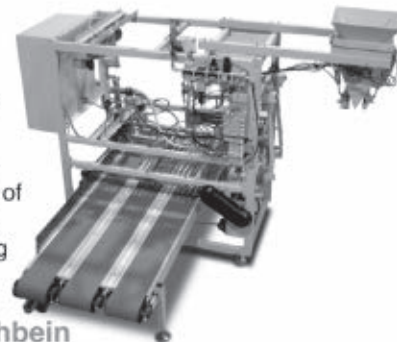
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## The safety link

“**W**e are all part of the same food chain,” stated Stephen Sundlof, DVM, PhD, director of the US Food and Drug Administration (FDA)’s Center for Food Safety and Applied Nutrition, at the Reuters Food Summit in Chicago, Illinois, USA, earlier this year. He was speaking about the recent US peanut butter contamination crisis and how consumer mistrust could impact the entire food industry, not just companies with affected products.

But he could have been referring to the petfood industry’s relationship to human food. After all, several dozen brands of treats and other petfood products were involved in the peanut butter recalls. This demonstrates the fact that petfood manufacturers use many of the same sources and practices that human processors do. (Read more on p. 32 and 36.)

### Fixing a hodgepodge

Other contamination crises, such as the 2007 melamine-related petfood recalls, have made many US consumers question the nation’s food safety. This so-called system is a hodgepodge of agencies—12 in all—and regulations that risks gaps in crucial areas of oversight.

Compared with the food safety of countries around the world, the US stands ahead of some and lags behind others. Considering that the US accounts for such a large portion of the global food supply, shouldn’t its food safety system rank near the top?

#### Pet market outlook

Find out more about the Packaged Facts report *US Pet Market Outlook 2009-2010: Surviving and Thriving in Challenging Economic Times* at [www.petfoodindustry.com/PackagedFactsnews.aspx](http://www.petfoodindustry.com/PackagedFactsnews.aspx) and [www.petfoodindustry.com/MarchMarketReport.aspx](http://www.petfoodindustry.com/MarchMarketReport.aspx).

**When it comes to safety, what’s good for human food can only help petfood, too.**

— Debbie Phillips-Donaldson



At least the new US government thinks the system needs significant improvement. In mid-March, President Barack Obama, while naming his choices to head the FDA (Margaret Hamburg, MD, as commissioner and Joshua Sharfstein, MD, as principal deputy commissioner), made even more important announcements: increased funding for the FDA and the creation of a Food Safety Working Group to investigate how to best coordinate oversight.

### For the 21st century

“This Working Group will bring together Cabinet secretaries and senior officials to advise me on how we can upgrade our food safety laws for the 21st century, foster coordination throughout government and ensure that we are not just designing laws that will keep the American people safe, but enforcing them,” Obama said. “And we are also strengthening our food safety system and modernizing our labs with a billion dollar investment, a portion of which will go toward significantly increasing the number of food inspectors, helping ensure that the FDA has the staff and support they need to protect the food we eat.”

According to NYTimes.com, (March 14), President Obama’s moves received support from US legislators who have been calling for improvements, especially

since the 2007 petfood recalls brought to light—not only for Congress but also for US consumers—the level of dysfunction in the food safety system and underfunding for the FDA.

### Good for petfood, too

In its latest report forecasting the US pet market through 2010, Packaged Facts draws a distinct line between pet owners’ concern about the safety of the products they feed their pets and increasing sales for natural and organic petfoods. “In the minds of most of the pet owners who purchase them, natural and organic products have always been associated with enhanced pet health and wellness, but the devastating recalls of spring 2007 appear to have cemented this association,” the report says.

Even during a recession, pet owners seem willing to buy these often higher-priced products. A February online poll by Packaged Facts showed that 39% of US dog owners and 40% of cat owners had purchased natural or organic petfood in the previous three months.

