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## RIDING OUT THE STORM

The top 10 petfood manufacturers continue to feel the effects of the global economic meltdown

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**Del Monte Foods** 

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OPTIMAL PET NUTRITION: the ideal protein concept

Killing *Salmonella* in pe<del>tf</del>ood

Using social media to promote your brand

Read Petfood Industry on your smart phone with our Mobile Web Reader, p. 4



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On the cover: Our annual top 10 feature shows the leading global petfood players are weathering the economic storm.







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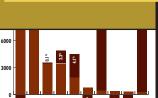
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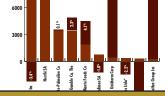
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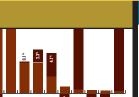




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### Something to Chew On

Debbie Phillips-Donaldson

#### Get more

Read more petfood safety articles at <u>www.petfoodindustry.com/</u> <u>safety.aspx</u>.

## Petfood safety: what's next



Recently passed, the new US food safety legislation will affect the regulation of petfood. **FOOD SAFETY IN** the US seems to have taken a big step last month with passage of S. 510, also called the Food Safety Modernization Act of 2010, which will also affect the regulation of petfood. (Whether the step taken is forward or backward depends on your point of view.)

At press time, 10 days before the end of the year, the law had just been passed by the lame duck US Congress: first by the Senate in a Sunday night surprise, then by the House of Representatives two days later. It was expected to be signed by President Obama soon after.

The bill endured a roller coaster ride of more than a year—the House originally passed an initial version in July 2009—that included a different version being passed by the Senate in early December 2010, only to be held up a day later by a procedural snafu,

followed by debate over controversional amendments and threats of filibusters. Even by US legislative standards, it was a rather torturous path.

**STILL, PASSAGE HAD** seemed nearly inevitable, and all along the bill has generated quite a bit of support but also criticism. Even proponents are expressing concern about what the nitty-gritty details will look like once regulators start working with it.

This concern spreads to petfood. In fact, many people in our industry have already been voicing real and legitimate apprehension about what the new law will mean for petfood manufacturers, especially smaller companies that don't have the resources or economy of scale to absorb the higher costs of meeting new regulations.

But many players—manufacturers, suppliers and regulators—have been anticipating the impending new regulations for well over a year. If you've attended any industry or related events over the past six months or so, you've likely heard experts and regulators such as Dan McChesney, PhD, director of the Office of Surveillance and Compliance for the US Food and Drug Administration's (FDA) Center for Veterinary Medicine, explaining what's likely to happen.

**So WHAT IS** that? For one, the bill will require that companies currently registered as food producers under the Bioterrorism Act—and that includes petfood producers—register with the FDA and create written, risk-based hazard control programs. If you already have, use and thoroughly document within a HACCP (hazard analysis and critical control points) program or current GMPs (good manufacturing practices), you're probably in good shape.

If not, you would do well to start creating such a program soon. Extru-Tech Inc. has some good tips and suggestions in the latest issue of its e-news-letter, *The Extru-Technician* (http://viewer.zmags. com/publication/9dadb978#/9dadb978/1).

Also, please watch upcoming issues and PetfoodIndustry.com for helpful articles on developing HACCP and other risk-based programs. (You can find information and a checklist now at www.petfoodindustry-digital.com/ petfoodindustry/201004/#pg44.) You might also want to plan on attending Petfood Workshop: Safety First, April 13-14, where you can learn from experts about the new regulatory landscape and how to set up a HACCP program, prepare for an FDA inspection and much more (see p. 10).

In this issue, you'll find an article on how to determine and validate a kill step for *Salmonella* (p. 40). While this is just one aspect of a safety program, having it in place will help assure regulators—as well as customers—that you're producing safe, healthy products.

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

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### Industry News

#### Learn more

The latest news and updates are always on <u>www.PetfoodIndustry.com</u>.

#### Quick-Hits

- Hill's Pet Nutrition has opened a new 500,000square-foot manufacturing facility in Emporia, Kansas, USA.
- Multivac appointed Tony Marmon and Aaron Kaloci to the company's Food Division as a regional sales manager and customer support representative, respectively.
- Nature's Logic entered into an agreement with Phillips Feed & Pet Supply of Easton, Pennsylvania, USA, making Phillips the exclusive East Coast distributor of Nature's petfoods and products.
- The Honest Kitchen appointed Cami Hawkinson, current director of sales, to the company's new position of director of education and strategic accounts.
- Spiroflow Systems is now the exclusive North and South American representative of Pacepacker Services of the UK.

### You're one tap away from the latest issue

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#### Prepare for new food safety regulations with Petfood Workshop: Safety First

S. 510, the US Food Safety Modernization Act, recently passed, and that means changes in safety-related regulations for petfood manufacturers (see p. 6).

If you're concerned your company might not be ready for the new regulations, or you want a better idea of what to expect with the new law, consider attending Petfood Workshop: Safety First, April 13-14 at the Renaissance Schaumburg 10 miles west of Chicago's O'Hare airport. (It happens just after Petfood Forum 2011, which will take place April 11-13 at the same venue.)

Petfood Workshop: Safety First will bring you face-to-face with experts on:

- The Global Food Safety Initiative, a consortium of companies and organizations from around the world, led by retailers such as Walmart, that strives to continuously improve food safety management systems;
- The quickly changing regulatory landscape (speaker is Judi Lazaro, director of customer relations for AIB International);

- How to prepare for—and survive—an FDA inspection (presented by Bob McDonald of Food Safety Validation);
- Creating and improving a HACCP

## PetfoodForum PetfoodWorkshop

program (by David Rosenblatt, DVM, of Sher Consulting and Training);

- Testing and controlling for toxins and other contaminants; and
- An "ask the experts" panel so you can get all your safety questions answered. Be sure to register for Petfood Workshop and Petfood Forum 2011—by February 15 to save up to 15%, even more if you register for both. For more information, visit www. petfoodindustry.com/petfoodforum.aspx, email OutreachRegistration@niu.edu or call +1.815.753.7922.

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The theme for Petfood Forum Europe 2011 is Innovation in Petfood, which includes topics and speakers like:

 Lee Linthicum of Euromonitor on consumers and Web 2.0: impact on the global petfood market;

Geert Jacobs of Radar Auto-

mation NV on assessing risks when buying raw materials for petfood production;

- Dr. Peter Spring of the Swiss College of Agriculture on nutrigenomics; and
- Marie-Jane Fallourd of SPF on advances in palatability for dogs. Registration is now open for Petfood Forum Europe at registeruo.niu.edu/iebms/wbe/wbe\_p1\_main.

aspx?oc=40&cc=WBE4011249. Register by March 14 to save 10%!

#### Pet Food Industry Association of South Africa vows to eliminate petfood fraud

The Pet Food Industry Association of Southern Africa (PFI) has vowed to eliminate petfood fraud in 2011 and protect South African pet owners from "rogue petfood manufacturers."

PFI "will put all its forces and energy behind cleaning up any illegal practices in the petfood industry that harm the image of the industry and may possibly place pets at risk," according to an association statement. Consumers can do their part by only buying commercial petfood that has a "V" number followed by "Act 36 of 1947" on its packaging. This indicates that the food has been registered by its manufacturer or distributor.

