

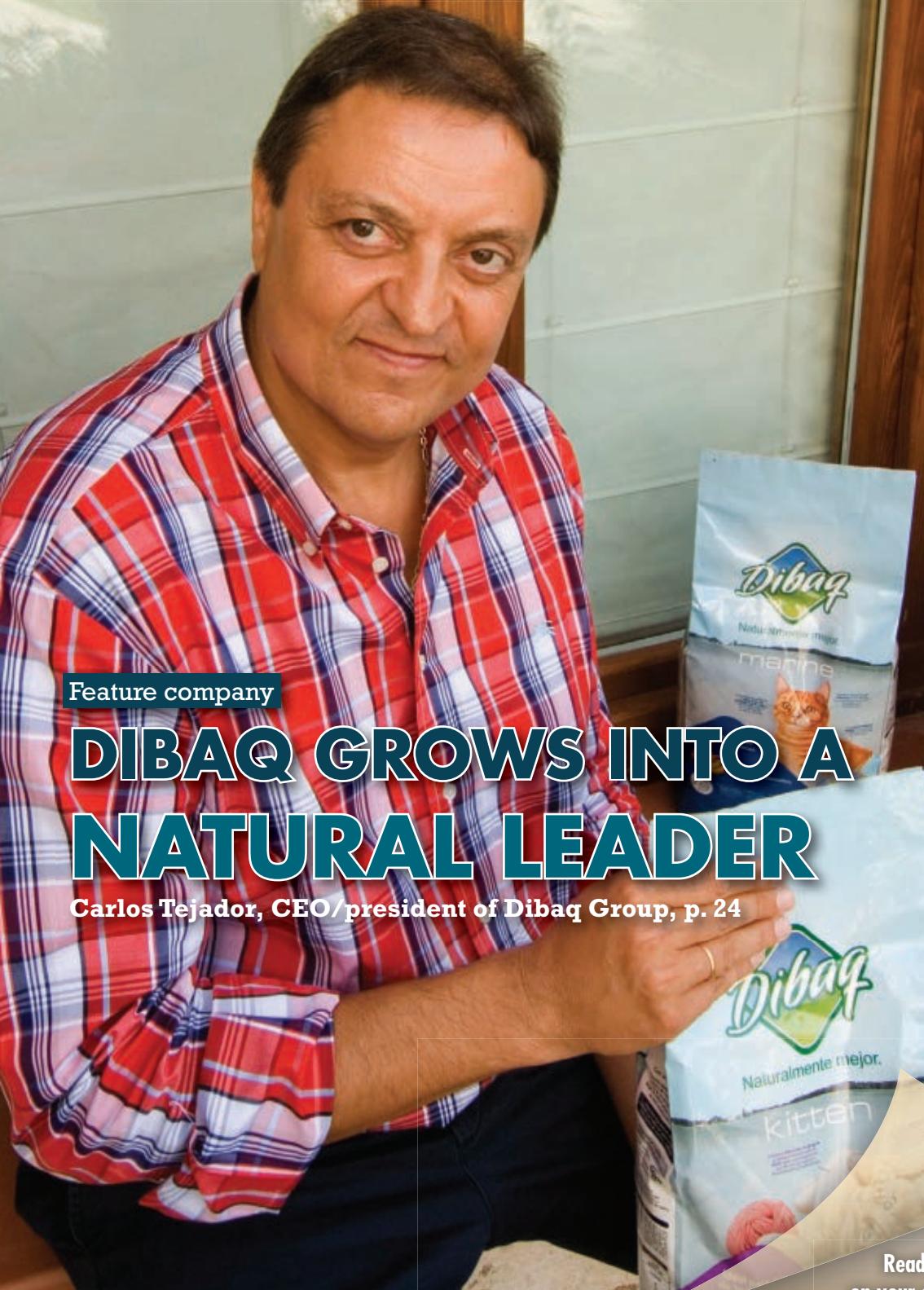
03/2011

# Petfood Industry

WATT

Guide to  
Petfood Forum 2011

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Feature company

## DIBAQ GROWS INTO A NATURAL LEADER

Carlos Tejador, CEO/president of Dibaq Group, p. 24



UPDATE:  
ingredient  
sourcing and  
traceability

Build your  
brand with  
packaging

Petfood  
Forum 2011  
EUROPE  
preview

US petfood  
labeling  
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On the cover: Carlos Tejedor, president of Dibaq, outside the company's headquarters in Spain.

Photo by Gonzalo Garcia De Viedma

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 EUROPE

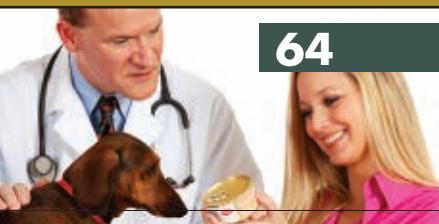


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### Profiles: **More global powers**

Read about other global petfood players at [www.petfoodindustry.com/profiles.aspx](http://www.petfoodindustry.com/profiles.aspx).

