

09/2010

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MARKET UPDATE:
Natural
and organic
petfood

Measuring
petfood
palatability

Innovations
in petfood
packaging

Feature company

A NEW WAY TO FEED DOGS

Paal Gisholt of Proportions, p. 28

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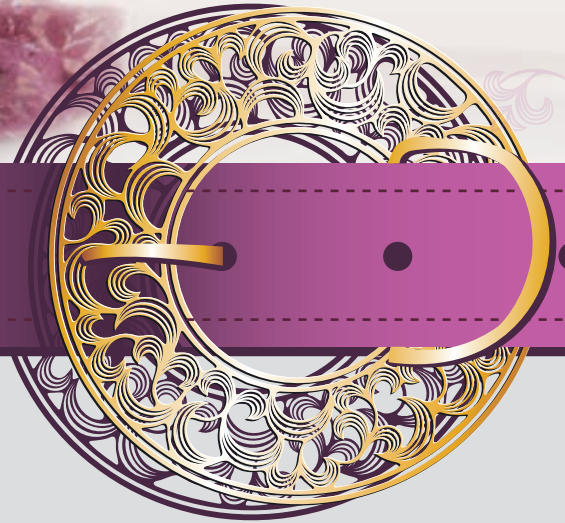
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On the cover: Paal Gisholt, CEO of Proportions, with Tally. Proportions is a division of Smartpak Canine.

Photo courtesy of Proportions.



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Online exclusives

Products: New petfood and treats

Peruse and rate natural, organic, eco-friendly and other petfoods and treats in our new online database at www.petfoodindustry.com/petfoodandtreats.aspx.

In-depth article: Measuring palatability

To read more from Panelis, Kemin and AFB on conducting and improving palatability studies, check out www.petfoodindustry.com/palatabilitytests.aspx.

Photos galore: Innovations in petfood packaging

Check out a photo gallery of new packaging materials and equipment, plus the latest research, at www.petfoodindustry.com/InnovativePackaging.aspx.

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Something to Chew On

Debbie Phillips-Donaldson

Read more

See more discussion about petfood recalls and add your thoughts on Petfood-Connection.com.

Consumers no longer a captive, passive audience



Much of the media coverage of petfood safety and recalls has sprung from heightened interest by consumers.

THE AMERICAN VETERINARY Medical Association (AVMA) has posted an online FAQ about the recent spate of *Salmonella*-related petfood recalls (www.avma.org/public_health/salmonella/pet_food_salmonella_faq.asp). The first entry attributes the rise in incidents to increased awareness, renewed vigilance by petfood companies and regulatory authorities and the Food and Drug Administration's (FDA) Reportable Food Registry.

As AVMA explains, the registry "requires and allows immediate reporting of safety problems with food and animal feed (including petfood), instead of relying on inspection to identify problems." The veterinary organization stresses that the recent increase does not mean petfoods are unsafe. "Considering that the majority of these recalls have been precautionary and no illnesses have been reported, these recalls may indicate that they are preventing illness by catching the problems earlier."

UNFORTUNATELY, NOT EVERYONE is taking such a reasoned, knowledgeable approach to disseminating information on the subject. Consider these headlines screaming across the Internet in August:

- "Fido's food could be making kids sick";
- "Tainted petfood sickened children"; and
- "Your pet's food dish could serve up *Salmonella*."

Those are just a few examples from mainstream media about an article in the journal *Pediatrics* based on a report from the Centers for Disease Control (CDC). The report addressed *Salmonella*-related petfood recalls from 2006-2008 and how in some of those cases—especially a large recall in 2008 by Mars Petcare US—humans, including several children, became ill.

A NASTY BACTERIUM like *Salmonella* contaminating petfood and spreading to humans is definitely cause for concern. And the CDC report essentially verifying the link between the tainted petfood and the human cases is newsworthy. But from the headlines posted everywhere, you would think these were new cases and that children all across the US were falling prey to their pets' food.

Of course, this type of coverage is symptomatic of the overall media culture these days—the need to fill a 24/7 news cycle with constant headlines while fact, context and relevance take a backseat to speed and volume. Some of you might argue that lack of depth or accuracy has followed the petfood industry since the 2007 melamine-related recalls.

BUT LET'S NOT overlook that much of the media coverage has sprung from heightened interest by consumers, which started in part because of those recalls and has not abated in the three years since. Pet owners are reading labels and researching ingredients, asking veterinarians and retailers for nutrition and product guidance and—perhaps most importantly—turning to each other for information and advice. Some of the blogs and websites that popped up during the recalls were started by pet owners and are still functioning with considerable consumer input, as are new ones.

This is happening in the human food world, too, so even pet owners who aren't as aware of or concerned about petfood recalls but who treat their pets as family members (as most do now) are likely to scrutinize labels of pet products as closely as they do labels of products for themselves.

While the media's lack of reporting and context makes them an easy punching bag, the industry needs to do its part in meeting pet owners' needs for information. As Packaged Facts says (p. 58), we're "dealing with a much better informed consumer market whose days of being a captive audience are a thing of the past." ■

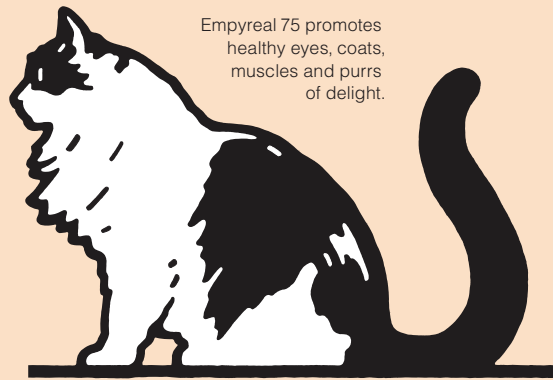
Debbie Phillips-Donaldson is editor-in-chief of *Petfood Industry* magazine. E-mail her at dphillips@wattnet.net.



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Industry News

Quick Hits

- Key Technology appointed Steve Johnson as product marketing manager for the company's Process Systems product line.
- Mars Inc. published a new company profile available for download, entitled "Mars Inc. in Pet Food and Pet Care Products."
- Social game developer Merscom teamed up with Nestle Purina to develop a Facebook game called "Purina Pet Resort."
- Private equity firm Irving Place Capital will acquire Pet Supplies "Plus" in a transaction expected to close in the third quarter of 2010.

Learn more

The latest news and updates are always on www.PetfoodIndustry.com.

Registration for Virtual Petfood Forum: Innovation is now open

Virtual Petfood Forum is a unique, online only event that will last throughout the day on October 21, 2010, so you can come and go as your schedule allows. Besides the presentations—about which you can participate in live chat discussions and a live Q&A session with each speaker—the event will also feature virtual trade booths where you can chat live with sponsors and a networking lounge where you can connect virtually, in real time, with new and existing colleagues from around the world. The theme of this year's virtual event is innovation in petfood. You'll learn about innovation in nutrition, marketing (social media), processing, packaging and safety. Registration is free, so don't delay, sign up today! Register at www.wattevents.com.

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US FDA commissioner says China is improving food, drug safety

The US Food and Drug Administration (FDA) said China is improving oversight of its exporters after a number of a complaints about substandard or tainted food and drugs, including petfood ingredients.

FDA Commissioner Margaret Hamburg said she spoke with Chinese officials on a recent visit who were pursuing a "common agenda" to improve manufacturing practices and regulation of complex supply chains for the food and drug industries.

"I leave feeling very encouraged by the partnership we've developed here," Hamburg said. "This is a priority for China as it is for the United States."

FDA set up offices in three Chinese cities and is cooperating with officials on training, joint inspections and improving accountability. Currently, less than 1% of the expected 20 million FDA-regulated products imported this year are inspected.

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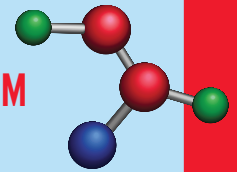
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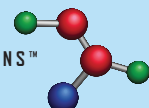
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Walmart and Landfill Diversions Program turn unwanted meat into petfood

The Landfill Diversions Program partnered with three Portland, Oregon, USA, Walmart stores in an effort to use unwanted grocery store food as petfood for rescued animals.

The program collects expired turkey, chicken, beef and pork from stores that would otherwise throw the meats out. The food is distributed from the northeast Portland home of Virginia Dunn, director of the group Northwest Working Dogs. According to Dunn, any pet owner who wants to feed animals raw food is eligible for the program.

"The US Department of Agriculture says literally billions of pounds of meat go in the landfill every year, and it could be diverted and used for animal feed, which is obviously much healthier for dogs," Dunn said.

AVMA offers answers about dry petfood and *Salmonella*

The American Veterinary Medical Association (AVMA, www.avma.org) recently posted on its website an FAQ section related to dry petfood and *Salmonella*.

The content addresses questions the association has received given the recent petfood recalls due to possible or confirmed *Salmonella* contamination and a manuscript recently published that reported 79 cases of human *Salmonella* infection from 2006-2008 associated with contaminated dry dog and cat food.

Simmons Pet Food acquires Menu Foods Ltd.

Simmons Pet Food acquired Menu Foods Ltd., the operating subsidiary of Menu Foods Income Fund.

Under the agreement, Simmons Pet Food will acquire Menu Foods Ltd. for approximately US\$239 million, including assumption of existing debt. The transaction must be approved by two-thirds of the votes from the Fund's unitholders. A vote is expected to take place at a special meeting in September, with the final closing expected early in the fourth quarter of 2010.