"It is absolutely critical for pet owners to ensure that the food they purchase is registered with the department, as this is the only way to ensure that the minimum nutritional standards are met and that the food has been examined to ensure this, and, further, that your pet is getting the best possible and safe food for them," said PFI Executive Director Barry Hundley.



### **New Products**

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Find more online in our product database at www.petfoodindustry.com.

#### **For Consumers**

#### **Toy Temptations treats**

The DogChewz NYC Toy Temptations line of treats in stand-up, resealable bags are available in 8-ounce sizes.



Flavors in the line include Chicken Parmesan, Pizza Mutt, Apple Cheddar, Carob Cheesecake and Wild Blueberry Parmesan. The treats are organic and free of wheat, corn and soy, according to the company. DogChewz NYC

+1.212.722.5855 www.dogchewz.com

#### Dalmi Dog Salami

Agro-Trust Ltd. Dalmi Dog Salami contains a raw protein minimum of 12% and also includes cereal, vegetables, egg and egg products and minerals. After opening, the salami may be stored in the refrigerator for two to three days, according to the company. Junior and Senior varieties also are available.

or Contraction

Agro-Trust Ltd. +36.20.497.46.71 www.agrotrust.hu

#### **Nutritional supplement line**

Holistic Blend offers a nutritional supplement line for dogs and cats. The line includes Natural Vitamins & Minerals to prevent hairballs and minimize shedding; Flax Seed Oil for healthy skin and coat; Food Booster for immunity and weight gain; Wild Alaskan Salmon Oil for addi-

tional protein; Probiotic Digestive Aid; and Seagreens Powder for natural healing of problems like scratching and ear infections. All

products are free of animal by-products, wheat gluten, corn or beet pulp and artificial colors and flavors, according to the company. Holistic Blend +1.800.954.1117 www.holisticblend.com

#### Innova senior dry dog foods

Natura Pet Products Inc. offers Innova Senior Dry Dog



Food, Innova Senior Plus Dry Dog Food and Innova Large Breed Senior Dry Dog Food, containing ingredients from the five food groups. Innova's senior dog food varieties are designed to supply higher levels of protein to compensate for loss of lean muscle mass from aging, sickness and stress. They also are formulated with slightly more

fiber from whole grains, fruits and vegetables. Natura Pet Products Inc.

+1.800.532.7261 www.naturapet.com

#### **Greenies JointCare Treats**

Greenies JointCare Treats from the Nutro Co. are designed to maintain healthy mobility in dogs. Green-lipped mussel is included for omega-3 fatty acids, vitamins E and C, glucosamine, chondroitin and other amino acids and minerals. Varieties are available for small to medium dogs (15-49 pounds) and large dogs (50 pounds and up). The once-daily treats are available in one-week and four-week supplies.



The Nutro Co. +1.800.833.5330 www.greenies.com

#### Organic beef cat meals

Original Pet Food Co.'s line of cat meals are made from US Department of Agriculture certified organic, grass-fed beef, high in omega-3 fatty acids and conjugated linoleic acid, according to the company. The canned foods are available in Organic Beef, Organic Liver, Organic Beef and Liver and Hand-Cut Beef Recipe with Rice. A Hand-Cut Chicken

Recipe with Rice, made with free-range chicken, and Hand-Cut Fish Recipe with Rice also are available.

Original Pet Food Co. www.originalpetfood.com



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#### For Consumers

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in response to increased consumer demand for fish-based petfoods with high protein and omega-3 fatty acid content. The formula can be rotated with others in the line. It is free of gluten, corn,

wheat, rice, soy, tapioca and potato, according to the company.

Nature's Logic +1.402.475.7663 www.natureslogic.com

### Mediterranean Natural complete dog food

Mediterranean Natural offers a line of complete food for dogs. The



products contain fresh meat, fish, bean sprouts and rosemary, according to the company. The food line offers puppy, small breed, medium breed and large breed formulas, all sealed in airtight bags. **Mediterranean Natural** +96.572.9400

www.mediterraneannatural.com

#### Holistic Blend grain-free cat food

Holistic Blend offers grain-free cat food. The food is slow cooked at a low temperature and is free of rendered meat, soy, dairy and grains, according to the company. The food is available in 2.5-pound, 7.5-pound and 15-pound bags. Holistic Blend +1.800.954.1117 www.holisticblend.com



#### Dried buffalo meat jerky

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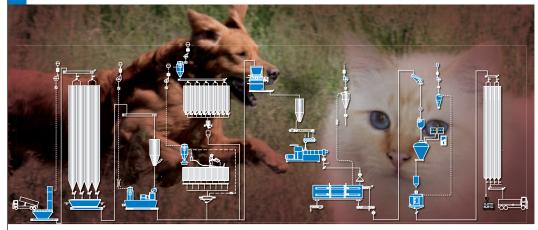
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#### **For Manufaturers**

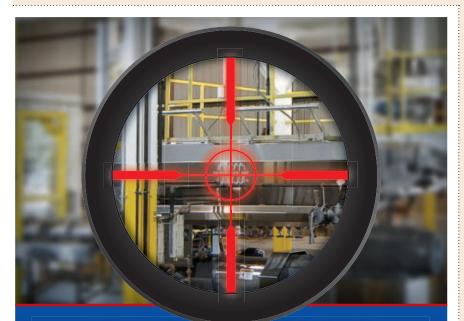
#### **Polymers acetal resin**

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set up the machine, run the automatic self check startup routine that calibrates the weigh cells and tests several items—including buckets, vibrator motors and the center cone—or run a self diagnostic that tests all functions of the weigher, according to the company.

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www.petfoodindustry.com/PFF2011.aspx#tab\_1 or turn the page and fill out the registration form.

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# Riding out the storm

The top 10 petfood manufacturers continue to feel the effects of the global economic meltdown

#### **Making headlines**

Get all of the 2010 news on product launches, new facilities and quarterly profits for the top 10 petfood producers at <u>www.petfoodindustry.com/TopTen2010.aspx</u>.

Some companies gained, others lost and others managed to maintain, but all have had to learn to adapt and rebound.

**THE NAMES IN** our annual list of the top 10 petfood manufacturers may remain the same as in years past, but not all global petfood giants have escaped the effects of the economic meltdown, according to data from Euromonitor. Some companies gained, others lost and others managed to maintain, but all have had to learn to adapt and rebound in this difficult economy.

mation, such as the fastest growing companies and the top companies for dog and cat food launches in the past year, according to Mintel.

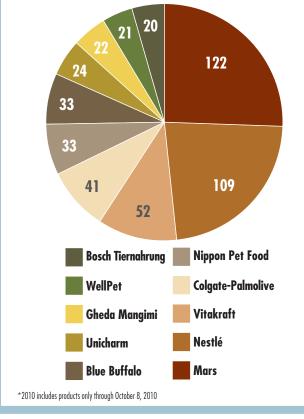
#### 1. Mars Inc.