### Presentation: **Food traceability**

Download and listen to "Food Tracing: Implications of the Food Safety Modernization Act," by David W. K. Acheson, MD, at [www.petfoodindustry.com/FSMA](http://www.petfoodindustry.com/FSMA).

### Article: **Proposed calorie regulation**

Peruse the full proposed AAFCO calorie content regulation at [www.petfoodindustry.com/AAFCOcalorielabel.aspx](http://www.petfoodindustry.com/AAFCOcalorielabel.aspx).

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## CORPORATE HEADQUARTERS

303 N. Main St., Ste. 500  
Rockford, Illinois 61101-1018 USA  
Tel: +1 815 966 5400; Fax: +1 815 968 0941

VP/Publisher **Steve Akins**, [sakins@wattnet.net](mailto:sakins@wattnet.net)  
Tel: +1 919 387 7961; Fax: +1 815 966 0941

VP/Director of Content **Bruce Plantz**,  
[bplantz@wattnet.net](mailto:bplantz@wattnet.net) Tel: +1 815 966 5425

## EDITORIAL TEAM

Editor-in-Chief **Debbie Phillips-Donaldson**  
[dphillips@wattnet.net](mailto:dphillips@wattnet.net) Tel: +1 815 966 5424

Managing Editor **Jessica Taylor**  
[jtaylor@wattnet.net](mailto:jtaylor@wattnet.net) Tel: +1 815 966 5413

## Copy Desk Team

Managing Content Editor **Ken Jennison**

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**Kathleen McLaughlin Milella**

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Associate Editor **Andrea Saladino**

Associate Editor **Kayla Kling**

Associate Editor **Lindsay Beaton**

## Art/Production Team

Art Director **Candi Teachman**

Production Manager **Jim Riedl**

[jriedl@wattnet.net](mailto:jriedl@wattnet.net) Tel: +1 815 966 5426

Advertising Production

Coordinator **Connie Miller**

## SALES TEAM

### USA

Sales Manager

**Karen Blandford-Anderson**

[kanderson@wattnet.net](mailto:kanderson@wattnet.net) Tel: +1 815 966 5571

Sales Associate **Ginny Stadel**

[gstadel@wattnet.net](mailto:gstadel@wattnet.net) Tel: +1 815 966 5591

### Europe/Asia

**Tineke van Spanje**

[tvanspanje@wattnet.net](mailto:tvanspanje@wattnet.net) Tel: +31 495 526 155

### Southeast Asia

**Dingding Li**

[dingdingli@vip.163.com](mailto:dingdingli@vip.163.com)

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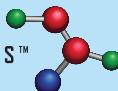
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# Something to Chew On

Debbie Phillips-Donaldson

## Read more

Follow more petfood trends in the blogs on [Petfood-Connection.com](http://Petfood-Connection.com).

## Food for thought



**During Global Pets Forum, experts presented trends in human foods, health and technology that could play out in petfood, too.**

**IN JANUARY I** was privileged to attend Global Pets Forum, an annual conference organized by *Pets International* magazine ([www.petsinfo.net](http://www.petsinfo.net)). This year's event in Barcelona, Spain, drew about 200 pet industry professionals from around the world.

The conference featured several interesting sessions on innovations and sustainability, including:

- Hanni Rützler of Zukunftsinstitut ([www.zukunftsinstitut.de](http://www.zukunftsinstitut.de)) in Germany and the Future Food Studio ([www.futurefoodstudio.at](http://www.futurefoodstudio.at)) in Austria outlining trends in food and health;
- Frans Kampers, PhD, of Wageningen University and Research Centre in the Netherlands ([www.wur.nl/uk](http://www.wur.nl/uk)) discussing potential applications of nanotechnology for pets; and
- Carla Ogeia Lewis of Mintel ([www.mintel.com](http://www.mintel.com)) presenting food trends with implications for petfood.

**RUTZLER DESCRIBED "TREND fields"** that could play out in petfood over the next 10 to 15 years:

- 1. Face nature**—nature is no longer to be conquered but rather discovered, Rützler said. Pets, of course, have an intrinsic link to nature that we should use in marketing.
- 2. Real digital**—knowledge for and from the masses, leading to the democratization of nutritional information and easier traceability of foods and ingredients. App marketing offers a way to add creativity to food brands.
- 3. We world**—Rützler shared an astonishing statistic: From 40% to 70% of people in European and other cities live alone. Yet they want to stay connected to other people and often do so around food, with activities like tours, crowdsourcing, taste testing and cause

marketing. These all work with pets, too (think animal welfare events).