Whatever types of petfood consumers buy, they expect them to be safe. And when it comes to safety, what’s good for humans can only help pets, too. ●

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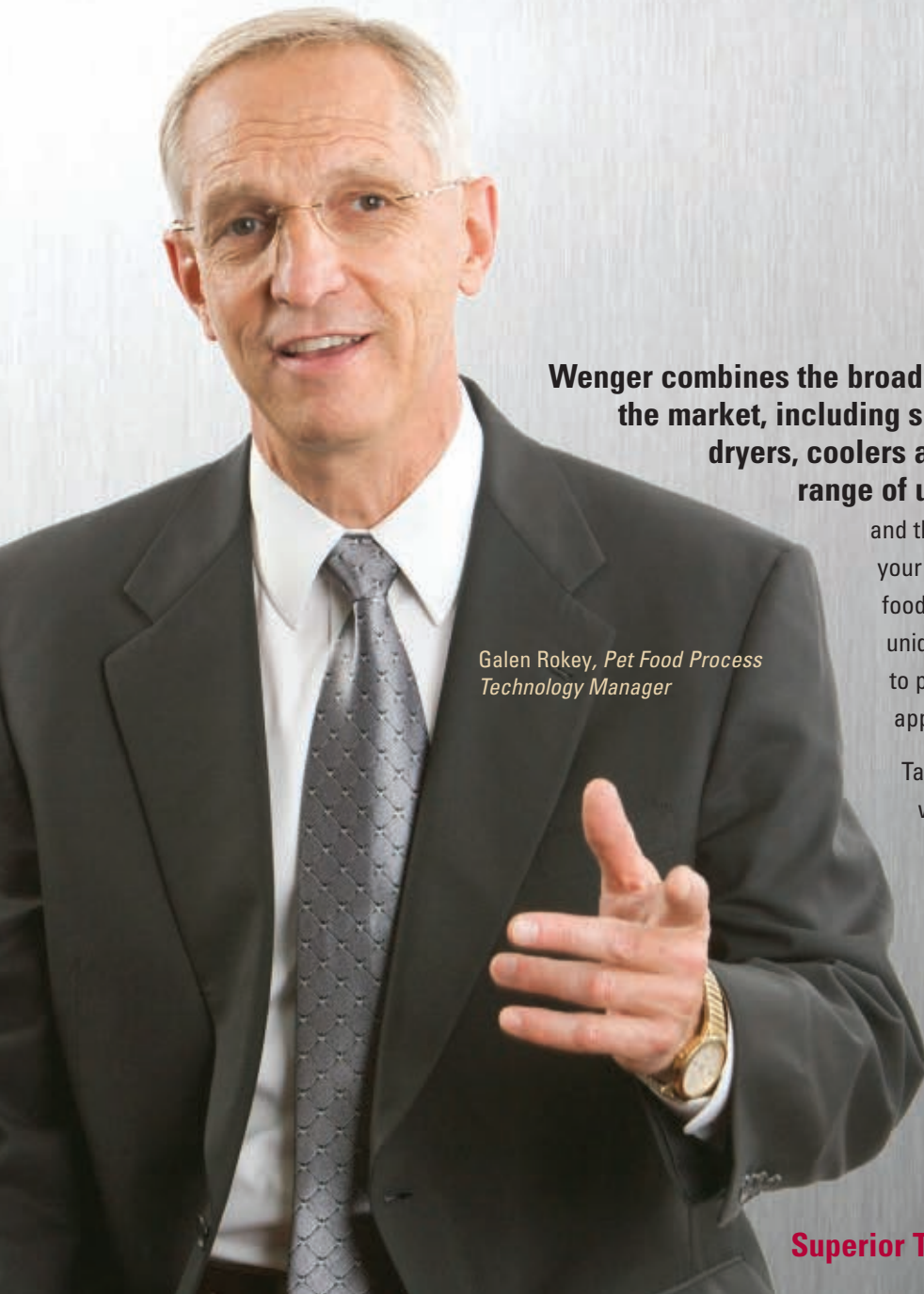


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