World headquarters: McLean, Virginia, USA (Mars Petcare: Franklin, Tennessee, USA) Approximate 2009 global retail sales: US\$13.3 billion Greenies, Jumbone, Natural Choice, Nutro, Pedigree, Royal Canin, Sheba, Temptations, The Goodlife Recipe, Ultra, Whiskas **Website:** www.mars.com **Vital stats:** Mars Petcare launched the Power of Pets

program in 2010, a new community-focused initiative. The company is collaborating with

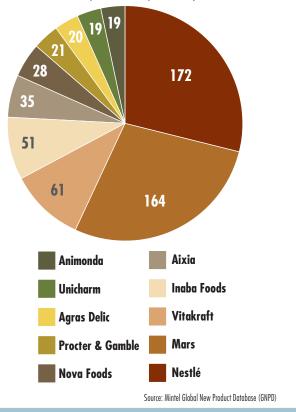
## Figure 1. Top 10 companies for dog food product launches in 2010\*

Vitakraft, known globally as a top manufacturer for small animal products, has recently thrown its hat in the dog and cat food ring, releasing more products than top 10 listers like Unicharm.



## Figure 2. Top 10 companies for cat food product launches in 2010\*

Cats continue to be popular pets in Europe and Japan, and cat food product launches by manufacturers in those regions—Unicharm, Aixia and Inaba Foods from Japan, for example—clearly reflect that.



The following is a breakdown of the highest grossing petfood manufacturers internationally, based on 2009 data provided by Euromonitor International. Please refer to Figures 1-5 for more specific infor**Officers:** Pierre Laubies, global president of Mars Petcare; Luc Mongeau, president of Mars Petcare US

**Top brands:** Advance, Cesar, Dentabone, Dentastix, Exelpet,

YMCAs in cities across the US to bring pet-friendly health, education and programming to communities.

#### Z 2. Nestlé SA

World headquarters: Vevey, Switzerland (Nestlé Purina PetCare: St. Louis, Missouri, USA)

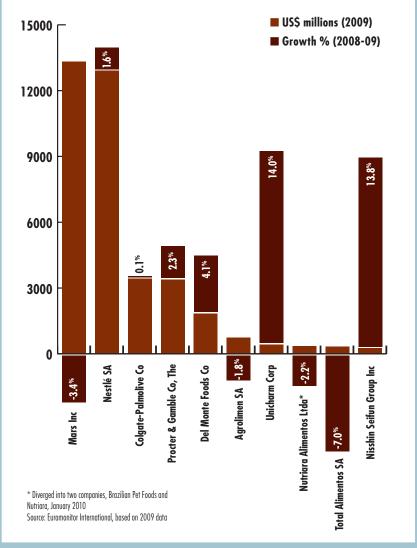
Approximate 2009 global retail sales: US\$12.9 billion **Officers:** W. Patrick McGinnis, CEO of Nestlé Purina PetCare; Terrance Block, president of PetCare North America Top brands: Alpo, Beneful, Cat Chow, Dog Chow, Fancy Feast, Felix, Friskies, Gourmet, One, Pro Plan, Waggin' Train Websites: www.nestle.com; www.purina.com Vital stats: Nestlé announced in September 2010 that it had agreed to acquire the Waggin' Train dog snacks business based in the US. Waggin' Train has been the fastest growing dog treat brand, with annual growth rates of around 30% over the last three years. Nestle Purina also won a major US quality award.

#### 3. Colgate-Palmolive Co.

World headquarters: New York, New York, USA (Hill's Pet Nutrition: Topeka, Kansas, USA) Approximate 2009 global retail sales: US\$3.4 billion Officers: Neil Thompson, Hill's Pet Nutrition president and CEO; Suzan Harrison, president; Janet Donlin, chief of the Veterinary **Business** Channel **Top brands:** Hill's Science Diet, Hill's Prescription Diet Websites: www.colgate.com; www.hillspet.com Vital stats: Hill's Pet opened a new petfood manufacturing facility in Hustopece, Czech

## Figure 3. Top 10 global petfood companies, cat and dog food sales

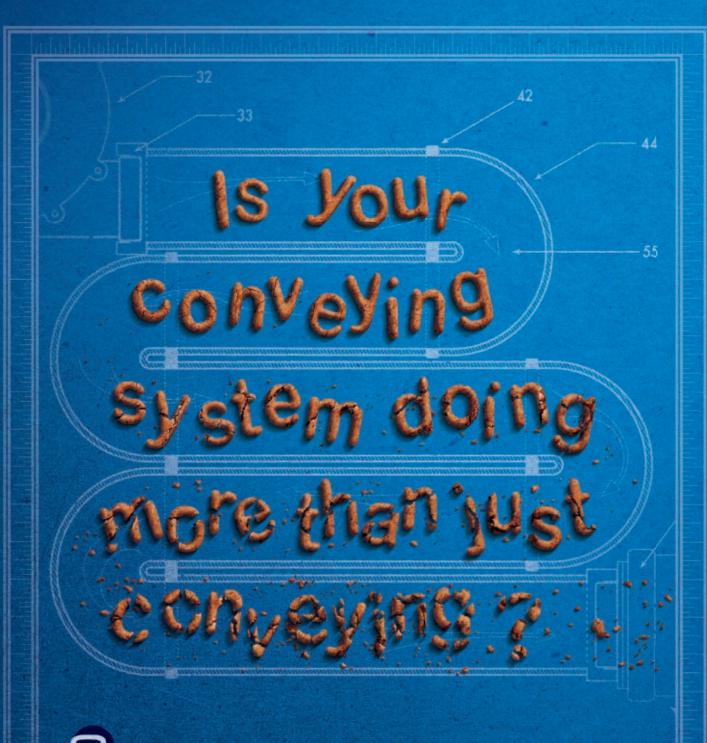
Although the top 10 list remained relatively the same to those in recent years past, small gains and losses over the past year will continue to affect the finanical future of these industry giants.



Republic, in October 2010. The new plant is now producing Hill's Prescription Diet and Hill's Science Plan petfood for Western Europe, Central and Eastern Europe and Russia.

#### 4. Procter & Gamble Co.

**World headquarters:** Cincinnati, Ohio, USA (P&G Pet Care: Dayton, Ohio, USA) Approximate 2009 global retail sales: US\$3.3 billion Officers: Robert McDonald, CEO; A.G. Lafley, chairman; Euka, a Golden Labernese and VP of canine communications Top brands: Eukanuba, Iams Websites: www.pg.com; www. eukanuba.com; www.iams.com Vital stats: Procter & Gamble accelerated its commitment to sustainability in 2010 by



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unveiling a long-term environmental sustainability vision. As part of P&G's strategy to grow responsibly, P&G Pet Care will only source sustainable fish for cat foods, among other environmental initiatives. The company also acquired Natura Pet Products to strengthen its holistic and superpremium portfolio.

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#### 5. Del Monte Foods Co.

**World headquarters:** San Francisco, California, USA

#### Approximate 2009 global

**retail sales:** US\$1.8 billion **Officers:** Richard G. Wolford, chairman, president and CEO; Jeff Watters, Del Monte Pet Products senior VP

Top brands: Meow Mix, Kibbles n' Bits, Milk-Bone, Snausages, Nature's Recipe (Cat and Dog) Website: www.delmonte.com Vital stats: In late November 2010, Del Monte Foods agreed to an acquisition deal from Kohlberg Kravis Roberts & Co., Vestar Capital Partners and Centerview Partners for US\$5.3 billion. The pet products segment of the company recently announced an increase of 2.6% over net sales in the same period (second quarter) last year.

