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Petfood Industry

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Preview:
Petfood Forum 2011

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Innovation in
nutrition and
ingredients

Private label
performance
in global
markets

Developing
a proper
HACCP plan

Feature company

NATURAL PETFOOD PIONEERS

Susan Weiss and Jay Weiss of Ark Naturals, p. 22



Digital version at www.petfoodindustry-digital.com

Get Petfood
Industry on the go
with our iPhone/iPad App, p. 4



Eight out of ten pet food buyers are women. It's about time someone got a handle on that.



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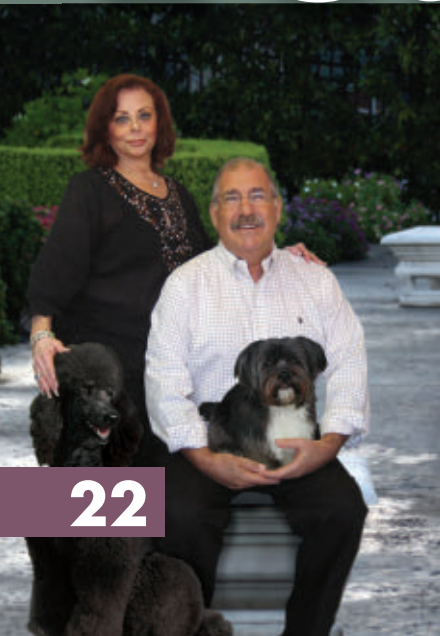
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On the cover: Susan Weiss and Jay Weiss of Ark Naturals with Sailor and Lily Perez.

Photo courtesy of Ark Naturals



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- Popular blogs
- Petfood Insights and Ingredient Issues columns
- Latest news and products

Online exclusives

Research: **More on ingredients**

Check out Serge Boutet's in-depth analysis of 20 innovative ingredients and further research on nutrigenomics and prebiotics at www.petfoodindustry.com/InnovativeNutrition.aspx.

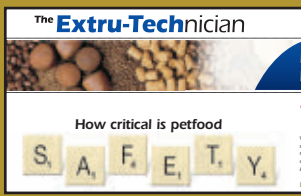
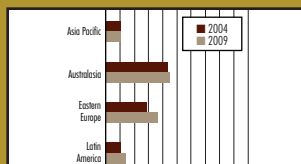


Article: **High-end private label**

Read Denise Leathers' information from *Private Label Buyer* at www.petfoodindustry.com/PrivateLabel.aspx to find out how private label petfoods can really grow.

E-newsletter: **How critical is petfood safety?**

Find out more about developing a HACCP plan in *The Extru-Technician* at <http://viewer.zmags.com/publication/9dad978#9dad978/1>.



Community

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Petfood-Connection: Taboo wild ingredients

<http://www.petfood-connection.com/profiles/blogs/taboo-wild-ingredients>

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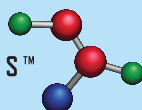
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Something to Chew On

Debbie Phillips-Donaldson

Find more

Read about other petfood companies' doing good at www.petfoodindustry.com/news.aspx.

Doing well by doing good for pets



Like companies in other industries, petfood makers find embracing a cause is good for the bottom line as well as the soul.

RECENTLY A NEWSPAPER reporter called seeking information for an article he was researching on corporate social responsibility in the pet industry. One of his questions was whether petfood companies participate in community programs and charitable causes. Of course, my answer was a resounding yes!

I told him that if he looked up any petfood manufacturer's website, he'd almost assuredly find information about how that company was giving back to the pet community. (Or check the news on PetfoodIndustry.com, which usually includes at least one story about a petfood company doing a good deed.)

In fact, I said, it would probably be easier to find petfood companies that do **not** donate food to shelters, run a charitable foundation or give in another way than it would be to list all the ones that do.

FOR EXAMPLE, I can't help being impressed by Iams' recent announcement that its annual Home 4 the Holidays program (www.iamshome4theholidays.com) resulted in more than 1.1 million pets being adopted. Though the program fell short of its goal of placing 1.5 million animals in homes, its 2010 achievements included:

- Working with more than 3,500 shelters and other animal organizations around the world;
- Adopting out nearly 600,000 dogs and just over 500,000 cats;
- Finding homes for about 23,000 other animals, including rabbits, reptiles, birds and horses; and
- Launching a campaign involving a special Facebook page (www.facebook.com/Iams), other online promotions and specially marked bags of Iams products that resulted in 5 million pet meals being donated.

I could go on and on about myriad other large and small ways that petfood companies do good. And, speaking of large and small, it's not just the big guys—such as Iams backed by its global giant parent, Procter & Gamble—that give back. As I told the reporter, it's nearly everyone, even tiny treat companies that might only be able to afford to donate broken (but perfectly healthy) biscuits.

NOW, NO COMPANY in any industry gives to charitable causes just to get a warm and fuzzy feeling. More and more, researchers and business executives alike believe being socially responsible and embracing a purpose pays off financially, too.

"Purpose isn't just good for the soul, it's actually really good for the bottom line," said Dell's former chief marketing officer, Erin Nelson, at the Association of National Advertisers' convention in October 2010. She was joined onstage by executives from other *Fortune* 500 companies such as Coca-Cola, Cisco, Target and P&G (there's that name again) all essentially saying the same thing.

According to the "Second Annual Corporate Social Responsibility Perceptions Survey," released in March 2010 by Penn Schoen Berland, Landor Associates and Burson-Marseller (www.burson-marsteller.com), over 75% of consumers believe it's important for companies to be socially responsible. And they might follow that belief with action:

- 55% of respondents said they're more likely to choose a product that supports a specific cause;
- 38% said they plan to spend the same or more for products and services from socially responsible companies, despite the economy.

WHILE EVERY PETFOOD professional should feel good about being part of an industry that gives so much to animals—which is one reason many of us got involved in petfood in the first place, right?—we should also take comfort knowing such giving helps keep the industry going strong. ■

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

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Industry News

Quick hits

- Bravo! has hired Tammy Deering to the company sales team as the midwestern regional sales manager.
- The deadline for the DuPont Awards for Packaging Innovation is February 28, 2011.
- Swiss group Minoteries SA sold its subsidiary petfood manufacturer, Biomill SA, to the Fenaco cooperative group.
- Pacepacker Services Ltd. named Spiroflow Systems Inc. as the exclusive North and South American representative of Pacepacker's products.

Learn more

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

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Petco, Petsmart spend combined US\$70 million on advertising in 2010

From January through October 2010, Petco spent US\$12 million on measured media in the US, while its chief competitor, PetSmart, spent US\$58 million advertising its products and services, according to Kantar Media.

Looking to increase advertising and promotional spending in 2011, Petco named Initiative as its media agency of record, said Greg Seremetis, Petco's vice president of marketing. According to Seremetis, this was the first time the business was reviewed in more than five years.

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Early bird registration for Petfood Forum events available now

A Walmart executive has been confirmed as a speaker for Petfood Forum 2011, just as the early bird registration deadline approaches. Frank Yiannis, VP of food safety for Walmart, will provide the closing keynote on April 13 during lunch, discussing the Global Food Safety Initiative. He joins the opening keynote speaker, Timothy A. Hunt, DVM, talking the morning of April 12 about his experiences mushing in and serving as a veterinarian for the Iditarod.

PetfoodForum 2011
PetfoodWorkshop SAFETY FIRST 2011

Petfood Forum 2011 starts on April 11 at the Renaissance Schaumburg near Chicago, Illinois, USA. For more information and to save up to 15% on early bird registration (by February 15), visit www.petfoodindustry.com/PFF2011.aspx. If you also register for Petfood Workshop: Safety First, scheduled for April 13-14, you'll save even more.

Petfood Forum also returns to Europe after four years. Join us on May 4 in beautiful and historic Cologne, Germany, for a day of learning and networking. You can also visit many petfood and agrifeed exhibits as part of Victam International 2011 (www.victam.com).

PetfoodForum EUROPE 2011

Register by March 14 to save 10% on Petfood Forum Europe. For more information or to register, go to www.petfoodindustry.com/PFFEuro2011.aspx.

Kemin expands into veterinary market

Kemin Industries Inc. has expanded into the veterinary market with the launch of a new division, Kemin Vet Innovations, set to provide products, solutions and services for the veterinary community serving the companion animal, equine, livestock and poultry markets worldwide.

The division will be led by Andrew Yersin, former director of research and development for Kemin AgriFoods North



America. "This is an exciting addition to Kemin's growing global presence," said Yersin. "We look forward to expanding our product offerings across regions and supporting the veterinary market with innovative, molecular solutions."

Kemin Vet Innovations will be based at Kemin's corporate headquarters in Des Moines, Iowa, USA, and will have additional representation in the Middle East, China, Mexico, India and Asia Pacific.