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person speaking about it—or you have some terrific new or insightful research or knowledge on petfood to share—why not submit an abstract for Petfood Forum 2011 or Petfood Forum Europe 2011?

Petfood Forum 2011 is scheduled for April 11-13, 2011, and is moving to a larger, newer venue, the Renaissance Schaumburg Convention Center Hotel (near Chicago, Illinois, USA). We're looking to expand the number of sessions and need more content than ever!

Petfood Forum is also returning to Europe for the first time in four years. It will happen May 4 in Cologne, Germany, in conjunction with Victam International 2011. The theme for the one-day Petfood Forum Europe will be Innovation in Petfood.

Submit your abstracts to www.petfoodindustry.com/PFF2011callforpapers.aspx or www.petfoodindustry.com/PFFEurope2011callforpapers.aspx. The deadline for both events is October 1, 2010.

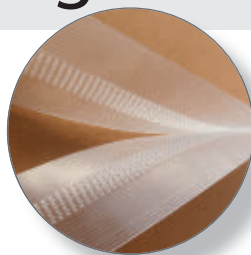


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The can was first patented in 1810. Since then it has gone through several evolutions, and today there are more than 600 sizes and styles of cans being manufactured. Can manufacturing has grown into a US\$14.9 billion



CDC report: petfood linked to 2008 human *Salmonella* cases

Human *Salmonellosis* outbreaks in 2008 have been potentially traced to dry petfood, according to a report from the Centers for Disease Control and Prevention (CDC) published in the journal of *Pediatrics*.

The *Salmonellosis* outbreaks took place between 2006 and 2008, involving 79 cases across 21 states, most among young children. The outbreak was blamed on *Salmonella* bacteria found in several brands of dry dog and cat food produced at a Mars Petcare US plant in Everson, Pennsylvania, USA. The human cases of *Salmonellosis* were the result of cross-contamination from feeding pets the dry petfood in the kitchen, according to the report's lead author, Casey Barton Behravesh, DVM, DrPH of CDC.

The discovery of the petfood link to human *Salmonellosis* led to recalls of several brands of petfood, as well as the closing of the Mars Petcare plant.



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business annually, and to this day cans remain the easiest and least expensive way to transport perishable foods—they're lightweight, stackable, tamper-resistant and keep food nutrient-rich, according to the Can Manufacturers Institute.

New Products

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For Consumers

SimplyFit cat, dog food

Nulo Inc. SimplyFit petfood is a closed system of feeding—similar to a weight loss points system for cats and dogs. The company provides free online meal planners, weight and fitness trackers and body scoring tests to help pets achieve and maintain ideal body weight, supported by personalized counseling. The food is made with hypoallergenic ingredients and is designed for gentle digestion and nutrient absorption, the company says.



Nulo Inc.
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www.nulo.com

Infinia Bison & Potato Recipe dog food



PMI Nutrition offers the Infinia Bison & Potato Recipe, featuring bison, protein-rich lamb meal, fish meal, antioxidants and omega-3 and -6 fatty acids. The recipe is designed to support immunity, vitality and longevity. The dog food is grain free and contains glucosamine and chondroitin, according to the company.

PMI Nutrition
+1.800.332.4738
www.infiniapetfood.com

Zeal fish recipe for dogs

Zeal, a grain-free fish recipe for dogs from The Honest Kitchen, is designed for pets with allergies or intolerances to conventional meat sources. The food is dehydrated and free of artificial preservatives, according to the company, and meats are dried at high enough temperatures to kill all pathogenic bacteria.



The Honest Kitchen
+1.866.437.9729
www.thehonestkitchen.com

Tofu dog formula

ScooterFood LLC tofu formula offers protein from a vegetarian source and can help dogs with a temporary illness, special dietary requirement or allergies, according to the company. The formula also includes lentils for protein, iron and vitamin B, vegetables and flax seed oil.



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mins and minerals and are grain free, according to the company. The foods can be

served on their own or paired with EVO Herring and Salmon dry foods. The foods feature long-chain omega-3 fatty acids for joint health.

Natura Pet Products Inc.

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Medium and large breed dog food

Giuntini offers Crancy Italian Way medium and large breed dog food from Conagit S.p.A. The formula includes meat protein (beef, chicken and turkey), vitamins, minerals, cereals and omega-3 and -6 fatty acids. No preservatives or artificial colorings are included, according to the company.



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Smart Pup Smoothie Treats

UbuntuPet All Natural Pet Remedies offers Smart Pup Smoothie Treats, a line of functional dog treats in a smoothie format. The treats are available in a peanut butter and banana flavor in three different formulations: Hip & Joint, Skin & Coat and Digestive Health. The smoothies can be served from the cup, mixed with dry food or frozen.

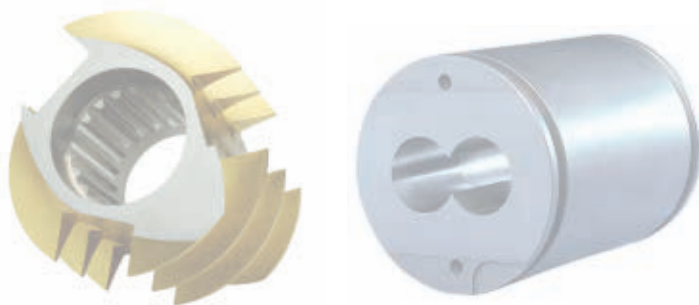
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Launched earlier this year, the Proportions Whole Food Nutrition program claims to be an entirely new way to feed dogs, allowing their owners to create customized meals for their pooches and have them delivered right at home.



A new way to feed dogs

By Jessica Taylor

Is the Proportions whole food nutrition program a healthier alternative to conventional diets?



Pet parents can upload a photograph of their dog to be featured on the packaging of each Proportions meal, which is shipped directly to their door.

A NEW CANINE nutrition brand backed by Smartpak Canine, an animal health focused catalog and web retailer, has launched a new diet category for dogs that claims it will forever change the way consumers feed their dogs. The Proportions Whole Food Nutrition Program allows dog owners to create a customized meal specifically for their dogs—delivered right to their door each month.

“We’ve seen a huge shift by customers who have started paying greater attention to the quality of the ingredients that go into the kibble they

feed," says Paal Gisholt, Proportions CEO. So what's the problem with traditional dog foods? According to Proportions, no matter how high the quality of the ingredients, kibble is largely a highly processed food that consists of a high percentage of carbohydrates. Like human whole food and natural diets, the canine Proportions program touts itself as a healthy alternative to the conventional canine diet and works by:

- Reducing carbohydrates and starches by feeding a reduced portion of high quality dry food;
- Increasing healthy, natural proteins and vegetables via a "stew" portion; and
- Increasing the amount of fruits and vegetables in the diet with a "harvest mix" portion.

Each Proportions "whole meal" includes three different types of food: a reduced amount of high-grade kibble, a portion of human grade chicken breast in pumpkin soup (Hearty Chicken Stew) and a portion of dehydrated fruits and vegetables (Harvest Mix). The meals are manufactured by the compa-

ny's LiveSmart private label line, including the holistic dry dog food available in PortionPaks.

Many pet parents are already feeding their family a whole food diet. Now they can make the same healthy choices for their dog minus

few places for dog owners to get their questions answered.

"Our exceptional customer care representatives, most of whom have animal science degrees, are given the time to engage in detailed conversations with consumers who



**Online exclusive:
Q&A with Proportions CEO
Paal Gisholt**

Read the entire interview and learn why this new feeding method for dogs may just be what pet parents have been waiting for at www.petfoodindustry.com/ProportionsQA.aspx.

the time, expense and uncertainty of home cooking, the company says.

"Unlike most of the players in this market, we have a direct relationship with the consumer. This gives us a large amount of market feedback each day," explains Gisholt. "We try to use this feedback to pick up when trends hit a tipping point and start to go mainstream."

The company's direct contact with their customers also places a premium on customer satisfaction. The Proportions website is meant to be one of the

have above average interest and knowledge of their dogs' requirements and options," says Gisholt. "We have noticed that the quality of the dialogue we are having with consumers continues to get more sophisticated. Instead of, 'What should I feed my dog?' we are getting questions about specific ingredients and processing methods. It suggests to us that there's a giant shift happening in the way people care for their dogs." The website also offers a Canine University program

How the Proportions program works:

- Visit the Proportions website, www.proportions.com.
- The consumer inputs specific information about their particular pet: breed, weight, activity level, age, allergies.
- Proportions generates a personalized, custom-balanced meal plan.
- The consumer can then upload a photo of their dog to be featured on each meal package.
- Meals arrive via UPS every 28 days for the ultimate in convenience.

Would you like to try out the Proportions program for your own dog? The company is offering the *Petfood Industry* readership a free trial! Simply enter code TNTrial21 during your online sign-up on www.proportions.com.

PROPORTIONS

with topics like “Good Ingredients vs. Bad Ingredients” and “The Straight Poop About Poop.”

Smartpak Canine has taken advantage of its direct marketing channel of online retail, since many of the Proportions products would not be an easy sell in traditional retail environments. According to the company, the SmartPak Canine business has grown smoothly throughout the difficult economy of the last two years, thanks in part to its proprietary products.

“We just launched Proportions this year, and already thousands of dogs have tried the food and many are on the program receiving regular shipments of our custom whole food meals,” Gisholt says. “The Proportions business has real legs, and



The Proportions “whole meal” includes a reduced amount of high-grade kibble, a portion of human grade chicken breast in pumpkin soup (Hearty Chicken Stew) and a portion of dehydrated fruits and vegetables (Harvest Mix).

we expect to soon be introducing additional varieties of Stew (lamb, salmon) and Harvest Mix (organic, super antioxidant), as well as adapting the offering in response to consumer feedback.”