#### 6. Agrolimen SA

**World headquarters:** Sant Cugat del Vallés, Spain (main plants/facilities: El Monjos, Spain; La Chapelle Vendomôise and Moulins, France)

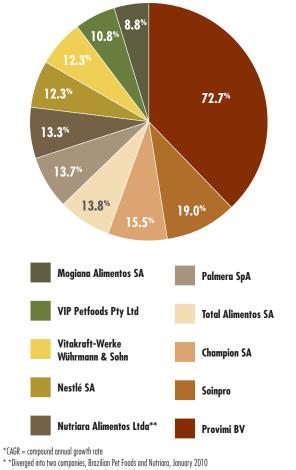
Approximate 2009 global retail sales: US\$0.74 billion Officers: Mario Franques, markets managing director; Franc Andreu, operations managing director

**Top brands:** Ultima, Brekkies, Brekkies Excel Cat, Advance, Advance Veterinary Diets **Website:** www.affinity-petcare. com

**Vital stats:** Affinity Petcare is setting out to conquer the European petfood market. The company has acquired a number

#### **Figure 4. Top 10 fastest growing** petfood companies of past decade 2000-09 CAGR\* %

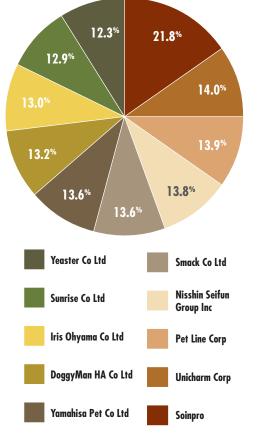
Over the past 10 years, Provimi BV has been growing at a rate four times as fast as Soinpro, the second petfood company on the list.



#### Figure 5. Top 10 fastest growing companies, year on year

#### 2008-09 % growth

As the humanization of pets trend slowly seeps in to the cultures of developing countries, smaller manufacturers catering to those areas are reaping the benefits.



Source: Euromonitor International, based on 2009 data

Source: Euromonitor International, based on 2009 data

of leading European brands, including Advance, Brekkies, Royal Chien, Premium, Play Dog and Play Cat, Repas Complet and Repas Equilibré. Affinity has an 11% market share of the dry petfood sector in the EU, behind Nestle (29%) and Mars (18%).

#### 7. Uni-Charm Corp.

World headquarters: Tokyo, Japan Approximate 2009 global retail sales: US\$0.42 billion Officers: Toshio Takahara, chairman; Gumpei Futagami, president/CEO Top brands: Aiken Genki, Neko Genki, Gaines Websites: www.unicharm.com. jp; www.uc-petcare.co.jp Vital stats: According to Uni-Charm's website, the company has released over 20 new products for dogs and cats over the past year. The Japanese company also makes both lists for the top

10 cat food and dog food launches for 2010, according to data from Mintel.

#### 8. Nutriara Alimentos Ltda. World headquarters:

Arapongas, Parana State, Brazil Approximate 2009 global retail sales: US\$0.34 billion **Officers:** Marcos Calsacara, president Brazilian Pet Foods; Marcelino Bortolo, technical and product development



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 Website: www. brazilianpetfoods.com.br
 Vital stats: This Brazilian manufacturer diverged into two companies, Brazilian Pet Foods and Nutriara, in January 2010. Nutriara trade association in Brazil, was working with Brazilian petfood companies to develop a new sustainability program that will be part of a certification program. Total Alimentos hopes to lead the way in this green movement.

#### Industry statistics

According to the 2009-2010 American Pet Products Association, it is estimated that US\$47.7 billion was spent on pets in the US in 2010, with US\$18.28 billion being spent on petfood alone. The strong spending comes amid price increases in nearly every petfood category, the result of rising costs of fuel, ingredients and transportation for manufacturers.

is the holding company in the agreement and the company name will be used for several years until Brazilian Pet Foods is well established. The company recently released several new lines of treats for dogs and cats and an innovative line of "soup meals" for pets.

#### 9. Total Alimentos SA

World headquarters: Três Corações, Brazil Approximate 2009 global retail sales: US\$0.32 billion Officers: Antônio Teixeira Miranda Neto, president; Paulo Tavares, financial director; Anderson Duarte, technical director

**Top brands:** Família Max, Big Boss, Lider, K&S, Equilíbrio, Naturalis, Natural treats **Website:** www.totalalimentos. com.br

**Vital stats:** Total Alimentos announced during Interzoo 2010 that ANFAL-PET, the petfood

#### 10. Nisshin Seifun Group Inc.

World headquarters: Tokyo, Japan

Approximate 2009 global retail sales: US\$0.26 billion Officers: Osamu Shoda, chairman; Hiroshi Hasegawa, president

**Top brands:** Run, Carat, Lovely, JP-Style

Websites: www.nisshin.com; www.nisshin-pet.co.jp Vital stats: Nisshin Pet Food Inc. broadened its JP-Style brand of premium dog foods, adding dog treats and products for puppies, bringing the company's lineup to 27 products. The new JP-Style products are sold exclusively by mail order.

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Check out all of Julie Lenzer Kirk's Virtual Petfood Forum presentation, "Innovation in marketing: exploring social and online media" and OneUpWeb.com's "The Bloody Truth About Social Media" at <u>www.petfoodindustry.com/</u> <u>SocialMedia.aspx</u>.

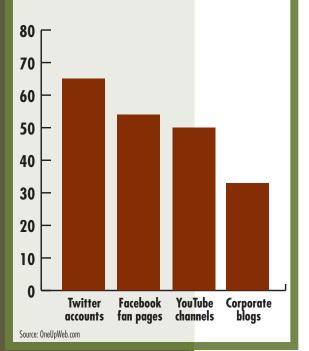
Social media is simply a communications medium that provides interaction. This can be anything from sharing links, adding friends, joining groups and discussions and uploading photos and videos.

# Using social media to promote your brand

By Jessica Taylor

#### Figure 1. Fortune 100 companies using social media

Today most companies are using at least one social media channel, according to Burson-Marsteller's Fortune Global 100 Social Media Study (by percentage).



How—and why—to connect with consumers on Facebook, Twitter and other social platforms

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#### As any petfood

professional knows, success takes an investment of time, money and effort. Social media is quickly becoming a new cornerstone for branding, sales growth and PR, but what exactly is the real value of social media? What your company needs are insights on how to develop and maintain a strong social presence on the internet, using its various platforms.

A majority of companies are using at least one social media channel to promote their brands. Adoption of multichannel social media strategies is on the rise as businesses realize how to leverage one social media channel, such as Twitter, to promote engagement with another channel, such as a company blog, according to OneUpWeb.com. Social media is a communications format that provides interaction. This can be anything from sharing links and adding friends to joining groups and discussions and uploading photos and videos.

How can such simple online interaction between businesses and consumers impact your company and its brands? According to the Society for New Communications Research, 75% of people



#### Twitter insights

Learning to tweet effectively takes some getting used to. OneUpWeb.com provides these helpful hints on how to make sense of the ebbs and flows of the Twitter stream:

- Use hastags (#) so others can follow your discussions and topics;
- If someone follows you, follow them back, especially when you are just getting started;
- Respond when you are tweeted at;

- Be thankful for retweets and respond in kind; and
- Remember to design tweets that don't have messages or links that will get cut off when retweeted.

A recent study by Sysomos found that nearly half of the Twitter population is within four steps of one another. In other words, your business is already much closer to your consumers than you think!

make purchase decisions based on customer comments they find online. But in the grand scheme of things, we have yet to realize the full potential of these new communication channels.