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For Consumers

Precise Holistic Complete wet dog, cat food

Precise Pet Products, from Texas Farm Products Co., has a wet variety in its Precise Holistic Complete line for dogs and cats. Wet formulas for dogs include the Wild at Heart River Line—Salmon and Trout and Wild at Heart Flight Line—Turkey and Duck. The wet food for cats is available in the Wild at Heart River Line—Salmon, Tuna and Trout.



Texas Farm Products Co.
+1.888.477.3247
www.precisepet.com

Fresh Breath Dental Chews

TropiClean offers the Fresh Breath product line for dogs and cats, including Dental Chews. The treats contain dill, parsley and mint infusions, the company says, to help keep pets' teeth clean by chewing. They are also designed to aid in the removal of plaque and tartar.



TropiClean
+1.800.542.7387
www.tropiclean.net

Nutrievio OptiBird parrot food

Nutrievio OptiBird parrot food is designed to produce better feathering and brighter colors and maintain health. A fruity flavor aims to increase palatability. Crumlet technology ensures a unique combination of structure and fibers for optimal digestion, according to the company.



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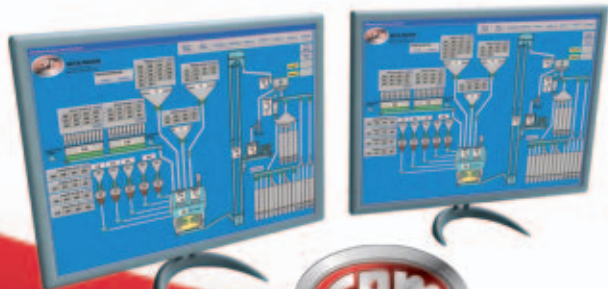
Hip Bones dog treats

Overby Farm Hip Bones dog treats feature ingredients supporting strong bones and healthy joints, according to the company. They are made with tart cherry concentrate, bioflavonoids, fiber, calcium, flax seed and antioxidants.



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For Consumers

Fish4Dogs dog kibble

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in coat and skin health and joint mobility. The kibble contains no additives, preservatives or colorings, is gluten free and is hypo-allergenic,

according to the company. A small kibble variety of dry food also is available, along with various treats.

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www.fish4dogs.com

Robbie Dawg organic dog treats

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Sweet Little Butterpup dog treats

Lincoln Bark Sweet Little Butterpup dog treats are available in Oatmeal Peanut Butter, Salmon Peanut Butter and Pumpkin Peanut Butter varieties. The treats are made with 100% human-grade ingredients, according to the company, and each batch is made by hand. They contain



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For Consumers

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Single Grain Protein Plus dog food

Canidae's Single Grain Protein Plus dog food line is designed to complement the company's existing lines, including its grain-free

offerings and meat-based diets. The line's nutritional focus is to offer 29% total protein and restrict the grain source to rice (both brown and white) with five protein sources: chicken as the first ingredient, followed by chicken, turkey, lamb and fish meals. It includes omega fatty acids, essential vitamins, amino acid chelated minerals and guaranteed viable micro-organisms and enzyme activity, according to the company.

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CLOSING KEYNOTE SPEAKER: FRANK YIANNIS, VP OF FOOD SAFETY, WALMART



To close Petfood Forum 2011, Frank Yiannis, VP of food safety for Walmart, describes the Global Food Safety Initiative and why Walmart is a committed, active member. GFSI was launched in 2000 to foster continuous improvement in food safety management systems to ensure confidence in the delivery of food to consumers. Yiannis will explain GFSI's objectives and why he believes more petfood companies should become involved.

Petfood Workshop SAFETY FIRST APRIL 13-14, 2011

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The Early Bird Registration deadline for Petfood Workshop is also February 15. Following Frank Yiannis's presentation about the Global Food Safety Initiative, you'll want to stay for this focused seminar immediately following Petfood Forum to give you in-depth knowledge of petfood safety.

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K40-1FT-SS sanitary sifter

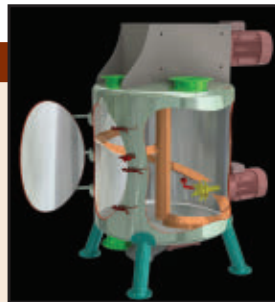
The Kason Corp. K40-1FT-SSA Flo-Thru sanitary sifter is designed to reduce height requirements while increasing screening capacity. The low-profile configuration uses two, unbalanced-weight gyratory motors mounted on opposing exterior side-walls of the unit, instead of one motor positioned beneath the screening chamber, reducing overall height.

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Mepax Amixon VM mixer

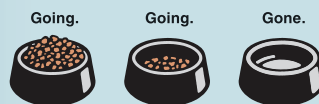
The Mepax Amixon VM mixer from AZO Inc. aims to increase user advantages for the operator and enhance the production process. The innovation is based on vertical

mixers and designed to be efficient. Spiral-type screw band agitators rotate around a vertical axis, screwing the products to be mixed upward in the periphery of



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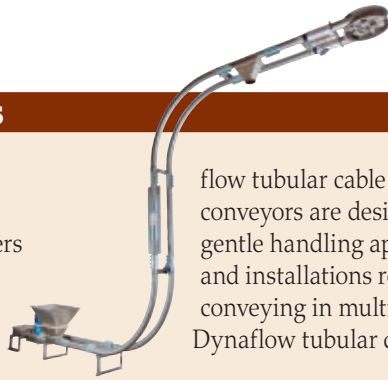
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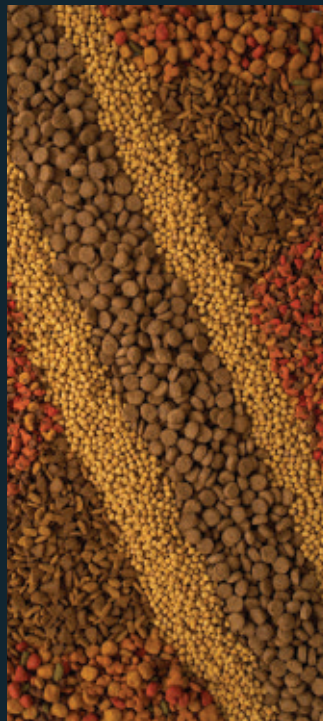
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Get advice from Ark Naturals' resident veterinary consultant, Nancy Scanlan, DVM, or helpful tips from company president, Susan D. Weiss, at www.petfoodindustry.com/ArkTips.aspx.

Founded in 1995—a time, according to Susan Weiss (shown here with Jay Weiss), when the petfood industry was not interested in natural—Ark Naturals has continued to steadily grow while sticking to its initial goals.



JUST THE FACTS

Headquarters:

Naples, Florida, USA

Officers: Susan D. Weiss, president and founder; Jay Weiss, COO

Sales: Up by 10% in 2009, Ark Naturals likely doubled its profits by the end of 2010

Products: A complete, all-natural product line for dogs and cats that includes 'wellness' and 'remedy' food and treat products, dental fresheners and topical sprays

Distribution: Worldwide

Website:

www.arknaturals.com



Natural petfood pioneers

By Jessica Taylor

Before 'natural' and 'premium' were buzzwords in the industry, Ark Naturals was already starting trends with its innovative pet products

"WE STARTED THIS business before it was fashionable," declares Susan Weiss, founder of Ark Naturals, Natural Products for Pets. "We believed and still believe we can make a difference." Founded in 1995—a time, according to Weiss, when the petfood industry was not interested in natural—the company has continued to steadily grow while sticking to its initial goals.

"I can remember a (trade) show in the late '90s, where I was trying to induce a retailer to carry natural," Weiss recalls. "And she said to me, 'No one is interested in natural.' I can remember when I would walk into a pet store and tell them that they needed to put a small sign up that said natural corner. That was a revelation to retailers!"

FIFTEEN YEARS LATER

and the demand for natural products has grown explosively, with Ark Naturals doing better than ever.

In 2009, its profits were up by 10%, and Weiss predicts that the final 2010 numbers will show double-digit growth. "I think one of the things

that has made us so successful is we had to figure out tools to stay in business by making it understandable to the retailers so they wouldn't shake in their shoes about whether they could understand enough to sell natural," Weiss says. "We continue to work hard. We continue to question our formulas as science is ongoing and we have to be flexible and re-think what we held as absolutes."

In 2009, Ark Naturals introduced its pet dental line—including Breath-Less Brushless Toothpaste and Breath-Less Plaque Zapper—and won the 2009 *Pet Age* award for the most requested product by retailers. In 2010, the company introduced three new products, including Paws in the Pie, low-calorie, low-sodium, wheat-, corn- and soy-free treats for small and large breed dogs. And the product line only continues to expand—the company will unveil several new products in March 2011.

"One of the problems with growth is trying to remain hands-on," says Weiss. "As our products move into distributor environments, it gets more difficult to stay in touch with our retailers. Growth means the juggling act gets harder, not easier."

Ark Naturals tries to keep all those bones and biscuits in the air by providing exceptional customer service with live people to talk



"I can remember when I would walk into a pet store and tell them that they needed to put a small sign up that said natural corner. That was a revelation to retailers," recalls Weiss, of the 100% natural line of Ark products.

to and getting back to customers quickly, says the company. Weiss also emphasizes the importance of maintaining inventory, maintaining quality control and providing education to both retailers and pet parents.