It’s clear the petfood consumer’s mindset toward food is changing to higher quality ingredients and better processing techniques. “It will be interesting to see how far the growing awareness regarding ingredients extends into the market for more price-sensitive consumers and whether they decide to trade up,” concludes Gisholt. “In the end, it’s exciting to be on the leading edge of a revolution that has such a positive impact for the pets we all care so deeply about.” ■

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In the vast US petfood market, formulating and positioning products along natural, organic and holistic lines represents a way for traditional marketers to pique pet owners' interests and carve out a niche.

MARKET UPDATE: natural and organic petfood

BY Jessica Taylor

Table 1. US retail sales of organic petfood, 2003-2009 (in millions of US dollars)

The stellar performance of organic petfood since 2003 has lifted sales from US\$14 million to US\$85 million, or just shy of 6% of total sales of natural petfood.

Year	Sales	% Change
2009	\$84	10%
2008	76	48
2007	51	25
2006	41	37
2005	30	42
2004	21	46
2003	14	—

Note: Dollar figures and percentage changes have been rounded.
Source: Organic Trade Association annual Organic Industry Surveys. This material is reprinted with permission.

The latest data from Packaged Facts on hot trends and what the future holds for the US natural and organic pet market

US RETAIL SALES of natural pet products had been growing at teen double-digit rates since 2002, but during 2007 sales leapt 43%, according to the Packaged Facts *Natural, Organic and Eco-Friendly Pet Products in the US* report. As major marketers of petfood stormed mass channels with line extensions and new brands, including Iams with Healthy Naturals and Mars with Goodlife Recipe, mass-market

sales of petfood surged more than 500%, while sales in the pet specialty channel (where the large majority of natural petfood sales still occur) rose 15% as new and existing brands continued to trend toward natural.

Though sales continued strong in 2008, rising another 20%, 2009 was another story. The 2009 growth rate of natural pet products only slightly outpaced that of pet products overall, increasing just 6% as the recession took hold. Packaged Facts believes this slowdown to be temporary,

Table 2. US retail sales of natural pet products, 2005-2014 (in millions of US dollars)

The 2009 growth rate of natural pet products only slightly outpaced that of pet products overall, increasing just 6% as the recession took hold.

Year	Sales	% Change
2014*	\$3,15	10.4%
2013*	2,862	11.2
2012*	2,572	12.0
2011*	2,296	10.4
2010*	2,080	9.8
2009	1,895	5.9
2008	1,790	19.7
2007	1,495	42.8
2006	1,047	17.1
2005	894	—

* Projected

Source: Packaged Facts

however, with sales regaining steam in 2010 and edging back into the double digits in 2011.

Sales of organic petfood also felt the recessionary pinch. According to the Organic Trade Association's 2010 Organic Industry Survey, the annual sales increase fell back to 10% in 2009, from 48% in 2008 and similarly impressive levels in prior years. Nevertheless, organic petfood since 2003 has lifted sales from US\$14 million to US\$85 million, or just shy of 6% of total sales of natural petfood.

There are two fast-track means of entering the natural and organic market, according to Packaged Facts data: acquisition of natural specialists (Procter & Gamble acquiring Natura Pet Products earlier this year, for example) and introduction of new products by traditional marketers with some opting for line extensions and others for new brand lines. In the vast US petfood market, formulating and positioning products along natural, organic and holistic lines represents a way for traditional marketers to:

- Pique pet owners' interests and convert them to more expensive fare;
- Carve out a niche or strengthen their foothold in pet specialty stores, natural supermarkets and online; and
- Set themselves apart from marketers still focusing on mainstream fare.

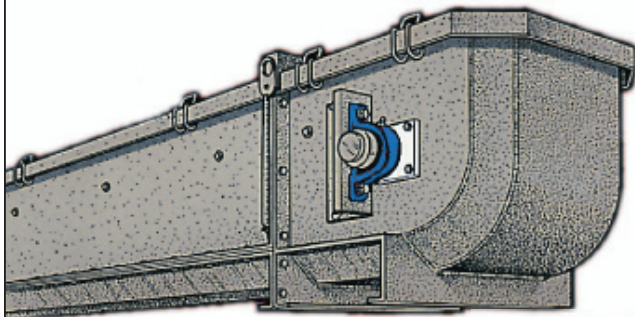
The top five US marketers of petfood are now heavily invested in the natural segment via new product introductions. In 2005, only two of these top marketers—Del Monte

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NATURAL and Hill's Pet Nutrition—offered natural brands, and both of these were restricted to the pet specialty channel. Since then, Nestlé Purina, Mars and Iams have entered the field, all offering products in both the pet specialty

and mass-market channels. All of the largest natural petfood marketers compete exclusively in the pet specialty channel, including Nutro (Mars), Natura (acquired by P&G), WellPet LLC and Natural Balance. Also heavily entrenched in natural, holistic and eco-friendly petfoods are a number of other sizable companies, including Central Garden & Pet's Breeder's Choice, Diamond Pet Foods, Midwestern Pet Foods (Earthborn Holistic) and Precise Pet Products.

Although pet specialty retailers remain the stronghold for natural petfoods and treats, the inroads made by mass marketers in recent years are clearly reflected in the shifting retail channel shares. During 2005, the mass market accounted for just 7% of natural pet product sales, but by the end of 2009 that figure had more than tripled to 25%, according to Packaged Facts. Because non-traditional channels including web retailers are often a great venue for natural sales, this sector has also risen in share, to account for nearly one-tenth of natural pet product sales. As a result of these incursions



There are two fast-track means of entering the natural and organic market: acquisition of natural specialists and introduction of new products by traditional marketers with some opting for line extensions and others for new brand lines.

Think of what you want to accomplish

Identify your goals

Establish your timeframe

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Table 3. Share of US retail dollar sales of natural dog and cat food by form, 2009 (in millions of US dollars)

Dog food accounts for approximately two-thirds (63%) of Packaged Facts' US\$1.5 billion estimate of natural petfood sales for 2009, with cat food representing the balance of sales.

Dog			Cat		
Dog	%Share	\$Sales	Cat	%Share	\$Sales
Dry	61%	\$590.3	Dry	69%	\$392.1
Biscuits/ Treats	19	183.9	Treats	11	62.5
Wet	12	116.1	Wet	18	102.3
Frozen or Refrigerated	8	77.4	Frozen or Refrigerated	2	11.4
Total Natural Dog Food	100%	\$967.7	Total Natural Cat Food	100%	\$568.3

Source: Packaged Facts

onto natural's pet specialty home turf, this channel's share has fallen from 88% to 66%.

Not surprisingly, particularly in a price-conscious era, affordability

is an even bigger issue than availability. Among pet owners overall, half (52%) agree that they would buy natural/organic pet products more often if these products were more

affordable, compared with only 22% who disagree. According to *Organic Monitor*, "The economic slowdown has reduced consumer spending power; organic food sales have been affected because of their price premium." That said, and perhaps partly as a function of the down economy, the pace of entry into the organic segment by new companies has been relatively slow for the past couple years.

The organic segment continues to attract attention marketwide, however, and the raw food segment is no exception. In mid-2007, Paw Naturaw entered the market with the first certified organic line of frozen raw diets to be sold in the US, and the company added a second distribution center in February 2008. ■



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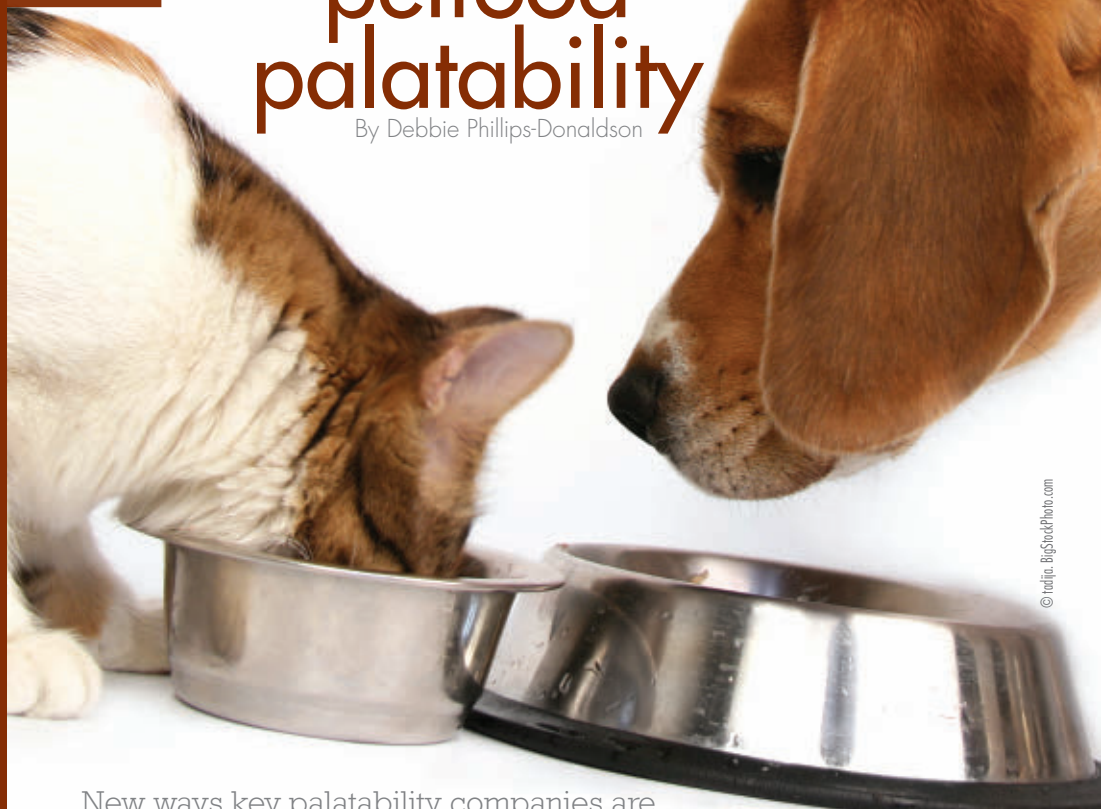
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Leading organizations invest heavily in research and work to ensure they can accurately measure the palatability of various formulations and flavor enhancers.