Implementing a social media strategy for your business requires skill to integrate multimedia and marketing and, although many tools are free, a budget to implement your plan. Once your plan is in place, it's time to focus on what you'd like to accomplish with your newly established online presence. According to Julie Lenzer Kirk of Path Forward International, the corporate uses of social media are:

- Building your brand;
- Sharing industry information, customer testimonials and community events. This is a chance to really personalize your company;
- Keeping in touch with current customers;
- Communicating news, promoting specials, soliciting feedback and

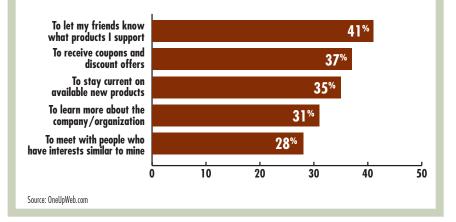
researching your market;

- Monitoring what people are saying about your company and products; and
- Answering questions consumers have about your products and keeping track of complaints. Social media provides you with the ability to respond.

The potential to influence purchasing decisions, drive new customers to your websites and engage stakeholders in an open dialog are all benefits of implementing a social media plan. Social media is a powerful business tool as long as you have equipped your company with the knowledge to use it.

#### Figure 2. Why consumers become Facebook fans

A 2010 survey found that 41% of Facebook users polled join fan pages to let their network know what products they support, along with other primary reasons.



#### More online!

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Read the research behind the information: Find full references for this article at <u>www.petfoodindustry.com/6368.html</u>.

In light of the advancing age of the pet population, optimal nutrition should aim to decrease the risks for disease and other agerelated problems such as obesity, bone loss and lean muscle mass loss.

# Optimal nutrition: the ideal protein concept

By Karen Wedekind, PhD

Studies in geriatric pets show the importance of balancing the diet and avoiding nutrient excesses

**THE AVERAGE AGE** of dogs and cats continues to rise. Over the past 10 years in the US, there has been nearly a twofold increase—from 24% to 47%—in the proportion of cats older than 6

### The top three causes of death in both dogs and cats are renal disease, cancer and cardiovascular disease.

years (Stratton-Phelps, 1999). Between one-third of dogs and one-half of cats are 7 years or older (Lund *et al.*, 1999). According to the Morris Animal Foundation, the top three causes of death in both dogs and cats are renal disease, cancer and cardiovascular disease.

In light of the advancing age of the pet population, optimal nutrition should aim to decrease the risks for these diseases and other age-related problems such as obesity, bone loss and lean muscle mass loss. Recent research in geriatric cats has demonstrated that by formulating to an optimal lysine:calorie ratio as well as to an ideal protein content, dietary protein could be lowered without causing lean muscle mass loss. **SIMILAR TO PETS,** the top two leading causes of death in humans are cardiovascular disease and cancer, while renal disease ranks ninth (Xu *et al.*, 2010). With people and pets, there is much debate concerning the detrimental effects of high-protein diets. These risks include renal disease, cancer, bone loss and increased kidney stones (DRI, 2005).

Aging-associated loss of lean muscle mass in companion animals is a concern just as it is in humans (Janssen *et al.*, 2005; Laflamme, 2005). Reductions in muscle mass due to aging typically result in decreases in activity and general health. Loss of muscle is also often associated with other age-related diseases such as obesity, diabetes and osteoporosis (Janssen; Layman, 2009).

Supplying an appropriate amount of the essential amino acids relative to lysine (protein quality) rather than protein quantity is required for the synthesis of new muscle protein and to reduce protein degradation (Baker *et al.,* 1991; Frantz *et al.,* 2007).

**A STUDY BY** N.Z. Frantz and colleagues (2007) illustrates the importance of balancing a diet according to an ideal amino acid profile as opposed to absolute protein amount. The trial involved 40 geriatric cats, 12 years or older. Cats were assigned to one of four diets (designated A-D) representing four US commercial petfood manufacturers. Blood samples were obtained at baseline, one and three months, and body composition was measured using dual energy x-ray absorptiometry at baseline and three months. As shown in Figure 1, diet D contained the highest protein and phosphorous (P) levels. Cats fed this diet had significantly higher bone loss as measured by bone mineral content (BMC),

## Figure 1. Effects of dietary ingredients in geriatric cats

Frantz and colleagues (2007) studied the effects of protein, phosphorus and lysine:calorie ratio on the kidney health and body composition of geriatric cats.

Analyte	AAFCO minimum*	Diet A	Diet B	Diet C	Diet D
Protein (%)	26.00	34.30	32.20	28.40	37.20
Phosphorus (%)	0.50	0.77	0.97	0.67	1.17
Fat (%)	9.00	21.60	15.40	23.60	15.70
Lysine (%)	0.83	1.50	2.10	1.10	1.80
Metaboliz- able energy (kcal/g)		4.15	3.78	4.13	3.64
Lysine: kcal ratio (mg/kcal)		3.60	5.70	2.70	5.00
Bone mineral content change (90 d)		-2.90ª	-1.90ª	-1.10°	-4.50 <sup>⊾</sup>
Blood urea nitrogen, mg/dL (90 d)		22.20ª	25.10°	23.00ª	29.40 <sup>b</sup>
Creatinine, mg/dL (90 d)		1.15°	1.41 <sup>b</sup>	1.24°	1.31⁵

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as well as higher blood urea nitrogen and creatinine compared to cats fed the other diets. Cats fed diet B also had higher creatinine compared to the groups on diets A and C.

Reductions of both protein and P have been shown previously to delay the progression of renal disease (Elliot et al., 2000; Ross et al., 2006). As shown in Figures 1 and 2, there was a linear effect of dietary protein on bone loss: with increasing protein, BMC decreased. At protein concentrations of 26% or less, positive BMC was attained.

As shown in Figure 3, only cats fed diet B gained lean muscle, whereas the other cats lost (diets A and C) or maintained (diet D) lean muscle over the 90-day trial. The lean muscle loss was a linear function of the

lysine:calorie ratio. Above approximately 500 mg lysine/100 kcal, positive lean was achieved. Diet B not only had the highest lysine:calorie ratio; it was the only diet of the four formulated to an ideal protein ratio.

#### Figure 2. Protein's effect on bone mineral content At day 90, there was a linear effect of dietary protein on bone loss in geriatric cats; at protein concentrations of 26% or less, positive bone mineral content was attained (Frantz et al., 2007). 10.0 Change in bone mineral content (g) 5.0 At 26% or lower crude protein, positive bone mineral content is achieved 0.0 5 10 15 20 25 40 35 Crude protein (%) -5.0 Y-10.1 - 0.385X r= -0.97 -10.0



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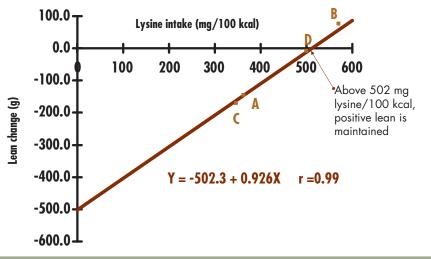
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**Loss of LEAN** muscle mass is a serious concern among aging companion animals as well as during weight loss. In foods formulated for promoting weight loss, dietary protein is often increased to prevent the loss

#### Figure 3. How lysine:kcal ratio affects lean muscle

In geriatric cats, loss of lean muscle was a linear function of the lysine:calorie ratio. Above approximately 500 mg lysine/100 kcal, positive lean was achieved (Frantz *et al.*, 2007).



of lean muscle mass. However, formulating to an ideal protein content and optimal lysine:calorie ratio appears to



be a more effective strategy to prevent or minimize lean muscle loss while decreasing the risk of kidney disease and bone loss.