- 4. Nouveau terroir**—an extension of the "buy local" trend that seemingly started in the US after the many recalls and has grown into regional marketing campaigns now starting to take hold in Europe. The overall goal is sustainable food production.
- 5. Soft health**—a movement away from medical treatment and toward self-competence based on nutrition and wellness. Food consumption has evolved from product based to health and, in the future, will move toward sense, Rützler said. Companies need to make it easier for consumers to make sensible choices.

**DR. KAMPERS ADDRESSED** two potential applications of nanotechnology for petfood. First, it allows for functional ingredients to be encapsulated in nanostructures, helping increase bioavailability and mask the taste of the additives while avoiding interference with other ingredients and destruction or weakening of the nutrients during processing. Dr. Kampers said virtually all large human food companies are doing research in this area now.

Second, nanotechnology has the potential to create ways to check the freshness of food products, possibly with a simple handheld device to detect bacteria. Nanotechnology can also help increase the barrier properties of packaging.

**OF THE MANY** data presented by Lewis of Mintel, one stood out: "No additives" showed up as a label claim in nearly 30% of new petfood products launched globally in 2010 (an increase from 2009) vs. only 15% of new human food products (same as 2009). Perhaps that's further proof of petfood trends following human foods. (Lynn Dornblaser, Mintel's director of CPG trend insight, will present new petfood product trends at Petfood Forum; see p. 28.) ■

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

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## Industry News

### Quick hits

- Novus International has appointed Kwanthip Sooksung as its new product manager—amino acids division.
- FleetwoodGold-coWyard appointed Neal McConnellogue as executive vice president.
- Micronutrients began construction in February 2011 on a new US\$23 million plant located next to its existing facilities in Indianapolis, Indiana, USA.
- Central Garden & Pet Co. appointed Frank Palantoni as executive vice president and president-pet segment.

### Learn more

The latest news and updates are always on [www.PetfoodIndustry.com](http://www.PetfoodIndustry.com).

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### Animal advocate pledges to eat dog food

Animal advocate, dog trainer and author Nikki Moustaki has promised to eat dog food for one meal every day in an effort to gain awareness for and the passage of an anti-animal cruelty bill called Nitro's Law.

The Ohio-based law, formerly known as

House Bill 70, would increase the penalty to a fifth degree felony for egregious acts of animal cruelty by the animal's caretaker, punishable by a year in jail per count. The bill is named after Nitro, a Rottweiler who was left in the care of High Caliber K-9 boarding kennel in

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Registration is now open for Petfood Forum Europe. For more information, visit [www.petfoodindustry.com/PFFEurope2011.aspx](http://www.petfoodindustry.com/PFFEurope2011.aspx). Register by March 14 to save 10%! To register by fax, email or mail, download a registration form at [http://www.petfoodindustry.com/uploadedFiles/PetfoodIndustry/Petfood\\_Forum/11PFFEurope\\_attendee%20form\(1\).pdf](http://www.petfoodindustry.com/uploadedFiles/PetfoodIndustry/Petfood_Forum/11PFFEurope_attendee%20form(1).pdf).

## 'Prey model' pet diet sparks illegal online wild game business

The "prey diet," which involves feeding animals raw game similar to what they would hunt in the wild, has jump-started an illegal wild game-selling business on the Internet, according to Florida officials quoted in a *USA Today* article.

According to wildlife investigators, people caught selling raw meat without a permit face up to five years in jail and a US\$5,000 fine. Those buying the illegally obtained game face up to six months in jail and a US\$500 fine.

"It's happening nationwide," said Lt. George Wilson, head of the Florida Fish and Wildlife's Internet Crimes Unit. "The philosophy behind it is feeding your pet a hormone-free, naturally grazed diet. We're seeing solicitations for wild ducks, anything wild." So far, the crime unit has logged 177 arrests and 92 warnings for cases involving illegally buying or selling raw wildlife, and some of those involved have been purchasing for their pets.

For now, raw wild game for pets is difficult to come by legally because the market is so small. Officials say that people attempting to buy from illegal sources online have been given warnings, but that leniency won't last forever. "Our interest here is to protect our natural resources," said Wilson. "If this is allowed to go unchecked, it could create a black market that would impact the populations of wildlife in Florida."

October 2008. His human family came back to find seven dead and 12 starving dogs at the facility. The facility owner, Steve Croley, was sentenced to four months in jail and a fine after four misdemeanor charges were pursued. He also had his American Kennel Club privileges revoked for 10 years, and the AKC fined him US\$2000.



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## New US food safety bill means changes for importers

The US Food Safety Modernization Act, signed into law on January 4, will have a significant impact on food importers, according to the International Law Office ([www.internationallawoffice.com](http://www.internationallawoffice.com)). Importers will need to focus on foreign supplier verification programs, certifications and inspections to comply with the new rules.