"ONE OF THE things I worry about is how our message is being delivered," Weiss says when asked about what keeps her up at night. "What I mean is, how is the pet guardian interpreting it? Do they know how to use the product? Do they know when to use the product? Do they think if they use Ark Naturals (or any natural competitor) products that they never have to consult with a vet?"

Ark Naturals tries hard to encourage pet guardians to ask questions and get the right answers and thinks working with the Association of American Feed Control Officials to improve labeling and ingredient claims is the key. Weiss describes pet parents as "self-diagnosing" because they think

they know what glucosamine is or what probiotics do, and often decide if their pet really needs it without getting any kind of advice. "I don't want to say that I can cure cancer," she says. "But somewhere between saying almost nothing and making wild crazy claims, there should be better options out there. I think this is really important."

As for predictions regarding the future of her company and the industry as a whole, Weiss declares Americans are the most amazing pet guardians and will continue to support the natural pet industry. "I just hope that we don't sell our souls to get the most shelf space." ■

Florida honors Ark



In December 2010, 50 companies from 18 Florida counties earned a place in Florida's inaugural class of "Companies to Watch," including Ark Naturals. The accolade, to be presented by GrowFL, recognizes the state's privately held businesses that employ up to 99 employees and have between US\$750,000 to US\$50 million in annual revenue or capital.

"Firms like these named 'Companies to Watch' continue to be the catalyst that is fueling Florida's emergence from a turbulent national economy," said Randy Berridge, president of the Florida High Tech Corridor Council. "Congratulations to this exemplary group of Florida businesses that continue to invest in their communities and create new jobs in all corners of our state."

Ark Naturals was named to the list after GrowFL evaluated more than 310 nominations for the awards. The 50 "Florida Companies to Watch" will be honored at the awards celebration on February 17, 2011, in Orlando. In addition to the recognition of being named a winner of the award, Ark Naturals has the opportunity to participate in a leaders retreat attended by former Companies to Watch award recipients from other states at the Edward Lowe Foundation's Big Rock Valley retreat facility in southwestern Michigan.

More online!

You can find updated speaker lists, topics and schedules—and register for Petfood Forum and Petfood Workshop—at www.petfoodindustry.com/PFF2011.aspx. Register by February 15 to save up to 15%; save even more if you register for both events.

Petfood Forum

preview

This leading industry event offers more expert content and networking than ever—plus, learn about new safety requirements during Petfood Workshop

TO STAY AHEAD of the competition and grow your business, you need to arm yourself with knowledge and key contacts. There's no better way to increase both than by attending Petfood Forum 2011 and Petfood Workshop: Safety First.

Petfood Forum, scheduled for April 11-13, is expanding this year with a new, larger venue—the Renaissance Schaumburg (about 10 miles west of Chicago's O'Hare Airport)—and three content tracks: nutrition, marketing/packaging/regulatory and safety/processing. Experts from the petfood, human food, veterinary, retail and marketing industries will share their insights and tips to help you improve your job and business performance.

WALMART'S VP OF food safety, Frank Yiannis, will be the closing keynote speaker—a new session this year—discussing the Global Food Safety Initiative. Timothy A. Hunt, DVM, kicks off the conference with the opening keynote about his experiences and lessons from mushing in and serving as a veterinarian for the Iditarod.

You'll also enjoy as many networking opportunities as ever with new and familiar industry peers as well as leading suppliers in the new exhibit hall—now part of a full convention center.

PETFOOD WORKSHOP: SAFETY First follows on April 13-14, also at the Renaissance Schaumburg. This interactive, hands-on seminar will help you understand and prepare for the new US food safety regulations by bringing you face-to-face with experts on:

- Best practices from the human food world on dealing with the new food safety law;
- Navigating the quickly changing regulatory landscape;
- How to prepare for—and survive—an FDA inspection;
- Creating and improving a HACCP program;
- Testing and controlling for toxins and pathogens; and
- An “ask the experts” panel so you can get all your safety questions answered.

Please bookmark www.petfoodindustry.com/PFF2011.aspx and watch for the March issue for updates.

Monday, April 11

12:00-6:30 pm Exhibitor set-up

12:00-7:30 pm Registration/check-in

5:30-7:30 pm Opening reception

Tuesday, April 12

7:00-8:00 am Breakfast

9:00 am-6:15 pm Exhibit hall open

8:00-9:00 am

Keynote: Learn about the thrill and excitement

of the Iditarod from Timothy A. Hunt, DVM, who has not only worked the legendary race as a veterinarian but has also mushed in it.

9:00-9:45 am

General session: New petfood product trends: Focus on 'clean' labels—Lynn Dornblaser, director of CPG Trend Insight for Mintel International, gives an update on new petfood products and discusses simplicity as a growing trend, using global examples to demonstrate a stronger focus on natural, easy-to-understand ingredients, simple language and communication of benefits.

9:45-10:30 am Coffee break

10:30-11:15 am

General session: Consumer brand perception: who's in the driver's seat?—Melissa Brookshire, DVM, director of North River Enterprises, discusses how petfood companies are often taking a back seat to internet-based information sources. These sources may have no professional credentials and sometimes foster misinformation. Dr. Brookshire explains how to take control of the information—and your reputation—to ensure consumers are getting **your** message.

11:15 am-12:30 pm Lunch

Petfood Forum sessions in specific tracks are color-coded as follows: ■ Nutrition ■ Marketing/packaging/regulatory ■ Safety/processing

12:30-1:10 pm

The effects of processing on petfood nutrition: the formulator's dilemma—

Greg Aldrich, PhD, Pet Food & Ingredient Technology, reviews published information on what happens to various nutrients during the petfood production and merchandising process. He highlights what is required to overcome nutrient losses during processing.

US petfood update: marketing the benefits of pet ownership—

David Lummis, Packaged Facts, provides an overview of the US pet market, which continues to feel the recessionary impact of the "new normal" of more value-focused consumer behavior. Marketers and retailers that have long relied on premiumization for growth are looking in new directions. The human/pet health connection promises to galvanize the market, and the spotlight here is on why, how and when.

Ultra-high fresh meat inclusion in low-grain extruded pet diets—

Tom Willard, PhD, TRW Consulting, and Galen Rokey, Wenger Manufacturing, describe how fresh meat products with low or no grains is the fastest growing segment in the petfood market. Extrusion is still the best, most cost-effective processing method for these diets, yet fresh meat inclusion is limited by both mechanical and ingredient factors. Specialized equipment and ingredients, along with process controls, can help.

1:15-1:55 pm

Pulses for petfood—Jolene Hoke, ADM Alliance Nutrition Inc., provides an overview of the attributes of pulses and explores their use in petfood applications. Pulses are natural sources of quality protein, fiber, complex carbohydrates and micronutrients and affordable, sustainable substances that work well with many ingredients used in petfoods.

Marketing with a higher purpose: the power of pet ownership—

Robert Wheatley, Wheatley & Timmons, picks up on the trend of the benefits of pet ownership and explains how it could become an entirely new proposition for petfood brand marketing. It fits into the strategic arena of what Wheatley calls finding your higher purpose and transcending to a new, stronger level of relevance and engagement with customers.

Case study: High pressure pasteurization for petfood—

Ed O'Neill, Nature's Variety, provides a case study of how and why this manufacturer of raw frozen, grain-free and other petfoods decided to base its safety system on high pressure pasteurization, its rapid conversion to this system and how it educated retailers, customers and employees on HPP.

2:00-2:40 pm

Kibble shape and its effect on feline palatability—Kristopher Figge, AFB International, describes an experiment involving cat kibble. Five shapes were extruded with constants of material, equipment and measurement. Palatability was measured via two-bowl, paired comparison testing over a two-day period.

Using the 7 R's to develop more sustainable petfood packaging—Paul Kearns, Exopack, highlights recent advances in more sustainable petfood packaging. He will review the 7 R's of sustainable packaging as defined by Walmart, provide real-life examples of

Find exhibitors online!

Petfood Forum 2011 features a brand new, larger exhibit hall. For a list of exhibitors as of press time, check out www.petfoodindustry.com/PFF2011exhibitors.aspx.

petfood packaging that have claimed sustainability benefits and show the importance of quantifiable benefits by using a widely available modeling tool.

Detection and control of Salmonella—Wendy Warren, PhD, Food Safety Net Services, aims to help processors understand the science behind *Salmonella* and how to best manage this food-borne pathogen during production. She will review sampling plan design and implementation, discuss testing technologies and explain the role of process validation studies.

2:40-3:20 pm Coffee break

3:20-4:00 pm

High-quality animal protein sources—Trevor Faber, University of Illinois, discusses methods to determine animal protein quality differences among sources. Protein quality may be evaluated by using various *in vitro* and *in vivo* assays, techniques that can determine the differences that exist among species and sources of protein.