Karen Wedekind, PhD, is a research scientist in the Pet Nutrition Division of Novus International (www. novusint.com).

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For more information on safety and establishing critical control points, check out the article and HACCP checklist at www.petfoodindustry.com/Safety\_first.html.

Ideally, validation of targeted process control points can be simulated in a laboratory setting so appropriate *Salmonella* strains could be used for the evaluation.



# Killing Salmonella in petfood

By Wendy Warren

Processors should carefully develop, validate and implement an effective kill step to support production of pathogen-free petfoods

Like other low-moisture food products, petfoods and treats require special consideration in developing and validating an effective kill step based on the unique ability of *Salmonella* to resist thermal processing.

**PETFOOD PROCESSORS HAVE** become increasingly aware of the need to control *Salmonella* during production due to the



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risk of associated pet and human illness. Processors know how problematic this pathogen can be but may not fully understand the scientific dynamics surrounding effective elimination and potential for recontamination during processing based on heat resistance and persistence in lowmoisture products such as petfood.

Controlling *Salmonella* requires a lethality, or "kill," step as a critical point(s) during processing to consistently support the production of *Salmonella*-free products. Like other low-moisture food products, petfoods and treats require special consideration in the development, validation and implementation of an effective kill step based on the unique ability of *Salmonella* to resist thermal processing.

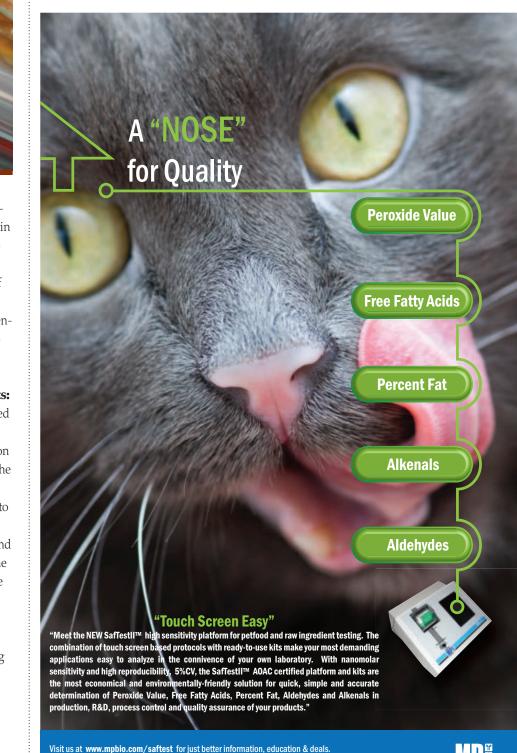


Also, *Salmonella* can persist indefinitely in a dehydrated state and remain viable and available for recontamination of thermally processed, lowmoisture food products. Validation of processing steps used to reduce and control *Salmonella* is necessary to scientifically prove and ultimately demonstrate that a process is effective.

#### **COLLECTIVELY, VALIDATION INCLUDES:**

- Reviewing scientific data for related products and processes;
- Determining a proper log reduction for the specific process based on the expected, incoming levels;
- Determining defined critical limits to achieve the targeted reduction; and
- Confirming that the equipment and process can consistently deliver the required parameters to meet these limits.

Verification activities and supportive records that demonstrate the process is consistently performing according to the established parameters are also key to ensuring the validated process has been properly implemented and maintained. This Salmonella can persist indefinitely in a dehydrated state such that it remains viable and available for recontamination.



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Validation studies must also be designed to encompass the entire process being used to prevent, reduce and control recontamination of the finished product. Further, use of raw materials in the validation should represent those routinely used to best assess process performance and therefore adequately validate actual conditions.

**EFFECTIVENESS OF A** process should be determined considering the worst case scenario, using a *Salmonella* serotype with the greatest level of resistance and conditions representative of those likely to occur during normal handling and distribution.

## Effectiveness of a process should be determined considering the worst case scenario.

Based on previous studies, it would be expected that thermal inactivation of *Salmonella* in low-moisture activity matrices would not follow a linear

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pattern. It is crucial to identify process authorities with knowledge and experience in conducting process validation studies for similar matrices.

Ideally, validation of targeted process control points could be simulated in a laboratory setting so appropriate *Salmonella* strains could be used. Unique processes or those not adequately simulated may need to be validated using a surrogate microorganism expected to react similarly to *Salmonella*. Such a microorganism could be applied to test products and subjected to the process in the facility without presenting a food safety risk.

A combination of lab data based on process simulation, combined with in-process data generated using surrogate organisms and verification records (e.g., time/temperature, pressure), may



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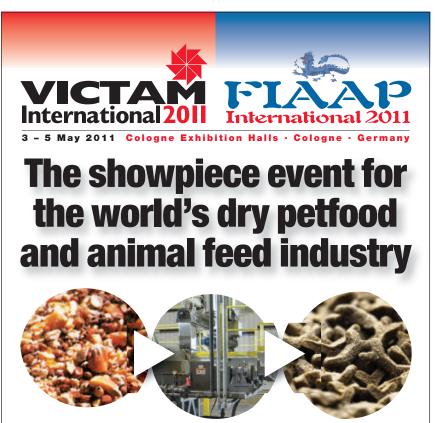
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be required to adequately establish critical control points (CCPs) and their parameters. Ultimately, validated CCPs for the entire process would demonstrate control of *Salmonella* well beyond the minimum expectation that complete inactivation occurs within a normal process.

Wendy Warren is chief science officer for Food Safety Net Services (www.food-safetynet.com).



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## Petfood Insights

David A. Dzanis, DVM, PhD, DACVN

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# Why you should read Feed Your Pet Right



This book takes a decidedly different turn from the usual consumer-oriented petfood fodder. **I MET DRS.** Marion Nestle and Malden C. Nesheim, the authors of *Feed Your Pet Right* (Free Press, 2010), at Petfood Forum 2010. Admittedly, prior to their presentation, I was quite skeptical about what I was going to hear, as both authors were self-proclaimed outsiders to petfood. However, upon hearing their views, I became interested in their perspectives on many issues facing consumers, the industry and regulators today, which prompted me to buy the book to learn more.

To me, the title of the book does very little to explain its contents. There are a number of similarly named books on the market that promise health, vitality and longevity of dogs and cats through nutritional means. Most of these condemn commercial petfoods as

inadequate, if not dangerous.

These books make it a point to disparage many of the commonly used petfood ingredients while espousing the virtues of alternative feeding systems and/or specified ingredients (many of which are atypical, if not unapproved for use in commercial petfood). Only through strict adherence to the recommendations of the authors can your pet's health be assured.

**THIS BOOK, ON** the other hand, makes only a few, rather general, recommendations. It concludes that commercial petfoods and their ingredients are generally adequate and appropriate but that no one type of food is best for all animals. To that end, it also finds raw, homemade and other alternative feeding systems acceptable, so in conclusion, "It's OK to do what works best for you." I do not necessarily disagree with that advice, but to me it hardly reflects the impression given by the book's title.