UPDATE: measuring petfood palatability

By Debbie Phillips-Donaldson



© iStockphoto.com

New ways key palatability companies are conducting and improving testing

PALATABILITY HAS BECOME as important to petfood formulation as the core ingredients. After all, those ingredients can't provide nutritional benefits if pets won't eat the food or, perhaps more importantly, their owners don't perceive the pets are enjoying the food. Thus, leading companies in the field invest heavily in research and work to ensure they can accurately measure the palatability of their flavor enhancers.

AVOIDING TESTING BIAS. How do you explain that the same palatability test repeated on two different animal

panels can sometimes deliver different results? Panelis (www.spf-diana.com) has demonstrated that strong food habits play an important role in the animals' choice (Larose, 2004).

Even with the best management of environmental parameters and testing protocols—and even in expert facilities—biases can occur when working with animal panels, which can significantly distort the interpretation of test results. "One of the responsibilities of our measurement experts and animal behaviorists is to continuously improve the protocols to eliminate bias as much

as possible," says Christelle Tobie, communications manager for Panelis.

The dietary past and development of food habits in animals can often explain the discrepancies between panels. Moreover, the methodologies are not always exactly the same. To avoid these effects, it is necessary to standardize testing panels; therefore, Panelis diversifies kibbles and products fed to the animals as much as possible.

To further eliminate bias, Panelis uses subgroups of animals from different testing centers. The panel is then made up of animals not necessarily having the same feeding past or food habits. This virtual panel can be set up at a subgroup level or at an individual level. This solution also has the advantage of not physically moving animals, which could create additional disturbances.

To help avoid position eating—animals showing a preference for one side regardless of the product or conditions—Panelis has implemented an index of lateralization, calculated every three months. It considers the frequency of meals during which significantly higher intake is observed on one side. This methodology aims at removing animals that are considered strongly critical, with an index over 70% for two consecutive quarters.

IN-HOME TESTING. "THE only way to tell if pets like their food is to ask them," says Sara Cutler, PhD, R&D manager of the functional ingredient and supplement group for Kemin Nutrisurance (www.kemin.com). But how do you get their opinion?

While most new petfoods and palatability enhancers undergo the typical two-pan test in a kennel, in-home preference testing has also been used to consider the impact

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PALATABILITY of the purchaser and the pet on the petfood diet. To an ingredient supplier such as Kemin, this type of testing gives an option to the traditional “send the diet out to a kennel and wait” approach and offers additional information to the petfood palatant selection process:

- The two-pan test performed in the home offers the pet’s owner a perspective on the likeability of the diet and positive feedback to the formulator;
- The in-home test panel offers a broader look at breeds and preferences. For example, the Kemin panel has toy to giant dog breeds; and
- Opinions given by professional taste-testing animals in a kennel may be different than those given by pets in your home.

However, there are drawbacks to the in-home method:

- Difficulty in training a large group of people, as well as their animals, to perform a standardized test;
- Maintaining the health status of the animals involved;
- Ensuring the animals do not have food allergies or eat a special diet;
- Relaying the importance to owners of reducing the amount of snacks given outside of mealtime; and
- Motivating the owners to record many observations about the meals provided to their pets.

The biggest concern to the R&D department would be if the data generated correlates to that of kennel testing. The individual variation between animals and diet consumed prior to the in-home trial certainly



Panelis has implemented an index of lateralization to help avoid position eating: animals showing a preference for one side regardless of the product or conditions.

adds statistical complexity, but in the end, at least with the Kemin Nutri-surance program, it has generated similar results to identical tests sent to commercial kennels, Cutler says.

HOMELIKE STUDY FACILITY.

Conventional palatability studies tend



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WHO SHOULD ATTEND?

- Petfood manufacturers, petfood packaging professionals, petfood nutritionists and ingredient professionals, technical consultants, manufacturers of petfood health products and petfood marketing professionals.

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PRESENTATIONS AND SPEAKERS...

INNOVATION IN NUTRITION & INGREDIENTS

by: Serge Boutet, agronomist and manager of petfoods and nutrition for Mondou Ltd.

INNOVATION IN MARKETING:

EXPLORING SOCIAL AND ONLINE MEDIA

by: Julie Lenzer Kirk, CEO and chief muse of Path Forward International.

INNOVATION IN PETFOOD PROCESSING

by: Mian Riaz, PhD, director of the Food Protein R&D Center at Texas A&M University.

INNOVATION IN PETFOOD PACKAGING

by: Scott Whiteside, PhD, associate professor of the Department of Packaging Science and associate director of the Center for Flexible Packaging, both at Clemson University in South Carolina, USA.

Virtual Petfood Forum: Innovation will also include a session on innovation in petfood safety. More information will be available soon.

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Legal Notice

If you or your company purchased eggs, including shell eggs and egg products produced from caged birds in the U.S. from January 1, 2000 through July 15, 2010, your rights could be affected by a proposed class action settlement.

A proposed settlement in *In re Processed Egg Products Antitrust Litigation*, Case No. 08-md-02002, pending in the United States District Court for the Eastern District of Pennsylvania, (the "Sparboe Settlement") has been reached between Plaintiffs and Sparboe Farms, Inc. ("Sparboe") in a class action involving alleged price fixing.

Who is included in the Sparboe Settlement?

The "Class" includes all persons and entities in the United States that purchased eggs, including shell eggs and egg products, produced from caged birds in the United States directly from any producer from January 1, 2000 through July 15, 2010. For a copy of the **Full Notice of Settlement** contact the Claims Administrator at the address below.

What is this case about?

Plaintiffs claim that Defendants conspired from 2000 to the present to limit the supply of eggs, which raised the price of eggs and, therefore, violated the Sherman Antitrust Act, a federal statute that prohibits any agreement that which unreasonably restrains competition. Sparboe denies all of Plaintiffs' allegations.

What does this Sparboe Settlement provide?

The Sparboe Settlement is between Plaintiffs and Defendant Sparboe only; the case is continuing against the remaining defendants. The Sparboe Settlement provides that Plaintiffs will release all claims against Sparboe. In exchange, Sparboe will provide Plaintiffs with information that Plaintiffs' attorneys believe will aid Plaintiffs in the prosecution of their claims against the non-settling defendants. The Sparboe Settlement is based entirely on cooperation; there is no financial compensation.

What do I do now?

If you are a member of the Class your legal rights are affected, and you have a choice to make right now. **Participate in the Settlement:** No action is required to remain part of the Sparboe Settlement. If the Court grants final approval, the Sparboe Settlement will be binding upon you and all other members of the Class. By remaining part of the Sparboe Settlement, you will give up any claims you may have against Sparboe relating to the claims alleged in this lawsuit. **Ask to be excluded:** If you do not want to participate in the Sparboe Settlement and wish to retain your rights to pursue your own lawsuit against Sparboe relating to the claims alleged in this lawsuit, you must formally exclude yourself from the Class by sending a signed letter postmarked on or before November 16, 2010 to the following address: *In re Processed Egg Products Antitrust Litigation EXCLUSIONS, c/o The Garden City Group, Inc., Claims Administrator, P.O. Box 9476, Dublin, OH 43017-4576.* **Object to the Sparboe Settlement or any of its terms:** You may notify the Court that you object to the Sparboe Settlement by mailing a statement of your objection to the Court, Plaintiffs' Counsel, and Defense Counsel postmarked by November 16, 2010. You may object in person and/or through an attorney. You are responsible for any costs incurred in objecting through an attorney. **Detailed instructions on how to object are found on the website, listed below.**

Who represents you?

The Court has appointed Steven Asher of Weinstein Kitchenoff & Asher LLC, 1845 Walnut Street, Suite 1100, Philadelphia, PA 19103; Michael Hausfeld of Hausfeld LLP, 1700 K Street NW, Ste. 650, Washington, D.C. 20006; Stanley Bernstein of Bernstein Liebhard LLP, 10 East 40th Street, 22nd Floor, New York, NY 10016; and Stephen Susman of Susman Godfrey LLP, 654 Madison Avenue, 5th Floor, New York, NY 10065 as Interim Co-Lead Class Counsel. You do not have to pay them or anyone else to participate. You may hire your own lawyer at your own expense.

When will the Court decide whether to approve the Sparboe Settlement?

At 1:30 p.m. on January 13, 2011, at the United States District Court, James A. Byrne Federal Courthouse, 601 Market Street, Philadelphia, PA 19106-1797, the Court will hold a hearing to determine the fairness and adequacy of the Sparboe Settlement. You may appear at the hearing, but you are not required to do so. Please note that the Court may choose to change the date and/or time of the Fairness Hearing without further notice of any kind. Settlement Class members are advised to check www.eggproductssettlement.com for any updates.