Integration of petfood safety programs in the palatant industry—Loïc Cosquer, PhD, SPF, explains how the globalization of the petfood market has brought many benefits but has also complicated the management of hazards. Palatants are used in a low percentage that generates a high level of dispersion in the petfood supply chain, requiring excellence in safety.

4:05-4:45 pm

Comparing animal protein sources using cecectomized rooster digestibility assays—Marie Varloud, PhD, In Vivo NSA, explains an experiment designed to help maximize digestibility of nutrients. To compare

sources of protein from animal origin, their digestibility was measured on force-fed cecectomized roosters. The results underline the large variability in quality of animal meals and therefore the need for screening tools to evaluate these materials.

Panel discussion: using social media to reach your target audience—Why should you be using platforms such as Twitter and Facebook to promote your brands and connect with consumers? What are the best practices to follow? Our expert panel will help answer these questions as well as any from the audience. Panelists include Julie Lenzer Kirk, Path Forward International; Angela

McClanahan, Nature's Variety; Duncan White, OneUpWeb; and David Yaskulka, Halo, Purely for Pets.

Does process heating fit into the sustainability triangle?—David Degelau, Hydro-Thermal Corp., discusses the challenge of balancing food safety, product quality and taste and energy consumption. He examines case studies, including in petfood extrusion, where direct steam replaced other forms of process and utility heating and how it may be a solution for companies with sustainability initiatives.

4:45-6:15 pm Reception

5:30-6:15 pm Poster reception

Wednesday, April 13

7:00-8:00 am Breakfast

8:00 am-12 noon Exhibit hall open

8:00-8:40 am

Ingredient manufacturer's perspective on sustainability in grain-based petfood ingredients—Don Shandera, PhD, Cargill, reviews several grain-based bioprocesses and their contribution to supporting sustainable practices in the petfood industry. Carbohydrates are renewable and a cornerstone to creating several categories of sustainable products for the human market. Long-term sustainability best integrates available resources and minimizes needed inputs by leveraging emerging technologies.

continued on p. 26 >

Private label petfood market update—

Lee Linthicum, Euromonitor, sheds some light on trends in private label sales, which accounted for 11.6% of the US\$61.9 billion global petfood market in 2009. With pets increasingly viewed as children, will private label petfood ever take off? What lessons can it learn from branded rivals and private label offerings in other consumer goods industries?

8:45-9:25 am

Update on senior pet nutrition—Sally Perea, DVM, MS, DACVN, Natura Pet Products, reviews the latest research in senior pet nutrition, the unique nutritional needs of pets as they advance into their senior years and how nutrition can be used to help address common health problems of aging pets.

Regulatory changes in the EU affecting petfood—Terry Plant, TA Plant Consulting, explains new petfood labeling and marketing requirements in the European Union, helps you understand changes in animal by-products regulations, brings you up to date with the list of EU-permitted additives and provides a complete picture for exporting to the EU.

9:25-10:10 am **Coffee break**

10:10-10:50 am

Nutritional management of osteoarthritis—Karen Wedekind, PhD, Novus International, discusses the osteoarthritis models used to evaluate efficacy of therapeutic foods and nutritional supplements, including for other species besides companion animals. She describes the use of cartilage and bone markers as early indicators of treatment effectiveness and presents evidence on the role of nutrition in managing lameness and OA in dogs and other species.

Covering your GRAS: how to use FDA's notification process—David Dzanis, PhD, Regulatory Discretion Inc., explains what data are needed to make a generally recognized as safe determination, how to submit a GRAS notification to the US Food and Drug Administration and how the GRAS notification process differs from other methods of petfood ingredient approval.

10:55-11:35 am

L-carnitine: scientific update and application review—Johnny Lopez, PhD, Lonza, explains that today's continual interest in the growing human market has helped reveal other metabolic functions for L-carnitine besides its support of pet weight manage-

ment programs. After a review of the role L-carnitine plays in fat metabolism, weight loss and improvement in lean mass, the presentation will include peer reviewed research on the importance of L-carnitine in heart function and its antioxidant properties.

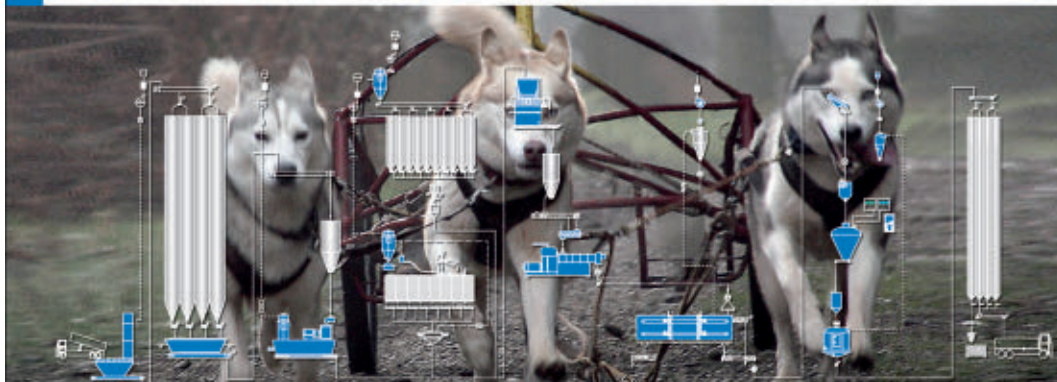
Innovations and trends in petfood packaging—Robert Hepburn, Pacific Bag Inc., leads an interactive discussion about innovations and trends in petfood packaging and how they relate to the production environment. He will discuss some of the newer formats in petfood packaging and focus on the benefits and challenges involved in converting from paper to plastic packaging.

11:40 am-1:00 pm

Lunch/closing keynote: Frank Yiannis, VP of food safety for Walmart, describes the Global Food Safety Initiative and why Walmart is a committed, active member. GFSI was launched in 2000 to foster continuous improvement in food safety management systems to ensure confidence in the delivery of food to consumers. Yiannis will explain GFSI's objectives, his work with behavior-based food safety and how petfood companies can adopt these principles.

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Wednesday, April 13

12:00-2:00 pm Registration

2:00-3:00 pm

Opening general session: Best practices from the human food world on dealing with the new food safety law—Kantha Shelke, PhD, spokesperson for the Institute of Food Technologists and principal of a food science and research firm, provides an overview of how the Food Safety Modernization Act is playing out in human foods and what petfood professionals can learn.

3:00-3:20 pm Coffee break

3:20-4:35 pm **First round of breakout sessions** (each an interactive workshop, attendees rotate among the four breakout rooms):

Navigating the quickly changing regulatory landscape—Judi Lazaro, AIB International, explains what the Food Safety Modernization Act of 2010 means for petfood regulations and safety requirements, along with other changing regulations. She will help you focus on what you need to do and when to ensure you're meeting requirements for ensuring safe petfood products.

How to prepare for—and survive—an FDA inspection—Bob McDonald, Food Safety Validation, helps you plan for an inspection, surprise or otherwise, from the Food and Drug Administration or other regulatory authorities. What are your legal rights before, during and after the inspection? He will share tips on surviving the experience with your business, reputation and sanity intact.

Establishing and improving a HACCP program—David Rosenblatt, DVM, Sher Consulting and Training, provides current tips and tricks for establishing, implementing, maintaining and improving a successful hazard analysis and critical control points program in a petfood plant. He will cover basic theory and demonstrate the formation of HACCP plans while practicing real, hands-on HACCP decision making.

Testing for and controlling toxins and pathogens—Phil Elliott, PhD, Grocery Manufacturers Association, describes how to detect, manage and control contaminants that commonly arise during the petfood production process, including *Salmonella*, aflatoxin and others. He will present an interactive view of sampling plans, validation studies, testing technologies and other ways to help ensure your products are free of safety risks.

4:40-5:55 pm **Second round of breakout sessions** (see first round; attendees rotate among the four breakout rooms)

6:00-7:00 pm Reception

Thursday, April 14

7:00-8:00 am Breakfast

8:00-9:15 am

General session: Ask the experts panel—What safety problems are you experiencing in your facility? Is there a safety issue that's been nagging at you, and you just don't know where to turn for answers? Here's your chance to pose your safety-related questions to our panel of experts. Go ahead, pick their brains! Panel members include Will Henry of Extru-Tech, Jarrod Kersey of the Nutro Co., Carole Koch of C.J. Foods and Anthony Pavel of K&L Gates. (For updates, check www.petfoodindustry.com/PetfoodWorkshop2011.aspx.)