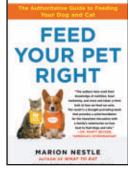
If not specific advice, what does the book cover,

then? Basically, it's an explanation of petfoods from the authors' perspective. It is not their intent to tell consumers what they must feed but rather to provide sufficient information so pet owners may form their own opinions about what they should be feeding their dogs and cats. Topics include:

- History of petfoods and petfood regulation;
- Explanation of some major ingredients;
- Marketing of petfoods;
- Products for special needs;
- Treats, chews, supplements, bottled waters;
- Alternative diets and feeding systems;
- Some of the controversial issues regarding petfoods; and
- Recommendations to the industry, regulators, vet schools and consumers.

**COMPARED TO OTHER** books I've seen over the years, *Feed Your Pet Right* is refreshingly candid but strives to be balanced and fair. Much of the information from the reportedly "consumer advo-

cate" viewpoint that I've read in books, on websites and elsewhere is considerably biased, often grossly disparaging the nutritive value and safety of commercial petfoods. These sources usually consider the petfood industry to be corrupt and uncaring, if not downright evil, while its regulators are either apathetic about the consumer's plight or wholly inept in



Compared to other consumer-directed books on the topic, *Feed Your Pet Right* is refreshingly candid but strives to be balanced and fair.

correcting the wrongs perpetrated by the industry.

This book takes a decidedly different turn from the usual fodder. For example, it mostly supports

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the use of by-products and rendered meals in commercial petfoods, if for no other reason than as a safe, ecologically sound and efficient means to use materials that would otherwise go to waste.

**THAT IS NOT** to say this book has no criticism of the industry and regulatory bodies; it sees need for improvement on many fronts. However, I would characterize these concerns as mainly constructive rather than inflammatory.

I am in wholehearted agreement with some of the book's conclusions and recommendations, rather tepid about others and flatly disagree with even more. After spending 20-plus years involved in petfood regulation, I respect that the authors' perspective is different from my own. However, there are a number of statements where I thought the research was lacking.

I would characterize these concerns as mainly constructive rather than inflammatory.

For example, the claim that "the FDA [US Food and Drug Administration] *does not bother* to do anything about [feline urinary tract health]" statements is factually inaccurate. In fact, companies that wish to make such a claim must submit the results of rigorous studies to show safety and utility prior to marketing or face high risk of enforcement action as an adulterated drug (see Guidance for Industry #55 at www.fda.gov/AnimalVeterinary/ GuidanceComplianceEnforcement/ GuidanceforIndustry/ucm053415.htm).

While the specifics in the guidance are not legally binding, in practice it would be extremely difficult to stray from these data requirements. As a result, only a handful of companies have ever been granted permission to make "reduces urinary pH" claims on cat food labels. Granted, I'm sure these claims are out there on many non-label materials, but that's more an issue of the government's inability to effectively monitor these venues. **I RECOMMEND THAT** people in the petfood industry read this book. While you may not agree with all it says, it provides fresh insight that may be helpful, hopefully without provoking the knee-jerk defensive posture common with much consumer-directed information on the topic.



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## **Ingredient** Issues

Greg Aldrich, PhD

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## Pea fiber: a functional petfood ingredient



With a labelfriendly name, pea fiber offers an effective, reasonable alternative fiber source for companion animal diets. **PEA FIBER CAN** be found in an increasing number of petfoods, especially in the premium, holistic and alternative format products. This ingredient is relatively new to petfoods and may be a strategic addition to counteract a growing consumer discontent with beet pulp and an absolute resistance to any of the functional fibers derived from wheat (e.g., bran), corn (corn bran) or soy (soyhulls).

These fiber sources are commonly perceived as cheap fillers by the diamond-studded collar and leash set. While this impression about the functional utility of these standard fibers is a long way from the truth, it certainly underscores that consumer perception rules the day.

As a potential alternative, pea fiber might fit in with tomato pomace and oat bran as an ingre-

dient intended to evoke an image of consistent stools and healthy colonic fermentation. While the pea fiber name may be label and consumer (pet owner) friendly, is there evidence to support its use in petfoods, and does it perform equal to the task?

**To START, IT** may be important to understand what pea fiber is. There are essentially two types on the market. One is derived from the seed coats and hulls separated from the seed in a "dry" process; the other comes from a "wet" process that separates pea starch from fiber. In the dry process, coats and hulls are removed as part of normal cleaning and handling operations, with the seed separated by particle density and size exclusion through a sieve to fractionate the fibrous hull and seed coats from the rest of the pea cotyledon. In the wet process, the seeds are ground, then water is used to separate and float out (decant) the cotyledon fibers. This is part of the same process used to produce purified pea starch and pea protein isolate.

The coat-and-hull dry process pea fiber contains a higher concentration of dietary fiber (more than 85% total dietary fiber, or TDF) rich in xylose sugar; the wet process cotyledonbased pea fiber is slightly lower in dietary fiber (approximately 65% TDF) but rich in arabinose/ rhamnose, cellibiose and galactose sugars (Dalgetty and Baik, 2003). Both types of pea fiber are high in insoluble fiber (more than 75%) with 5% to 25% as soluble fiber.

**WHERE THESE ATTRIBUTES** matter is in the gastrointestinal tract and the effect they have on elimination and fermentation. Since pea fiber has a substantial water-holding and oil-binding

## Pea fiber does not produce as much gas as other vegetable fibers like citrus pectin, carrot pomace or sugar beet fiber.

capacity, it is often used as a natural extender in human foods. In this manner, it holds moisture and imparts texture to low-fat foods.

But not so in petfoods. In this application, it is used as a nutritionally functional fiber due partly to the laxation effects imparted from

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

## Lonza

the water-holding capacity (about 13 mL water per g pea fiber) of the insoluble fiber and partly for the fermentability of its soluble fiber.

Bench-top fermentation tests of pea fiber have shown that under artificial stomach and intestinal digestion parameters (in vitro), the degree of degradation and subsequent short-chain fatty acid production (such as butyrate, the target short-chain fatty acid for colonocytes) are comparable to other fibers like tomato pomace and psyllium husk. However, pea fiber does not produce as much gas as other vegetable fibers like citrus pectin or carrot pomace (Swanson et al., 2001) or sugar beet fiber (Titgemeyer et al., 1991).

**USING PEA FIBER** in petfoods is fairly straightforward. It is a white to cream colored, nearly odorless, free-flowing powder. Pea fiber is bland to the taste and does not affect palatability or override normal signals to satiety in dogs (Butterwick *et al.*, 1994). It mixes well with both dry and wet ingredients and has been used to bind water and fat, as well as serve as a thickener in wet food preparations.

Pea fiber is extremely low in fat (less than 0.25%) and high in crude fiber (pushing 35% to 40%). For this reason alone, it can be a significant contributor to lowering the calorie content of "diet" foods.

In addition, because of its high insoluble fiber content, adding a meaningful amount of pea fiber to the diet has been shown to modulate the glycemic response in diabetic dogs (Graham *et al.*, 1994; Maskell *et al.*, 1994). Pea fiber ash content ranges from 2% to 3%, with potassium being the most significant single mineral and the content of magnesium sufficient enough to be a minor impediment when formulating a low-calorie, lowmagnesium cat food.