How can I learn more?

This notice is only a summary. For more information, call (866) 881-8306, or visit the settlement website, www.eggproductssettlement.com. The website contains a more detailed settlement notice, as well as more information about the case, relevant court filings, and procedures for excluding and objecting. Detailed information about the case can also be examined free of charge during regular business hours at the James A. Byrne Federal Courthouse.

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www.eggproductssettlement.com

to focus on what and when; AFB International (www.afbinternational.com) is taking a new approach to where.

AFB opened its 25,000 square-foot Palatability Assessment Resource Center (PARC) in 2007. The mission of PARC is to maintain a caring, homelike environment for its animals while providing the structure necessary to support palatability research, the company says.

Today's companion animals are treated as members of the family. The dogs and cats living at PARC experience this same home structure, enjoying a daily routine that includes socialization, obedience training, individual and group play, grooming and regular meals and treats.

"At PARC we're another step closer to replicating the physical and emotional stability of a natural environment," says Amy McCarthy, PhD, AFB's senior science manager of palatability. "Each animal's personality comes out because it depicts a normal social environment. When the personality is more visible, you can more easily see the enthusiasm for the flavors of the food."

AFB believes providing this environment is not only the right way to treat companion animals, it is the best way to predict product performance. "Our studies are incorporated into the animals' established

More testing resources

Additional companies specializing in petfood palatability testing include:
Summit Ridge Farms, www.srfarms.com
Kennelwood Inc., dowatts@aol.com
Blue Ridge Kennel, +1.334.567.8195

schedule," says McCarthy. "We believe this leads to feeding behavior that is more reflective of the typical companion animal population."

The PARC staff identify any behavioral changes, particularly around each feeding, that occur during the trial. These observations provide valuable insights to everyone on the R&D teams.

Human observation is supported by the latest in monitoring science—for example, using patented RFID technology with cats. Researchers know the quantity of food consumed by each cat, how many visits it made to the feeding bowl, how much was eaten at each feeding and the pace at which the cat ate. This data helps further qualify the consumption portion of the study and build an overall understanding of eating patterns.

AFB is also using this science in studies of flavor novelty and how it influences feeding trials: what is eaten because it is new vs. because it is better. ■

Get much more online!

Read in-depth information on the latest and greatest in packaging, check out the research behind the innovations and peruse a photo gallery of products at www.petfoodindustry.com/InnovativePackaging.aspx.

Innovative packaging, whether it starts on the production line or ends with the handle on a hefty bag of dog food, is the key to making your brand stand out on the shelf.



Innovations in petfood packaging

By Jessica Taylor

The latest bags, coatings, materials, seals, peels, openings and machinery for petfood and pet treats



The new, cost-effective SFB 8E -LT side gusseted bag machine from MAF produces side gusseted bags from a flat film roll of PET/PE-laminates in a longitudinal direction.

PACKAGING IS NOT only the final step in product marketing, but it may just be the difference that makes a consumer buy one petfood brand over another. Innovative packaging, whether it starts on the production line or ends with the handle on a hefty bag of dog food, is the key to making your brand stand out on the shelf:

- Use packaging that conveys value.
- Design packaging for convenience.
- Create packaging that gives choices to the consumer.
- Use innovative packaging to improve the consumer experience.

The range of new and interesting packaging options for the petfood market is an astonishing one, so we've assembled a selection of some

products out there with descriptions of exactly how they can take your brand to the next level.

www.abcpackaging.com One of the most important things to consider in the packaging world is convenience. According to David Marinac, president of ABC Packaging Direct, the use of stand-up pouches has skyrocketed in recent years, especially in the petfood industry. "Most pet owners are willing to spend a little extra if it means better quality for their pets," says Marinac. "Because stand-up pouches increase the opportunity for real innovation, many manufacturers are looking to us for new packaging methods that help them compete in this market." Since many petfoods are not served all at once, consumers



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PACKAGING want a package that is easy to store after opening. The packaging industry has answered this need with convenient reclosure methods, like zip locks or press-and-seals that make storage easy and prolong the freshness of the product. This is especially convenient for pet treats, which nearly always have something left over.

www.bemis.com Now packagers can integrate peel-off promotions directly into the package with an interactive new technology from Curwood, a division of Bemis. The IntegraPeel peel-away packaging system reduces costs associated with cumbersome adhesive labels while retaining brand identity and barrier protection, according to the company. The IntegraPeel peel-



The Bosch SVI vertical form, fill, seal machines can produce a wide variety of bag styles including standard pillow, gusseted and block bottom bags as well as premium 4 corner seal, doy and doy with zipper.

away packaging system offers an innovative technology for peel-off coupons, recipes and promotions that leaves brand messaging and barrier intact. Because the peel-away portion of the film does not affect the packaging structure, the

pouch retains its full barrier properties to keep contents fresh. Bemis attests it's a breakthrough packaging strategy that provides long-lasting brand exposure, especially on offers like recipes, which stay with the consumer after products are consumed.

www.boschpackaging.com

To enable manufacturers to quickly respond to changes in package style trends, as well as produce different products on a single machine, Bosch created the SVI series. The SVI vertical form, fill, seal machines can produce a wide variety of bag styles including standard pillow, gusseted and block bottom bags as well as premium four-corner seal, doy and doy with zipper. This gives

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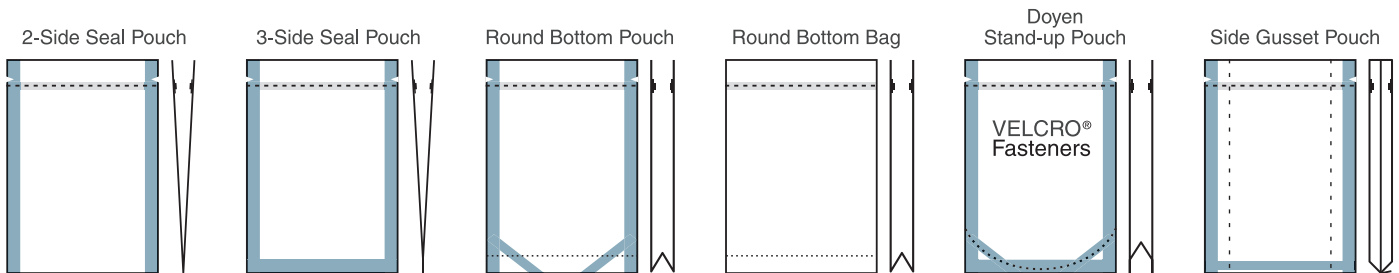
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Count on the experts of North State Flexibles to deliver packaging that stands out in the retail environment.

PACKAGING petfood manufacturers the ultimate in package style flexibility to help promote their products, according to the company. Whenever the package style is changed, there is no need to adapt the machine height or dosing platform. This efficient changeover reduces machine downtime during format change and increases the overall performance of the equipment.

www.exopack.com With large-format bags, retailers want less damage, consumers still want more convenience and packaged goods companies want lower overall cost. Exopack has risen to these challenges with its Rave line of pre-made bags. These robust bags can be printed with up to 10 colors for appealing consumer graphics. The Rave-CMP bags provide a package that is stronger than other conventional bags, according to Exopack. It is available in a pinch, sewn-open-mouth (SOM) or heat-seal style bag. It is also available with a top-slider zipper.



The Starlinger PP Star bag is the first pinch bottom bag made of woven polypropylene. The PP Star woven pinch bottom bag can be used on common open-mouth filling lines and has opened new possibilities in dry petfood packaging, according to the company.

www.gatewaypackaging.com

Gateway Packaging's second ultrasonic seal, mitered bottom bag machine is up and running in its Kansas City, Missouri, USA, plant. According to the company, it is currently the only petfood packaging manufacturer to make this type of bag with the ultrasonic seal. The bag has several features that make it unique. It produces

a square bottom that allows for better stacking on pallets (reducing damage), has an improved graphics panel on the bottom for greater shelf appeal, is sift proof, is moisture and grease proof and eliminates possible infestation.

www.pactiv.com and www.rollprint.com Rollprint Packaging Products has teamed with Pactiv Corp. to supply Hefty Slide-Rite slider customers with an improved filling and opening feature for heavier (15-65 pound), bagged products. The challenge for slider bags that are bottom-filled is to minimize the fill force against the slider assembly, while at the same time making it easy for consumers to open and access the contents. To help drive costs out of the bag and improve performance for both packagers and consumers, Pactiv collaborated with Rollprint to come up with an alternative. The end result is a ½-inch wide strip that has replaced several feet of expensive film. The new alternative saves

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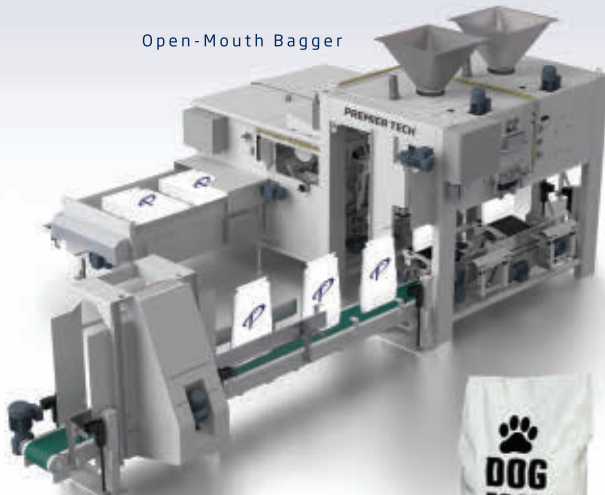
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time and money and significantly decreases raw material usage, according to the companies.