9:15-9:45 am Coffee break

9:45-11:00 am **Third round of breakout sessions** (see first round; attendees rotate among the four breakout rooms)

11:05 am-12:20 pm **Fourth round of breakout sessions**

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The future and private label petfoods

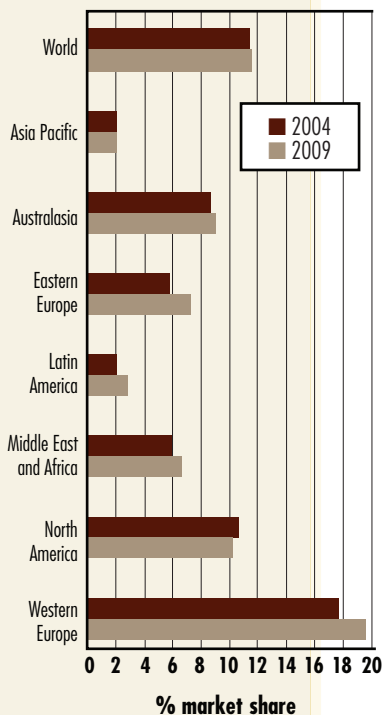
According to *Private Label Buyer* (www.privatelabelbuyer.com), private label outperforms the national brands in the increasingly high-end petfood category, but store brand share remains low. Read Denise Leathers' article, "Barking Up the Right Tree," at www.petfoodindustry.com/PrivateLabel.aspx and find out how private label petfoods can really grow.

Global market share of private label petfood may be stable, but it masks a much more complex regional picture.



Figure 1: Global sales of private label petfood

Proportion of regional petfood sales accounted for by private label products in 2004 and 2009.



Source: Euromonitor International from trade sources/national statistics

Private label performance in global markets

By Emily Woon

A whistle-stop tour of regional petfood markets, from North America to Australasia and Europe to Latin America, sheds some light on trends in private label sales

THE PROPORTION OF value sales accounted for by private label in the US\$61.9 billion global petfood market (2010) stood at 11.6% in 2009, up by just 10 basis points since 2004. However, this stable global market share belies significant inter- and intra-regional variations. Global market share may be stable, but it masks a much more complex regional picture. Let's take a closer look.

In spite of an ongoing recession, the 2007 recalls continue to

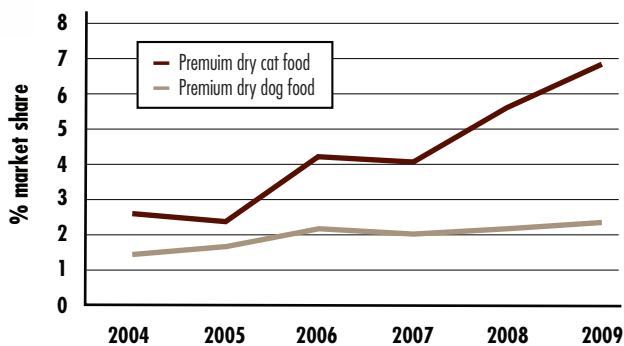
adversely impact private label sales in North America. Private label accounted for 10.2% of North American petfood value sales in 2009. Although this figure stood at 10.5% in 2004, it had fallen to as low as 9.7% in 2007. This dip can be largely attributed to the impact of the 2007 petfood recalls, which centered on a Canadian private label manufacturer, Menu Foods. As a result, consumer confidence in the safety of private label pet offerings was badly shaken.

In subsequent years, recession has squeezed the disposable incomes of many American households, fueling a modest recovery in private label's overall market share. North American consumers have become much more indulgent of their pets in recent years, fueling market-beating growth in such segments as premium dry dog and cat food. However, private label manufacturers are adapting to this, increasing their share of premium dry dog food sales from 1.1% to 3.1% between 2004 and 2009. Their share of premium dry cat food exhibited even more vigorous growth, expanding from 2.6% to 6.8% over the same period.

IN THE WESTERN European petfood market, private label is particularly important, accounting for 19.6% of value sales in 2009, up from 17.7% in 2004. In general, Western European consumers have proved much more willing than their North American counterparts to abandon branded products for private label across a range of fast moving consumer goods categories, ranging from home care to packaged food. Petfood

Figure 2: North America: Private label dog food vs. cat food

Proportion of North American premium dry dog food and premium dry cat food accounted for by private label products during the period of 2004-2009.



Source: Euromonitor International from trade sources/national statistics

has been at the forefront of this trend, perhaps aided by the growth of pet superstores, particularly Fressnapf and, to a lesser extent, Pets at Home, in the region.

This is particularly the case in Germany, where private label accounted for 35% of value sales of petfood in 2009. However, most of this growth occurred prior to 2007 when economic growth was quite weak in Germany. Unlike many other developed economies, Germany has fared quite well during the current global downturn, and this relatively benign economy has slowed growth in the market share of private label.

This stands in stark contrast to the likes of Spain, where

the market share of private label was static until 2007 but then began to rise as its economy began to buckle.

PRIVATE LABEL PRODUCTS have yet to gain significant traction in the Asia-Pacific market, accounting for just 2.1% of value sales in 2009, up a mere 10 basis points since 2004. In such markets as Japan, premium petfood is increasingly the

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PRIVATE LABEL norm, but as of yet, there are no significant private label offerings. However, with hard-pressed Japanese consumers now less brand-conscious than before in such markets as clothing, they may now be ready to follow the lead of North American consumers and purchase premium private label petfood.

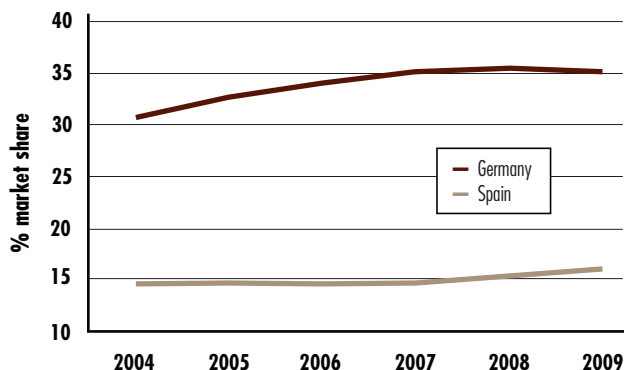
In emerging markets like China and India, those who purchase petfood tend to be much more affluent than the norm, and private label does not hold much appeal for them. This may change as petfood becomes a more commonplace purchase for less affluent owners, but this will be a slow process that will take many years.

Having risen steadily from 8.7% to 9.5% between 2004 and 2008, the share of Australasian petfood value sales accounted for by private label fell back to 9% in 2009. The Australian economy has fared particularly well during the global downturn, so most local consumers have not been forced to trade down. Moreover, consumer worries over melamine contamination in petfood have hurt sales of private label products.

THE LATIN AMERICAN petfood market has seen a slow but steady rise in the market share of private label in recent

Figure 3: Private label sales in Germany and Spain

Proportion of German and Spanish petfood sales accounted for by private label products during the period of 2004-2009.



Source: Euromonitor International from trade sources/national statistics

years, from 2% to 2.8% between 2004 and 2009. This growth has largely been driven by economy products as the region's middle class swells and a growing number of owners substitute table scraps for prepared products.



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For example, according to Euromonitor International data, the proportion of Brazilian households with an annual disposable income in excess of US\$25,000 (at purchasing power parity) rose from 20.3% to 28.3% between 2004 and 2009. Over the same period, value sales of economy dry dog food more than doubled, to over US\$1.1 billion (significantly outperforming mid-priced and premium products).

In Latin America as a whole, the proportion of value sales of economy dry dog food accounted for by private label rose from 6.7% to 9.3% between 2004 and 2009.

THE EMERGENCE OF a strong middle-class is also driving private label growth in the Eastern European pet market. Another factor is the growth of Western European supermarkets/hypermarkets (such as Tesco in Poland, Hungary, the Czech Republic and Slovakia), which have made private label more accessible to consumers in the region. The global downturn has also made Eastern European consumers somewhat more amenable, with the value share of private label jumping from 7.3% to 7.6% between 2008 and 2009.

Private label products are less of a factor in the Russian

market, where they accounted for a mere 2.9% of petfood value sales in 2009. This is largely due to the fact that many poorer owners in Russia still tend to feed their pets table scraps.

PRIVATE LABEL PETFOOD has performed well in the Middle East and Africa, driven mainly by strong gains in economy segments (up from a value share of 36.2% to 44.4% in economy dry dog food between 2004 and 2009 and from 10.1% to 22.7% in economy dry cat food). This was driven in large part by a strong rise in the proportion of owners feeding their pets prepared food (up from 33% to 43% between 2005 and 2010 among cat owners in Saudi Arabia, for example).

However, private label is virtually absent in the mid-priced and premium segments. As a result, its overall market share in petfood rose only modestly, from 5.9% to 6.6%, over this period. ■

Emily Woon is the global head of pet care research for Euromonitor International (www.euromonitor.com).



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Research: Science behind the nutrition

Check out more of Serge Boutet's in-depth analysis of 20 innovative ingredients, including rarely used products like potato protein and concentrated fish oil, and further research on nutrigenomics, prebiotics and other functional ingredients at www.petfoodindustry.com/InnovativeNutrition.aspx.

Some of the latest innovative functional ingredients originating from the most recent nutrition discoveries help improve or maintain good pet health.