The contribution of protein from pea fiber is relatively insignificant,



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ranging from 6% to 12%. The amino acid profile is high in lysine, and it also contains a fair level of tryptophan (often a first-limiting amino acid in complete petfoods); but, methionine is limiting as it relates to the ingredient's amino acid balance. While pea fiber and pea hulls

are not defined in the Association of American Feed Control Officials *Official Publication, per se,* given they are derived from the common yellow and green field pea (which are not described either), one would surmise that pea fiber is permitted under the "common name" exception. Fortunately, there is some precedence for recognition as a fiber source by the Food and Drug Administration as part of the Nutrition Labeling and Education Act.

IN THE CASE of pea fiber, unlike a number of other ingredients we commonly encounter in petfoods, there are at least a few published studies in which the ingredient has been fed to companion animals and nutritionally characterized. The only gaps in this understanding

presently using pea fiber and from ingredient suppliers suggests there are no issues-most state that it performs comparable to rice bran or beet pulp for these purposes. However, it would certainly be

## Pea fiber is bland to the taste and does not affect palatability or over-ride normal signals to satiety in dogs.

are an absence of any work feeding pea fiber to cats, and conspicuously absent are any data on the effects pea fiber has on stool consistency in either species.

Anecdotal evidence from customer service phone lines at companies

helpful to all users if hard data were available on pea fiber's signature feature: stool quality.

Short of this one omission, given that pea fiber appears effective, it would seem a reasonable alternative fiber source for companion animal diets.

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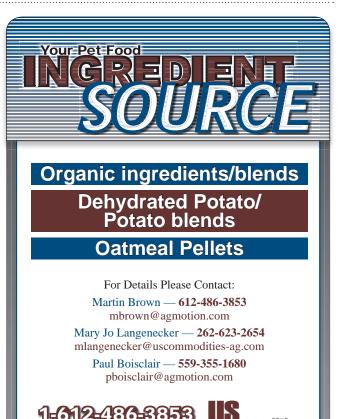
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## Effects of various fats in overweight cats

We fed moderate-energy diets with moderate fat content—either saturated fat (beef tallow),

#### **Key concepts**

#### Effects of various fats in overweight cats

(AJVR 71: 1039-1044. doi: 10.2460/ajvr.71.9.1039) Lowering energy intake with citrus flavanones supplementation or substituting saturated fat for monounsaturated could be good strategies.

■ Therapeutic diet for feline DJD (J. Vet. Int. Med. 24: 487-495. doi: 10.1111/j.1939-1676.2010.0495.x) Dietary modulation might be one method to improve mobility in cats with degenerative joint diseaseassociated pain. saturated fat plus citrus flavanones or monounsaturated fat (olive oil)—to 20 overweight cats. Citrus flavanones supplementation of the saturated fat diet was associated with lower energy intake and with lower plasma lipids and urinary F2-isoprostane concentrations than with saturated fat alone. Monounsaturated fat feeding resulted in lower food intake than with saturated fat. Plasma lipid concentrations remained within reference limits.

Although the clinical relevance of these findings is unknown, the significant differences indicate that lowering energy intake with citrus flavanones supplementation or substituting saturated fat for monounsaturated could be good strategies for decreasing plasma lipids concentration and oxidative stress body weight is observed.

Source: I. Jeusette *et al.*, 2010. Effects of consuming diets containing various fats or citrus flavanones on plasma lipid and urinary F2-isoprostane concentrations in overweight cats. *AJVR* 71: 1039-1044. doi: 10.2460/ajvr.71.9.1039

#### Therapeutic diet for feline DJD

Feline degenerative joint disease (DJD) is common, and there are no approved therapies for alleviating the associated pain. We tested a diet high in eicosapentaenoic acid (EPA), docosahexaenoic acid (DHA) and supplemented with green-lipped mussel extract and glucosamine/ chondroitin sulfate in 40 cats with painful, mobility-impairing DJD.

The cats were randomly allocated to the test diet or control diet (C-diet). The primary objective outcome measures indicated that activity declined significantly in the C-diet group and significantly increased in the test diet group.

Dietary change might be one way to improve mobility in cats with DJD-associated pain. Source: B.D.X. Lascelles *et al.*, 2010. Evaluation of a therapeutic diet for feline degenerative joint disease. *J. Vet. Int. Med.* 24: 487-495. doi: 10.1111/j.1939-1676.2010.0495.x

in overweight cats, even before considerable loss of

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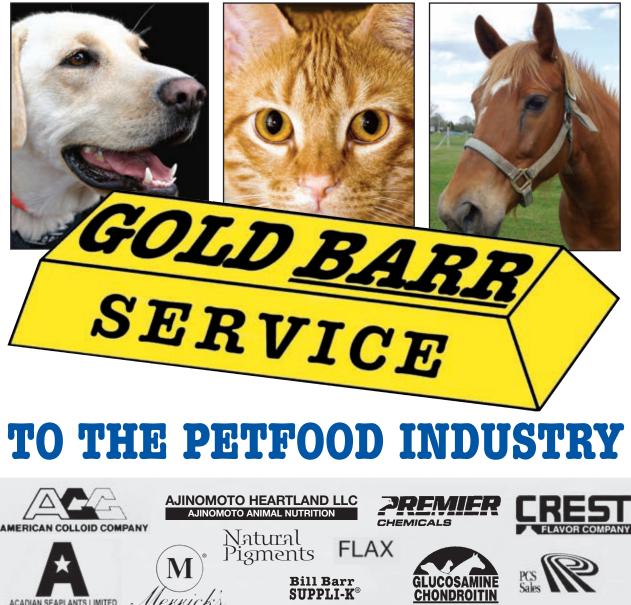
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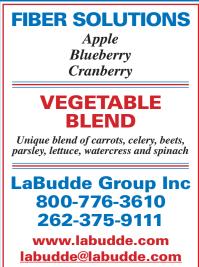
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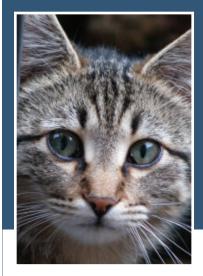


Product solutions from concept to completion

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ary	9	10	11	12	13	14	15
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Jai	<sup>23</sup> / <sub>30</sub>	<sup>24</sup> / <sub>31</sub>	25	26	27	28	29

#### ■ AAFCO Pet Food Labeling Workshop,

January 17, 2011. Tradewinds Island Grand, St. Pete Beach, Florida, USA. To register, visit www.aaf sharan@aafro ora



register, visit www.aafco.org or email sharon@aafco.org.

- AAFCO Mid-Year Meeting, January 17-20, 2011. Tradewinds Island Grand, St. Pete Beach, Florida, USA. To register, visit www.aafco.org or call +1.800.808.9833.
- International Feed & Poultry Expo and Pet Food Conference, January 24-26, 2011. Georgia World Congress Center, Atlanta, Georgia, USA. For details, visit www.petfoodconference.com.
- 21st Annual Practical Short Course on Feeds & Pet Food Extrusion, January 30-February 4, 2011. Texas A&M University, College Station, Texas, USA. For more information, please email mnriaz@tamu.edu or check out www.tamu.edu/extrusion.

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