www.bub-maf.de MAF GmbH & Co. KG from Hopsten, Germany, presents a new development that cuts the machine investment costs for bag producers almost by half in comparison to the equipment necessary to produce comparable top slider bags. Side gusseted bags

with top sliders are popular bags in the petfood market. The top slider attached to the inside of the bag head clearly emerges to be the most functional and most important application. For this reason, B&B – MAF has decided to offer a machine especially designed for the production of top slider bags. The new, cost-effective SFB 8E –LT side gusseted bag machine produces

bags from a flat film roll of PET/PE-laminates in a longitudinal direction. Reclosable systems like top sliders from different suppliers like Pactiv, Zip-Pak or Flexico can be sealed into the bag in the trans-versal machine section.

www.starlinger.com The Starlinger PP Star bag is the first pinch bottom bag made of woven polypropylene. The PP Star woven pinch bottom bag can be used on common open-mouth filling lines and has opened new possibilities in dry petfood packaging, according to the company. The bags are sift proof, strong but lightweight and offer excellent shelf display and visual appeal. The bags are made from an exceptionally lightweight form of packaging made of a BOPP-fabric composite, the company says. The fabric is woven from extruded and stretched polypropylene tapes and bonded by a BOPP film with high quality reverse printing. BOPP-fabric composite is the ideal base for high-strength, lightweight packaging that is tear-resistant and at the same time appealing to the eye. ■

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AAFCO committee passes calorie proposal



THE ASSOCIATION OF American Feed Control Officials (AAFCO) held its annual meeting in Portland, Oregon, USA, July 31 through August 2, 2010. The Pet Food Committee (PFC) session generated many news-worthy items. Other news from the AAFCO meeting will appear in next month's column.

During its annual meeting, the Pet Food Committee approved recommendations to require calorie content statements on all dog and cat food labels.

THE ISSUE OF calorie content statements provoked the liveliest discussion. The report of the Working Group for Weight Related Terms and Calories was previously accepted by PFC at the "mid-year" meeting last January, but time constraints limited discussion of the report itself. At this meeting, the floor was open to discussion of the report's recommendations.

The recommendations included amendment to AAFCO Model Regulation PF9 (Statements of Calorie Content) that would require calorie content statements on all dog and cat

food labels (with minor exceptions), not just "lite" or "less calorie" products as currently required. The amendments to PF9 would also stipulate declaration both in terms of kilocalories of metabolizable energy per kilogram and per common household unit (e.g., cups, cans, biscuits) and add language to the label statement when calories are determined by the digestibility trial method.

However, the report also recommended simplifying the requirement for data from which calories are determined by the calculation method and eliminated the need for the value declared in the calorie statement determined by a digestibility trial to be within 15% of the calculation method. So, while a broader range of products would be affected by the amended regulation, the capacity for both compliance by manufacturers and enforcement by feed control officials would be facilitated.

The report's recommendations also included amendment of PF10 (Descriptive Terms) to specify requirements for labels bearing "weight management" and "weight control" claims. After extended debate, PFC voted in favor of the report's recommendations in full.

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Petfood labeling workshop announced

AAFCO has announced a new workshop on petfood labeling, scheduled for January 17, 2011, the day before the next AAFCO mid-year meeting in St. Pete Beach, Florida, USA. The workshop will include presentations on federal and AAFCO requirements, show how to use AAFCO's label review checklist and provide a "Create-A-Label" session. Petfood company marketing and regulatory personnel, as well as feed control officials, are urged to attend. For more information, see www.aafco.org/Portals/0/2011_petfood_workshop/petfood_labeling_workshop_savehdate_2011.pdf.

PFC intends to discuss some nuances in the regulatory language at the next meeting, after which the proposed amendments are expected to move to the Model Bill & Regulations Committee to review them for consistency with current Model language. The proposed amendments would eventually need to be voted on by the board of directors and full AAFCO membership before enacted. After enactment, a sufficient grace period to allow for revision of affected labels is expected and reasonable.

Continued on p. 55

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If you or your company purchased eggs, including shell eggs and egg products produced from caged birds in the U.S. from January 1, 2000 through July 15, 2010, your rights could be affected by a proposed class action settlement.

A proposed settlement in *In re Processed Egg Products Antitrust Litigation*, Case No. 08-md- 02002, pending in the United States District Court for the Eastern District of Pennsylvania, (the "Moark Settlement") has been reached between Plaintiffs and Defendants Moark, LLC, Norco Ranch, Inc., and Land O' Lakes, Inc. ("Moark") in a class action involving alleged price fixing.

Who is included in the Moark Settlement?

The "Class" includes all persons and entities in the United States that purchased eggs, including shell eggs and egg products, produced from caged birds in the United States directly from any producer from January 1, 2000 through July 15, 2010. For a copy of the **Full Notice of Settlement** contact the Claims Administrator at the address below.

What is this case about?

Plaintiffs claim that Defendants conspired from 2000 to the present to limit the supply of shell eggs and egg products (eggs processed into dried, frozen or liquid forms), which raised the prices of shell eggs and egg products and, therefore, violated the Sherman Antitrust Act, a federal statute that prohibits any agreement that unreasonably restrains competition. Moark denies all of Plaintiffs' allegations.

What does this Moark Settlement provide?

The Moark Settlement is between Plaintiffs and Moark only; the case is continuing against the remaining defendants. The Moark Settlement provides that Plaintiffs will release all claims against Moark. In exchange, Moark will provide the class with \$25,000,000 from which claims can be paid. Moark will also provide Plaintiffs with information that Plaintiffs' attorneys believe will aid Plaintiffs in the prosecution of their claims against the non-settling defendants.

What do I do now?

If you are a member of the Class your legal rights are affected, and you now have a choice to make. **Participate in the Moark Settlement:** No action is required to remain part of the Moark Settlement. If the Court grants final approval, the Moark Settlement will be binding upon you and all other members of the Class. By remaining part of the Moark Settlement, you will give up any claims you may have against Moark relating to the claims alleged in this lawsuit. You may be eligible to receive a payment from the Moark Settlement if you submit a completed claim form (postmarked no later than January 7, 2011).

Ask to be excluded: If you do not want to participate in the Moark Settlement and wish to retain your rights to pursue your own lawsuit against Moark relating to the claims alleged in this lawsuit, you must formally exclude yourself from the Class by sending a signed letter postmarked on or before November 16, 2010 to the following address: *In re Processed Egg Products Antitrust Litigation EXCLUSIONS*, c/o The Garden City Group, Inc., Claims Administrator, P.O. Box 9476, Dublin, OH 43017-4576. If you remain in the class, it does not prejudice your right to exclude yourself from any other past, present or future settlement class or certified litigation class in this case.

Object to the Moark Settlement or any of its terms: You may notify the Court that you object to the Moark Settlement by mailing a statement of your objection to the Court, Plaintiffs' Counsel, and Defense Counsel postmarked by November 16, 2010. You may object in person and/or through an attorney. You are responsible for any costs incurred in objecting through an attorney. **Detailed instructions on how to object are found on the settlement website, listed below.**

Who represents you?

The Court has appointed Steven A. Asher of Weinstein Kitchenoff & Asher LLC, 1845 Walnut Street, Suite 1100, Philadelphia, PA 19103; Michael D. Hausfeld of Hausfeld LLP, 1700 K Street NW, Ste. 650, Washington, D.C. 20006; Stanley D. Bernstein of Bernstein Liebhard LLP, 10 East 40th Street, 22nd Floor, New York, NY 10016; and Stephen D. Susman of Susman Godfrey LLP, 654 Madison Avenue, 5th Floor, New York, NY 10065 as Interim Co-Lead Class Counsel. You do not have to pay them or anyone else to participate. You may hire your own lawyer at your own expense.

When will the Court decide whether to approve the Moark Settlement?

At 1:30 p.m. on February 28, 2011, at the United States District Court, James A. Byrne Federal Courthouse, 601 Market Street, Philadelphia, PA 19106-1797, the Court will hold a hearing to determine the fairness and adequacy of the Moark Settlement. You may appear at the hearing, but you are not required to do so. Please note that the Court may choose to change the date and/or time of the Fairness Hearing without further notice of any kind. Settlement Class members are advised to check www.eggproductsettlemnt.com for any updates.

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Continued from p. 53

A NEW AAFCO website designed to help small manufacturers understand and comply with labeling and other regulatory requirements was revealed at the meeting. It is intended to become a one-stop shop to help answer many of the questions from companies that often burden feed control officials. The demonstration of the new site received great applause.

AAFCO's Small Manufacturing Working Group is still adding final touches, so the website is not accessible to the public at this time. It is likely to go online later this fall, after which more details will be provided in this column. A similarly constructed website to help address the questions of consumers is also in the works.

THE THREE SUBGROUPS under the Nutrient Profiles and Feeding Protocols Expert Panel have completed their respective tasks in drafting

recommendations for changes to dog and cat food nutritional adequacy requirements, it was reported. The panel as a whole has not finished with its internal review, however. The panel chair indicated the report will be brought forward to PFC by the

accepted new proposed regulations to allow for claims relating to dietary starch, sugars and fructans content on animal feed labeling at the last mid-year meeting. However, the proposed amendment that is moving forward expressly exempts petfoods.

The website is intended to become a one-stop shop to help answer questions that often burden feed control officials.

mid-year meeting, ready or not.

There was no news regarding development of federal petfood regulations as mandated by the Food and Drug Administration Amendments Act of 2007—in part an outcome of US Congressional hearings regarding the recalls earlier that year.