Photo by algorithmfly, BigStockPhoto.com



Innovation in nutrition and ingredients

By Serge Boutet

A comprehensive list of the most recent nutrition discoveries that can be used to help benefit pets' lives

SINCE THE EARLY age of pet nutrition, innovations have become part of petfood's development. From the use of amino acids, flavoring agents, herbs and glucosamine, innovations have always had their prime spot in pet nutrition. In the past 50 years, we have seen an evolution through the creation of dry extruded kibble, foods to help in disease treatments, natural, holistic, organic, as well as breed-specific foods.

Product innovation seems now to converge toward nutrigenomics, which is the study of the way genes and nutrients interact and the reasons why people and animals react differently depending on their genetic variations. Nutrigenomics is linked to the action of ingredients on the body and leads to the functionality of these elements.

Let's look at some of the latest innovative functional ingredients originating

from the most recent nutrition discoveries that help improve or maintain good health.

- Dehydrated fermented whey is a protein and bioactive nutrient-rich ingredient manufactured from food-grade dairy products that provides quality amino acids, glucose, minerals, vitamins, beta-glucans and mannans.
- L-carnitine is an amino acid, called vitamin B(t), which has a role in energy metabolism, cardiovascular function, weight loss control as well as helping maintain muscle tone.
- MOS (mannan-oligosaccharides) are carbohydrates from the yeast cell wall that help prevent pathogen colonization. These bacteria bind to MOS and are excreted with the stool instead of binding to the intestinal wall and reproducing.
- FOS (fructo-oligosaccharides) are fibers derived from chicory roots, sugar beet or cane and are an excellent food source (prebiotics) for beneficial bacteria. They aid digestion as they are fermented by beneficial bacteria in the colon, helping then lowering intestinal pH and reducing stool odors.
- Thyme extracts are natural essential oils obtained by steam distillation of thyme leaves, which has antimicrobial activity at very low inclusion. They help lower intestinal pH while maintaining firm stools.
- Organic acids help promote beneficial bacteria presence by acidifying the intestines, thus reducing the presence of pathogens that do not like acidity. The following acids are generally used: fumaric, citric, lactic, phosphoric and malic.
- Cranberry extract is the concentrated cranberries' active components. Through their bacterial anti-adhesion properties, active phytochemicals help prevent bladder and urethra epithelial cells' *E. coli* colonization by urine acidification.



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- Microalgae are the only marine organisms actually synthesizing omega-3 fatty acids (EPA and DHA). Fish accumulate omega-3s by eating microalgae or organisms that have fed on them.



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- Calcium butyrate is a source of butyric acid that helps keep intestinal wall cells in excellent health, thus improving nutrient absorption and protection against pathogenic bacteria.
- Betain is extracted from sugar beets, helps prevent dehydration (excellent osmo-regulator) and aids in reducing energy needs. It facilitates liver function and helps maintain excellent digestive, intestinal and urinary health as well as



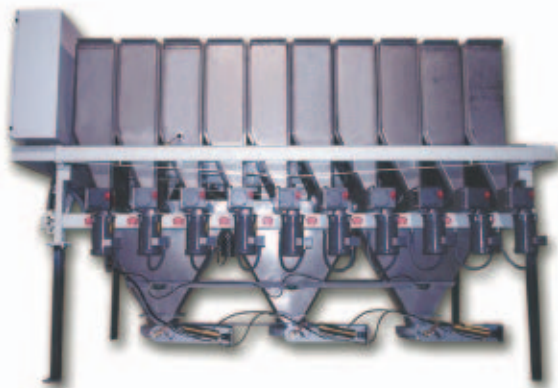
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tions, reducing inflammation and enhancing minerals absorption.

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From the use of amino acids, flavoring agents, herbs and glucosamine, innovations have always had their prime spot in pet nutrition.

- Gangliosides are an unusual type of lipid, which is a component of animals' cell membranes (particularly in cells that line the gastrointestinal tract). Also found as part of the milk fat globule membrane (structures that contain the fat found in mammalian milk), dietary gangliosides can destroy *Giardia* organisms in the intestine, replenish gangliosides in cells lining the GI tract, as well as mediate GI inflammation. Through nutritional innovations like these, let's create more health for our companions. ■

Serge Boutet is the manager of petfoods and nutrition at Mondou Ltd. (sboutet@mondou.com).

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HACCP, or hazard analysis and critical control points, is a widely accepted method employed within many food safety management systems.

Developing a proper HACCP plan

By Will Henry

A hazard analysis and critical control points plan can help you make safe products and meet new regulations

7 principles of HACCP

1. Analyze the process for potential hazards
2. Identify critical control points
3. Establish a critical limit for each CCP
4. Establish CCP monitoring procedures
5. Develop corrective actions
6. Establish verification procedures
7. Develop recordkeeping procedures

THE FOOD SAFETY Modernization Act of 2010, recently passed by the US

Congress, will require that food producers—including petfood processors—create written, risk-based hazard control programs. HACCP, or hazard analysis and critical control points, is a widely accepted method employed within many food safety management systems.

Developing and implementing a HACCP plan can be broken down into a very basic set of steps (also called principles).



STEP 1. Analyze the process for potential hazards.

This step has three key stages:

- List all potential hazards. Look at every component and step of your operations, including (but not limited to) raw materials and ingredients, processing activities, equipment, methods of storage/distribution, microbial contamination and other toxins, parasites and physical hazards.
- Evaluate all potential hazards for severity and likelihood of occurrence. Consider the seriousness of the effect and susceptibility of intended consumers, impact of secondary problems and magnitude of illness and/or injury. If not controlled, how likely is the hazard to affect the ingredient/product, method of preparation in the facility, conditions during transportation, expected storage conditions and preparation steps before consumption?

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HACCP

■ Determine if each hazard needs to be addressed in the HACCP plan. Include all significant hazards based on severity and reasonable likelihood to occur. Be sure to justify your decisions and keep a record of all your findings and deliberations during this step—even the hazards you end up not including in the plan. This is a difficult, often subjective, process.



STEP 2. Identify critical control points.

If deemed significant—passing all the criteria specified in step 1—a hazard must be controlled by a CCP. The point in a process that is the last step at which a control measure can be applied and that is essential to prevent, eliminate or reduce a specific food safety hazard to an acceptable level is the CCP for that hazard or process.

Remember, a CCP defines the type of hazard and the process location. A regular, non-critical control point is typically not safety related but rather about maintaining quality or regulatory compliance. A CCP is about safety. Examples include using thermal treatment to destroy pathogens (such as during extrusion) or a metal detector to alert for metallic contaminants.

A proper HACCP plan should end up with only about five CCPs. If you have more, they likely are not all critical or safety related. By choosing a small number of CCPs, you can concentrate your resources in the places where they have the strongest impact. This is the essence of HACCP.



STEP 3. Establish a critical limit for each CCP.

What is the operational

reference point that guarantees the hazard has been identified and killed or removed from the process? That is a critical limit: the maximum and/or minimum value to which a biological, chemical or physical parameter must be controlled.

Basically, a critical limit establishes

Developing and implementing a HACCP plan can be broken down into a very basic set of steps (also called principles).

the absolute limit between safe vs. unsafe. So in identifying these, you want to look at food safety limits, not operational ones. Focus on studies done in your own plant or others. Other sources of data include government guidelines (such as Codex), university publications, scientific journals and publications and industry experts, including your key suppliers.



STEP 4. Establish CCP monitoring procedures.

Formally, this step is defined as conducting a planned sequence of observations or measurements to assess whether a CCP is under control and to produce an accurate record for future use in verification (NACMCF, 1997). The only way to ensure CCPs are working is to constantly monitor them. Loss of control must be identified as soon as possible.

Be sure your procedures include the “four W’s plus H”: who, what, when, where and how to monitor. One of the more common mistakes is with the “when,” particularly if the monitoring is not continuous or is periodic. Consider the interval, which must be

short enough to detect possible deviations, and frequency, which should not overly burden the process. Other considerations are the amount of variability in the parameter, how close the operating parameter is to the control limit and how much product you are willing to sacrifice.



STEP 5. Develop corrective actions.

What do you do if an issue arises—a CCP falls out of control? Under the new food safety legislation, petfood will likely come under the same regulations (or similar ones) as human food. For example, the Food and Drug Administration requires documented corrective actions in food HACCP plans.

At the least, CA procedures should:

- Determine and correct the cause of non-compliance. How was the critical limit exceeded or otherwise not met? If applicable, determine the root cause, not the “symptom”;
- Determine disposition of non-compliant product. Was it identified and isolated, reworked or destroyed?
- Record the CAs, and causes thereof, that have been taken. In other words, how will this be situation be corrected or addressed to prevent recurrence? (NACMCF, 1997)



STEP 6. Establish verification procedures.

These are activities other



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than monitoring that determine the validity of the HACCP plan and verify that the system is operating. The procedures should include short-term and long-term measures, such as audits.

Verification should be ongoing and answer this basic question: "Are we getting it right?" Your procedures should address two issues:

By choosing a small number of CCPs, you can concentrate your resources in the places where they have the strongest impact.

- Is everything we planned actually being performed? Activities should include visual monitoring (live or taped), review of records and internal auditing.
- Are the desired results being attained? Ways to measure this include testing finished product, analyzing customer complaints and challenging tests (simulating a safety event and monitoring the system's performance).



STEP 7. Develop recordkeeping procedures.

This is fairly straightforward: You need written documentation that the HACCP plan is being carried out. The documentation should include all activities and discussions that have occurred

during the first six steps and all ongoing activities and decisions within the HACCP plan.

Many good examples and tools

for documentation already exist. For ideas, look to textbooks, universities and key suppliers or other business partners already using HACCP. ■

Will Henry is director of technology R&D for Extru-Tech Inc. (www.extru-techinc.com).

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Petfood Insights

David A. Dzanis, DVM, PhD, DACVN

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There oughta be an App for that!



Petfood-related applications for smart phones and tablet computers.

I AM NOT a Luddite. Admittedly, though, I do tend to keep using my electronic gadgetry for periods well beyond their optimal utility. Thus, it was a rare and auspicious occasion when I recently retired my 12-year-old cell phone in favor of both a new smart phone and a new tablet computer (I won't divulge the brand name of these items, but it rhymes with "Snapple"). With that update in equipment, I quickly became exposed to the wonderful world of Apps (short for applications) and became particularly interested in those related to petfoods.

BY COINCIDENCE, THE free iPad and iPhone App for *Petfood Industry* was made available almost to the day I purchased my new gadgets, so it was the first downloaded. As I understand it, there is also a *Petfood Industry* Mobile Web Reader compatible with other brands of equipment. The application provides the reader with full issues of *Petfood Industry* (starting with October 2010) along with more frequently updated news bites and new product information.

Please note that I tend to be a traditionalist when it comes to my preference in reading materials—i.e., I enjoy the more tangible qualities of something printed on paper rather than on an electronic screen. However, I found the application for the tablet to be easy to navigate and very readable. In fact, I personally found it much better for me to use compared to the web-based version of the magazine. Admitted advantages of the App format over physical copies include the ability to:

- Search on keywords across multiple issues;
- Immediately go to a cited website by clicking on its link; and
- Quickly retrieve your favorite articles via bookmarks.

Honestly, the smart phone version of the App was less useful. At least for me, there are definite limitations in navigation and readability due to the small screen size. Still, while my first preference would be for the tablet App, it's good to know I can also access *Petfood Industry* on my smart phone if needed.

I COULD FIND a few petfood company-sponsored Apps, but those I located dealt with pet-related issues rather than petfoods per se. For example, two major manufacturers offer Apps that help consumers find pet-friendly hotels, off-leash dog parks and other pet-related places or services. Another company is reportedly sponsoring a game wherein it will donate food to shelters as you play, though I was unable to download it.

What I would really, really like to see is the AAFCO Official Publication in App form.

While my search was far from exhaustive, I have yet to find an App in which a petfood company provides information on its products, which is disappointing. As opined in a *Petfood Industry* editorial a few months ago (www.petfoodindustry-digital.com/petfoodindustry/201010/#pg8), as of yet manufacturers do not appear to have taken advantage of the App phenomenon to increase awareness about their brands or to provide nutritional information.

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On the other hand, there are a number of independent Apps that provide information on feeding dogs and cats. These include at least three that, in part, help consumers and/or veterinarians calculate daily caloric requirements for individual animals based on weight, lifestage and other factors. Another App gives health ratings for a large number of human food and petfood ingredients. There

are a few more Apps that offer advice on commercial petfoods and feeding in general, but in my cursory review I found them lacking in scientific accuracy (some much worse than others).














AS FAR AS regulatory-related Apps, I downloaded both Titles 21 and 9 of the Code of Federal Regulations. Thus, I now have easy accessibility to both Food and Drug Administration

and US Department of Agriculture regulations in compact form. I also bought the Federal Food Drug and Cosmetic Act and associated FDA laws (21 USC). The search function on these Apps works much better than on the government's own websites for these documents. If needed, I can effortlessly clip and email a pertinent regulation or law to a client.

What I would really, really like to see is the Association of American Feed Control Officials *Official Publication* in App form. Although I have used the publication for decades and have become very familiar with its contents, even I occasionally have trouble finding what I need. Notwithstanding the book's table of contents and index, an electronic search function would greatly increase its usability. Priced accordingly, an App would appear to have high potential as a revenue-generating opportunity for AAFCO. ■

Table 1. Petfood-related Apps

A number of Apps are available for the iPhone and iPad that offer information about petfood, though most Apps from petfood manufacturers are about pet services rather than the companies' products.

App name	Cost
 Petfood Industry	Free
 Petcentric (Nestle Purina)	Free
 Eukanuba Unleashed	Free
KibbleKatch	Free
 iKibble	US\$0.99
 CU-Pethealth	US\$3.99
 VetPDA Calcs	US\$4.99
 HuCa Portions	US\$1.99
 Dog Food Guide	US\$0.99
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Ingredient Issues

Greg Aldrich, PhD

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Read more columns by Dr. Aldrich online at www.petfoodindustry.com/ingredientissues.aspx.

Potassium chloride: popular potassium source



Potassium chloride is nutritionally effective, reasonably priced and readily available.

WHEN BALANCING THE macro-mineral portion of a petfood, calcium and phosphorus are usually the first priority, magnesium seldom requires adjustment, and sodium and chloride, if inadequate, are easily met with a pinch of salt (sodium chloride). All that remains is potassium.

Despite the fact that most of the dietary ingredients used in petfood, such as protein meals and grains, contain some potassium, they seldom deliver an amount sufficient to meet all the animal's needs. One might argue that vegetable and fruit matter are rich in potassium and thus a source adequate to the task of filling this gap. However, these ingredients are usually not a significant enough part of a commercial petfood to make up the difference.

So, adding a supplemental source of potassium, albeit in small quantities, is often necessary. There are a number of mineral salt options available, but the most common form used in petfood is potassium chloride.

FEW CONSUMERS WILL have encountered potassium chloride directly unless they have high blood pressure and use an alternative "lite" salt or salt substitute seasoning to decrease their sodium intake or if they have a water softening system that uses potassium chloride rather than sodium chloride. So, for the uninitiated, potassium chloride is very similar to table salt. It is a water-soluble neutral salt in the halide family, has a similar structure and crystalline lattice to sodium chloride and tastes moderately salty with a slightly bitter aftertaste.

Geologists know potassium chloride as sylvite and farmers know it as potash (see sidebar). It is formed as sedimentary rock deposit from ancient evaporated seas. As a mineral, it has a refractive index of 1.49, a hardness of 1½ to 2 on the Mohs scale, a specific gravity of 1.0 and a density of 1.99 g/cm³. It is described as having a vitreous luster either lacking in color or is gray, white or yellow to red depending on the magnitude of mineral inclusions such as magnesium, calcium, sodium or iron that come along for the ride. These beds are found around the world and mined by traditional and "improved" methods.

AS AN ELEMENT, potassium (K) is the seventh most abundant mineral in the earth's crust and the third most abundant in the body, after calcium and phosphorus. In physiology, over 95% of potassium is stored in the cells, where it is one of the three primary electrolytes (Na, Cl and K) and the mineral most associated with exercise and muscle cramps. Potassium serves a primary role in producing the critical electrochemical gradient across cells (especially muscle) via the sodium-potassium ATP-ase pump. In addition, potassium:

Potash vs. potassium chloride

Potassium is often described in agricultural literature as potash. While in today's commerce potassium chloride is the primary source of potash, the term dates back hundreds of years and describes a broader array of potassium salts such as potassium carbonate and potassium oxide. The term is literally descriptive of a process for solubilizing ash from burned wood in a pot—thus the term "pot-ash." The process was used to create lye compounds used in soap manufacture, metal etching and the millenary industries.

Today, potash primarily describes a source of potassium for fertilizing crops. After nitrogen and phosphorus, potassium is the third most important (limiting) nutrient for maximizing crop production.

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

- Is directly involved in nerve impulse transmission;
- Serves as an enzyme cofactor;
- Influences amino acid uptake;
- Plays a role in interstitial acid-base balance and cellular osmotic balance;
- Is a vital component of a healthy and responsive immune system.

A deficiency of potassium results in poor growth, restlessness, muscular paralysis, dehydration and lesions in the heart and kidney. Because it is a basic chemical element, there is no synthesis of potassium by the body and reserve storage is limited; so it is essential that the diet consistently supply sufficient quantities. At the other extreme, potassium is relatively non-toxic. Potassium toxicosis in healthy animals is rare, with no reported safe upper intake limit for dogs or cats (NRC, 2006).