The Feed Labeling Committee

While recommendations for similar claims on petfood labels were also developed, there was no consensus, so the matter has been forwarded to PFC for further deliberation. To that end, a new working group under PFC has been formed to deliberate on possible carbohydrate-related claims on petfood labels. ■

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Greg Aldrich, PhD

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Rosemary extract acts as natural antioxidant



This common ingredient is most effective in dry petfoods that use high levels of polyunsaturated fats and marine oils.

ROSEMARY EXTRACT IS a common ingredient found on dry petfood labels, typically at or near the bottom of the ingredient listing. While rosemary extract is generally viewed with favor by pet owners, it doesn't provide nutritional fortification, it doesn't provide medicinal support for any specific ailment, nor does it enhance the taste appeal of the food (for pets). In fact, pets don't really like the taste or smell at all. So what exactly is rosemary extract and why is it in petfood?

ROSEMARY EXTRACT IS the oily resin derived from the leaves of the rosemary plant (*Rosmarinus officinalis L.*). This plant is a woody evergreen perennial shrub from the *Limniaceae* family that grows readily in warm arid climates around the world. There are hundreds of varieties, each with its own aesthetic value, growing characteristics, seasoning profile and functional utility.

Aside from recreational gardeners and farm-to-market suppliers for the restaurant and culinary trade, industrial scale cultivation occurs in only a few regions of the world—most notably the Mediterranean countries such as Morocco, Spain and Turkey. In the US, agricultural production of rosemary is growing from a small base principally in the Southwest.

On commercial rosemary farms, the leaves and stem tips are harvested in a way similar to pruning a hedge, and the clippings are shipped to extraction facilities. Most industrial scale extraction plants use organic solvents such as acetone, hexane or methanol in a process not too different from extracting oil from soybeans or canola.

The resulting extract is a complex mixture of compounds rather than a specific defined chemical entity. The dark black-green extract contains aromatic "essential oils" (such as cineol or eucalyptol, pinene and camphor) and antioxidant diterpenes (such as carnosic acid, rosmarinic acid and their metabolites). This crude extract is further processed to a uniform consistency (viscosity) and activity.

IN SO-CALLED NATURAL petfoods, rosemary extract is added to retard fat oxidation (rancidity). Though we can't claim it as such, rosemary extract functions like a preservative and is purported to work in synergy with the mixed tocopherols. Hard evidence of this latter aspect is lacking in petfoods, but that doesn't detract from its own unique antioxidant effects.

Rosemary extract has been found to be most effective in petfoods that use high levels of polyunsaturated vegetable and marine oils to meet essential fatty acid requirements or label claims. In the course of petfood production, the rosemary extract is added to these polyunsaturated fats and oils as a blend or premix. In addition to the rosemary extract, these oily liquid premixes commonly contain mixed tocopherols, citric acid, emulsifiers like lecithin or mono- and di-glycerides and a



Rosemary extract, a common ingredient in dry petfoods, is the oily resin derived from the leaves of the rosemary plant.

Dr. Greg Aldrich is president of Pet Food & Ingredient Technology Inc.

vegetable oil carrier.

The level of rosemary extract in one of these blends can range anywhere from trace amounts to 20% or more depending on the preparation and intention. In most cases, the deciding factor for the amount that gets added depends on the intensity of the residual aroma, cost and antioxidant capacity. The final concentra-

tion of rosemary extract in a petfood resulting from this delivery route ranges from 1 to 500 ppm.

ally understood to be an inherited disorder. However, in humans and rodents, the essential oils like eucalyptol (cineole), camphor and pinenes (but not the antioxidant diterpenes) have been implicated as an epileptic seizure trigger (Burkhard, 1999).

No cases were found in the literature substantiating a similar association between rosemary and canine

In so-called natural petfoods, rosemary extract is added to retard fat oxidation (rancidity).

seizures. At this stage, the cause and effect appears to be an extrapolation across species. If there is a link, and if the essential oils are a trigger, then dose is likely a factor. To that end, the estimated amount of these essential oil compounds in a petfood is likely less than a few parts per billion.

ROSEMARY IS SAFE, with a long history of use in human foods, household cleaners, personal care products, folk medicine and even insect repellents. It is popular in aromatherapy, and recent research would suggest that rosemary essence (or aroma) may improve long-term memory (Moss *et al.*, 2003).

Rosemary may even play a role in cancer therapy. For example, Dorrie *et al.* (2001) reported that carnosic acid from rosemary promoted apoptosis (programmed cell death) in a leukemia cell line. Toxicity testing in rodents revealed that it is very well tolerated in large doses (Anadon *et al.*, 2008) and for long periods (EFSA, 2008). No contradictory toxicity data was found for pets.

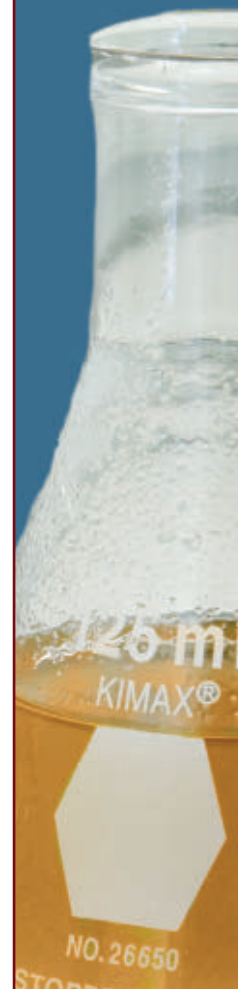
DESPITE ITS RECOGNIZED utility and safety, there have been a few owners of epileptic dogs expressing concerns to petfood companies and their suppliers that rosemary extract might trigger seizures in their pets. This is a rare condition in dogs and gener-

IN THE REGULATORY world, rosemary is considered a spice and/or seasoning (21CFR582.10) and is permissible as an essential oil (21CFR582.20). Since this is the extent of its definition, how well rosemary extract functions is completely dependent on the quality and dependability of the supply stream and the intended petfood application. Developing methods to assure a consistent supply and periodic verification for efficacy are vital to its sustained success.

In the end, incorporating rosemary extract into petfoods reflects the state of the art in natural functional ingredients for the maintenance of fresh products designed for modern distribution systems and convenient product placement on store shelves. It also represents the types of technologies needed to ensure safe, healthy and sustainable petfoods for the next generation. ■

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Pet owners seek new information sources

Today's petfood makers need to deal with better informed consumers turning to books, blogs and social media.

AT PETFOOD FORUM 2010, Marion Nestle, PhD, and Malden Nesheim, PhD, stood in front of a well-populated conference room to share observations from their new book, *Feed Your Pet Right*. It follows in the footsteps of Nestle's 2007 book on the petfood recalls, *Pet Food Politics: The Chihuahua in the Coal Mine*, as well as her prize-winning book on human nutrition, *What to Eat* (2006).

Nestle is also a Paulette Goddard

professor of human nutrition at New York University. Nesheim is an expert in animal nutrition whose background includes many years as a professor at Cornell University, where he also served as director of the Division of Nutritional Sciences, provost and vice president for budget and planning. His many writing credits include books and articles in professional journals on various facets of human and animal nutrition.

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full of petfood industry professionals, they were well aware that some of the conclusions they were about to present might not be popular, such as:

- The petfood marketplace is just as complicated, misleading and confusing as the human food marketplace;
- The industry that makes petfood is unusually closed and secretive; and



Several of the suggestions for today in *Feed Your Pet Right* may constitute a significant portion of the petfood market of tomorrow.

- Pets can flourish eating just about any foods. As long as the diet includes

sufficient amounts of a variety of minimally processed foods—meat, dairy, fruit, vegetables, grains (or

their substitutes)—the needs for essential nutrients and energy will be met.

If you're a petfood manufacturer, marketer or retailer whose business depends on the sale of commercial food, this may not be the kind of news

The combined forces of the largest petfood manufacturers are no longer controlling the information flow.

you care to hear. But it likely is the kind of news many pet owners will welcome.

Why? Because it's coming from a reputable outside source, for one; and two, because science-based conclusions like the third point above open the door to a great deal more flexibility in feeding a pet. As the authors state, until recently, pretty much every instruction pertaining to feeding one's

dog or cat has fervently recommended a single kind of diet, whether it be only commercial foods, only raw foods, only home-cooked foods and so on.

IN THE AGE of blogs like Itchmo and Pet Connection, not to mention Facebook

and Twitter, pet owners are increasingly "doing it for themselves." As a result, even with their enormous media budgets, the combined forces of the largest petfood manufacturers are no longer controlling the information flow.

What's more, with the pets-as-family trend stronger than ever, pet owners are becoming more and more proactive when it comes to seeking pet health information from outside

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the usual bounds, information like that to be had in *Feed Your Pet Right*.

If this is starting to sound like a plug for the book, it absolutely is if you're interested in the future of the petfood market. Because in this column's estimation, several of the book's suggestions for today may constitute a significant portion of the petfood market of tomorrow.

CERTAINLY, THE MARKET is already looking quite a bit different. Only a few years ago, for example, refrigerated petfood was practically nonexistent in the US. Now, an upstart called Freshpet has teamed with Tyson to go national with refrigerated petfoods for dogs and cats. During the 52 weeks ending April 18, 2010, sales of Freshpet dog food and treats in tracked mass-market channels rose 54% to US\$14.5 million, according to SymphonyIRI. Although the organic petfood segment's growth rate fell to "only" 10% in 2009 because of the recession, sales have increased six-fold since 2003, to US\$85 million in 2009, and raw/frozen petfood and petfood mixes are also coming on strong.