POTASSIUM CHLORIDE IS merchandised as a white or pink granular product with the consistency and flow characteristics similar to rock salt or table salt. It is sold as an ingredient with a minimum potassium chloride composition of 98.5% and a potassium guarantee of 50% (chloride content of approximately 47.5%). This potassium content compares favorably to other sources like potassium sulfate at 53% and potassium carbonate at 56%.

The bioavailability of the potassium in potassium chloride is similar to the other aforementioned sources at around 98% (Schricker, 1985; Miller, 1995). Unfortunately, this has not been confirmed directly in the dog or cat, but the likelihood that it differs is remote.

Potassium chloride provides functional attributes to food production as an aid to gelling strength in wet petfood applications, and in some diets it is the preferred potassium source to help with metabolic and (or) urine acidification. About the only objection to its use is a stray concern regarding palatability or animal acceptance, but in practice that has not been an issue. So, because potassium chloride is nutritionally effective, reasonably priced and readily available, it is usually the preferred source of potassium in commercial petfoods. ■

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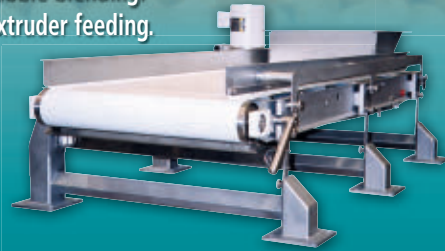
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Measuring cups for dry food not precise

Over 12 studies, we assessed precision and accuracy of weighing out food portions of various dry kibbled foods by measuring cup. Poor precision was noted in all studies, as was variable accuracy, which ranged from an 18% underestimate to an 80% overestimate in portion size. No specific factors were associated with imprecision, but the degree of inaccuracy was negatively associated with portion size and positively associated with the number of subjects participating in the study.

This is the first study to document imprecision and inaccuracy of using measuring cups to estimate portions of extruded dry kibbled food. Over time, such errors could contribute to insidious weight gain in companion animals, potentially contributing to failure

of weight management programs.

Source: A.J. German *et al.*, 2010. Imprecision when using measuring cups to weigh out extruded dry kibbled food. *JAPAN* online October 2010. doi: 10.1111/j.1439-0396.2010.01063.x

Protein's influence on energy in obese cats

The influence of a high-protein (HP) diet on energy balance was evaluated in obese cats allowed *ad libitum* access to food. Energy intake, body weight, body composition, energy expenditure and concentrations of hormones and metabolites associated with carbohydrate and lipid metabolism (glucose, insulin, free fatty acids, triglycerides, leptin) were measured in cats consuming a moderate protein (MP) or HP diet.

Resting and total energy expenditure adjusted for either body weight or lean body mass was increased in cats consuming the HP in relation to MP diets. However, voluntary energy intake also was increased in the HP treatment; thus, there was no difference in body weight between animals consuming the two diets. Dietary protein content did not alter amounts of either lean body mass or fat mass.

Short-term *ad libitum* feeding of an HP diet did not reduce food intake or promote weight loss in obese cats, but energy expenditure was increased. This effect might help promote weight loss when energy intake is restricted.

Source: A. Wei *et al.*, 2010. Influence of a high-protein diet on energy balance in obese cats allowed *ad libitum* access to food. *JAPAN* online October 2010. doi: 10.1111/j.1439-0396.2010.01062.x

Key concepts

- **Measuring cups for dry food not precise**
 (JAPAN online October 2010. doi: 10.1111/j.1439-0396.2010.01063.x)
 Over time, errors could contribute to insidious weight gain in companion animals, potentially contributing to the development of obesity.
- **Protein's influence on energy in obese cats**
 (JAPAN online October 2010. doi: 10.1111/j.1439-0396.2010.01062.x)
 Short-term *ad libitum* feeding of a high-protein diet did not reduce food intake or promote weight loss in obese cats, but energy expenditure was increased.



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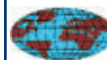
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- **Stainless Steel Unloaders:** (5) Super Sack
- **Stainless Steel Tanks:** 1000-25,000-Gallon
- **Conveyor:** Large Quantity of Stainless Steel & Mild Steel Motorized and Gravity

- **Palletizers:** (2) Master Palletizer Systems
- **Scale System:** Paxall Parsons Dual Bucket
- **Pinch Bag Sealer:** Newlong Machine Works
- **Pressure Sensitive Label Applicator:** Label-Aire
- **Inkjet Coders:** VideoJet Excel Series 100
- **Metal Detection System:** Safeline
- **Natural Gas Boilers:** Johnston Boiler
- **Reverse Osmosis System:** Crown Solutions
- **Twin Alternating Softener System:** Crown Equipment Systems
- **Electric Forklifts:** (8) Crown
- **Facility Support Equipment:** Large Quantity, Including: Deaerator, Pump & Vacuum Skids; Air Compressors & Dryers
- **Laboratory Equipment**

Auctioneer & License: OH - David S. Fox #62198333979

To view and bid on the lots, please visit www.Go-Dove.com

For further information, please contact:
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 Email: tom.conwell@go-dove.com



Asset Sales and Valuations Worldwide

The screenshot shows the PetfoodIndustry.com website interface. At the top, there's a navigation bar with links for 'Recent Issues', 'Newsletters', and 'TV & Radio'. Below that is the main header with the site name and tagline 'The information source for petfood professionals worldwide'. A search bar is prominently displayed. On the left, there's a sidebar menu with categories like 'Equipment', 'Ingredients', 'Packaging', 'Services', and 'Testing'. The main content area features 'Featured Products' with three items: 'Gardel Computer Corp. data loggers free resource CD', 'Dough Egan Elevator loader conveyor - elevator system', and 'Spiralflow Systems Inc. 711 bulk bag super discharger'. Each product has a small image and a brief description. There's also a 'Welcome to our directory of petfood manufacturer products' section with a sign-up prompt.

MORE RESOURCES ONLINE

Find a full database of ingredients, equipment, packaging materials, test kits and other products online at

www.petfoodindustry.com/products.aspx

PetfoodIndustry.com

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Industry Calendar

See more

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

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



■ Zoo Russia Professional Exhibition, February 18-20, 2011. Crocus Expo International Exhibition Centre, Moscow, Russia. For more information, go to www.zoorussia.ru/zoo/en or email info@zoorussia.ru.



■ Packaging Conference 2011, February 7-9, 2011. ARIA Resort, Las Vegas, Nevada, USA. To register, visit www.thepackagingconference.com or email info@plastictechnologies.com.

■ AFIA Spring Forum/Purchasing & Ingredient Suppliers Conference, February 28-March 4, 2011. Las Vegas, Nevada, USA. For more information, go to www.afia.org or email afia@afia.org.



	S	M	T	W	T	F	S
March			1	2	3	4	5
	6	7	8	9	10	11	12
	13	14	15	15	16	17	18
	19	20	21	22	23	24	25
	26	27	28	29	30	31	

LabQA2011

■ LabQA2011, March 7, 2011. Imperial Queen's Park Hotel, Bangkok, Thailand. Further details of this event can be sourced from www.positiveaction.co.uk or palmpositive@yahoo.com.



■ Mycotoxins 2011: Technical Conference, March 8, 2011. Imperial Queen's Park Hotel, Bangkok, Thailand. To register and see the program, fill out the form at www.positiveaction.info/PDFs/Mycotoxins2011.pdf or email palmpositive@yahoo.com for more information.

■ VIV Asia 2011, March 9-11, 2011. BITEC, Bangkok International Trade & Exhibition Centre, Bangkok, Thailand. For more information, visit www.vivnet.com or email viv.asia@vnuexhibitions.com.



Online events

■ The Onset Webinar: A Tale of Two Roofs will take place March 1, 2011 at 2PM Eastern Time. To learn more or register, please visit www2.gotomeeting.com/register/789688866.



■ AFIA Webcasts: Controlling Salmonella in Your Facility and Management



Considerations for *Salmonella*/ Microbial Control are available for download at www.afia.org.

■ The Powder and Bulk Online Training Center is a virtual campus providing online training and lectures on topics such as Pneumatic Conveying, Mixing & Blending and Solids Flow. All of these web-only classes are available at www.powderandbulk.com/online_training.



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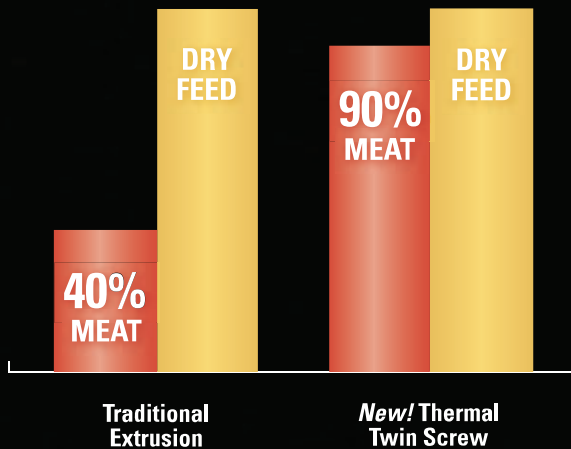
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