What all this adds up to is a greater focus on "fresh" in the petfood market as feeding preferences continue to align with trends on the human side. But what these trends also underscore is that petfood marketers are increasingly facing a choice: to specialize in a certain area, thereby forgoing the many other viable slices of the overall petfood pie; or to diversify, as Nature's Variety has done by offering both raw and traditional diets.

Regardless of which path today's petfood makers choose, they will be dealing with a much better informed consumer market whose days of being a captive audience are indeed a thing of the past. ■

Information is provided by Packaged Facts (www.packagedfacts.com) based on reports including *Natural, Organic and Eco-Friendly Pet Products in the U.S.*, 3rd Edition (June 2010).

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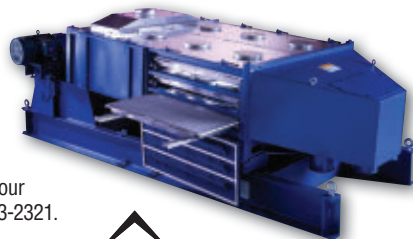
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Key concepts

- **Nutrient digestibility is age dependent in cats**
(JAPAN online April 2010. doi: 10.1111/j.1439-0396.2009.00964.x) These findings confirm previous studies finding low digestibility of nutrients in some old cats and support evidence that this trend is even more important in less digestible dry foods.
- **Effect of camel milk on diabetic dogs**
(JAPAN online November 2009. doi: 10.1111/j.1439-0396.2009.00941.x) The study noted improvement in glycemic balance, lipids and proteins control and a stability in improvement after the dogs stopped drinking milk.
- **Feeding patterns and obesity in dogs**
(JAPAN online July 2010. doi: 10.1111/j.1439-0396.2010.01024.x) Owners who ate nutrient-rich, calorie-poor diets had normal weight dogs, and owners that fed more table scraps had overweight dogs.
- **Age, weight affect diabetic conditions in cats**
(JAPAN online July 2010. doi: 10.1111/j.1439-0396.2010.01024.x) The findings indicate body weight gain is more likely than dry-type diets to induce the pre-diabetic conditions of insulin resistance and secretion dysfunction.

Nutrient digestibility is age dependent in cats

Availability of nutrients is influenced by extremes of age. For appropriate development of foods and nutritional management throughout lifestages of cats, we need a better understanding of the influence. This study investigated nutrient digestibility, mineral absorption, feces and urine production in three groups of six young, mature and old cats fed two diets containing different energy densities.

A quadratic relationship was detected between age and digestibility of dry matter, organic matter, crude protein, acid-hydrolyzed fat and starch in the low-energy diet. Starch digestibility showed the same response in the high-energy diet. Young adult cats had intermediate digestibility, mature cats the highest and old cats the lowest. Mineral absorption and urinary pH were not different among groups.

These findings confirm previous studies showing low digestibility of nutrients in some old cats and support evidence this trend is even more important in less digestible dry foods. However, data suggest mineral formulations do not need to be varied in diets for adult cats of different ages. Source: E. Teshima *et al.*, 2010. Nutrient digestibility, but not mineral absorption, is age-dependent in cats. JAPAN online April 2010. doi: 10.1111/j.1439-0396.2009.00964.x

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Effect of camel milk on diabetic dogs

This study evaluated the effect of camel milk in alloxan-induced diabetic dogs and followed this effect at different doses. Two groups, each with four diabetic dogs, received raw camel milk (treatment 1) or cow milk (treatment 2); four healthy dogs getting raw camel milk (treatment 3) were used as control. We compared the effects of three amounts of camel milk—100 ml, 250 ml and 500 ml—to treat the diabetic dogs.

The dogs treated with camel milk showed a statistically significant decrease in blood glucose and total protein concentrations. For cholesterol levels, there was a decrease from week 2. There was no significant difference in blood glucose, cholesterol or total protein concentrations in dogs drinking 250 and 500 ml. The dogs treated with 100 ml did not show any significant decrease in these concentrations.

The investigation was not limited to the improvement in glycemic balance, lipids and proteins control in diabetic dogs getting camel milk; we also noted a stability in improvement after the dogs stopped drinking milk. This effect depended on the quantity of camel milk.

Source: A. Sboui *et al.*, 2009. Anti-diabetic effect of camel milk in alloxan-induced diabetic dogs: a dose-response experiment. *JAPAN* online November 2009. doi: 10.1111/j.1439-0396.2009.00941.x

Feeding patterns and obesity in dogs

This study examined relationships between dietary patterns and caloric intake, and nutrient content of foods fed relating to obesity in dogs in the US. We enrolled 61 owners and their dogs and collected lifestyle surveys, food frequencies and three-day food records.

Significant differences in overall kcal intake per kilogram of body weight were found. Crude fiber in dog food was positively associated with protein and negatively associated with fat regardless of the dog's weight. Lean dogs received significantly more crude fiber than did overweight dogs, regardless of the

number of treats they received, and the lean dogs' diets had greater micronutrient densities, suggesting high fiber influences body condition.

Additionally, owners who ate nutrient-rich, calorie-poor diets had normal weight dogs, and owners that fed more table scraps had overweight dogs. Regardless of body condition, 59% of dogs received table scraps, which constituted 21% of daily caloric intake. The nutrient density of scraps fed was variable and did not meet National Research Council recommendations for micronutrient adequacy. Source: R. Heuberger and J. Wakshlag, 2010. The relationship of feeding patterns and obesity in dogs. *JAPAN* online July 2010. doi: 10.1111/j.1439-0396.2010.01024.x

Age, weight affect diabetic conditions

High dietary carbohydrate is suggested to promote development of diabetes mellitus in cats. Glucose tolerance, insulin sensitivity and insulin secretion were assessed in young (median 1.1 years) and mature (median 5.8 years) sexually intact females of a large feline colony in which only dry-type diets (35% metabolizable energy as carbohydrate) were fed from weaning.

Compared to the young cats, the mature cats had greater body weights (median 2.9 vs. 4.0 kg), greater late-phase insulin responses, lower insulin-induced glycemic changes, lower early-phase insulin responses and non-significantly different rates of glucose disposal. The late-phase insulin response was correlated with body weight and age. When group assignments were balanced for body weight, the age-group differences and correlations became non-significant.

The findings indicate weight gain is more likely than dry diets to induce the pre-diabetic conditions of insulin resistance and secretion dysfunction. Source: R.C. Backus *et al.*, 2010. Age and body weight effects on glucose and insulin tolerance in colony cats maintained since weaning on high dietary carbohydrate. *JAPAN* online July 2010. doi: 10.1111/j.1439-0396.2010.01014.x

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Industry Calendar

See more

Find out what industry events are approaching. Go to PetfoodIndustry.com.

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	12	13	14	15	16	17	18
	19	20	21	22	23	24	25
	26	27	28	29	30		

2010. Mandalay Bay Convention Center, Las Vegas, Nevada, USA. To register, visit www.superzoo.org or contact info@superzoo.org.

■ National Pet Industry Trade Show, September 19-20, 2010. International Center, Mississauga, Ontario, Canada. To register for this event, visit www.pijaccanada.com/en/trade-shows/national.



■ Guangzhou International Pet & Aquarium Show 2010 (CIPAS), September 21-24, 2010. Guangzhou Pazhou Poly World Trade Expo, Beijing, China. For more information, please contact liuqsh@northexpo.com.cn or visit www.cipas.com.cn.

■ 17th Annual Practical Short Course on Aquaculture Feed Extrusion, Nutrition and Feed Management, September 26-October 1, 2010. Texas A&M University, College Station, Texas, USA. For further information, visit www.tamu.edu/extrusion or E-mail Dr. Mian N. Riaz at mriaz@tamu.edu.

■ AFIA Liquid Feed Symposium, September 14-16, 2010. Grand Hyatt Hotel, San Antonio, Texas, USA. To register, contact afia@afia.org or visit www.afia.org.



■ Feed and Pet Food Joint Industries Conference, September 22-24, 2010. Chicago Marriott Downtown Magnificent Mile, Chicago, Illinois, USA. To register for this conference, please visit <http://jointindustriesconference.com> or E-mail info@petfoodinstitute.org.



■ AFIA Import & Export Seminar, September 27-28, 2010. Arlington Court Suites Hotel, Arlington, Virginia, USA. To register, contact afia@afia.org or visit www.afia.org.



■ SuperZoo West, September 14-16,

Online events

■ The Energy Management – A practical approach archived online seminar is now available for download. To view the presentation, go to www.centrefocusllc.com/online_services/animal_agriculture.

■ Virtual Petfood Forum: Innovation will be live online on October 21, 2010. To register, please visit www.wattevents.com and check for updates at www.petfoodindustry.com.



■ AFIA Webcasts: Controlling *Salmonella* in Your Facility and Management Considerations for *Salmonella*/Microbial Control are available for download at www.afia.org.



■ Pet South America, October 6-8, 2010. Expo Center Norte, Red Pavilion, São Paulo, Brazil. For more information, visit www.petsa.com.br or E-mail petsa@nm-brasil.com.br.

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October						1	2
	3	4	5	6	7	8	9
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■ World Nutrition Forum, October 13-16, 2010. Salzburg, Austria. To register, visit www.worldnutritionforum.info or E-mail organisation@worldnutritionforum.info.

■ Pack Expo International, October 31-November 3, 2010. McCormick Place, Chicago, Illinois, USA. For more information, visit www.packexpo.com or E-mail expo@pmmi.org.



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