Regulations will require each importer to have a program to ensure that food produced outside the US is subject to procedures that provide the same level of public health protection as is required of producers in the US. Importers will be obligated to evaluate hazards that could affect food manufactured, processed, packed or held by an exporting facility and to implement controls to minimize

or prevent the occurrence of such hazards. Suggested verification activities include monitoring records for shipments, lot-by-lot certification, annual on-site inspections, checking the hazard analysis and risk-based preventive control plans of foreign suppliers and periodically testing and sampling shipments.

In addition, importers may be required to certify that food imports comply with relevant provisions of the act. The bill charges the Department of Health and Human Services with making a risk-based determination of when and what type of certification or other assurances will be required. The risk-based determination will consider what food safety programs, systems and standards exist in the place of origin of the food. Possible forms

of certification include shipment-specific certification or a listing of certified facilities that manufacture, process, pack or hold the imported food.

Finally, to further improve the safety of imported food, the act calls for the identification and inspection of food at ports of entry.

### Kostas Kontopanos named president of Hill's Pet Nutrition

Kostas Kontopanos has been named president of Hill's Pet Nutrition Inc. US, moving up from his previous position as vice president of marketing.

Kontopanos succeeds Suzan Harrison, who was appointed president, commercial business analytics at Colgate-Palmolive in January. Since joining Colgate-Palmolive in 1992, Kontopanos has held many marketing roles of increasing scope and responsibility, including director of the Kolynos Division in Brazil and marketing director of Colgate Portugal. Kontopanos became general manager of Hill's Canada in 2004 and marketing director of Colgate in 2007 for the Latin America division.

"Ours is a passionate, mission-driven organization and I am truly honored and excited to lead the Hill's US team," said Kontopanos. "In my new role, I will reinforce our focus on innovation in Hill's Prescription Diet and Hill's Science Diet petfoods to offer new, precisely balanced nutritional products that will help pets around the world live longer, healthier, happier lives."



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# New Products

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## For Consumers

### Epigen Fish Formula

Wysong Corp. Epigen Fish Formula for dogs and cats is part of the company's starch-free kibble petfood line. Epigen formulas contain 60% or more meat and organs and more than 60% protein, according to the company. The fish variety contains nutraceuticals, vitamins, minerals, antioxidants, probiotics, prebiotics, essential fatty acids and functional fiber.



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### Organics Ranch Style dog treats

Newman's Own Organics New Zealand Ranch Style dog treats are made with New Zealand organic lamb or organic beef and carry the US Department of Agriculture seal for having 95% organic ingredients. The treats are available in four flavors: Lamb & Sweet Potato, Beef & Vegetable, Beef & Barley and Lamb & Barley. The breakable, scored biscuits come in a 10-ounce resealable pouch. The treats contain no wheat or corn, no artificial colors or flavor enhancers, and they are free of added hormones, antibiotics and chemical additives, according to the company.



Newman's Own Organics  
+1.831.685.2866  
[www.newmansownorganics.com](http://www.newmansownorganics.com)

### Citi Kitty Inc. TunaTreats

Citi Kitty Inc. offers TunaTreats. The treats contain shaved tuna flakes and no additives, preservatives or by-products, according to the company. The treats come in 2-ounce and 6-ounce jars as well as a 1-pound jumbo jug.



Citi Kitty Inc.  
+1.866.237.0455  
[www.tunatreats.com](http://www.tunatreats.com)

### Dog bone cake kit

K9 Cakery offers a dog bone shaped cake kit for dogs. The cake kit includes a bone shaped foil baking pan, peanut butter cake mix, Fido's Yogurt Frosting and a candle. The cake mix is gluten-free, wheat-free, soy-free and sugar-free, according to K9 Cakery.

K9 Cakery  
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### Medleys for small mammals

Oxbow Animal Health offers Simple Rewards Medleys for small mammals. The medleys contain all-natural fruits and vegetables, no added sugar and no artificial colors or preservatives, according to the company. The medleys can be fed to pets alone as a treat, mixed with hay or sprinkled on top of pellets. Oxbow offers a Cranberry-Rosemary Medley, Lavender-Chamomile Medley and Papaya Medley.

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### Celebration cupcakes for dogs

Good Squared LLC offers High Hopes Celebration cupcakes for dogs. The cupcakes are made with all human food-grade ingredients and only need milk or water added to the cupcake mix, according to the company. The cupcake box includes cake and frosting mix, reusable mini baking cups and decorating and party tips. The company says it donates 3.5% of all sales of the Celebration cupcakes to the High Hopes for Pets Foundation.



Good Squared LLC  
+1.312.624.8904  
[www.highhopesforpets.com](http://www.highhopesforpets.com)

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**Pet Greens dog biscuits**

Bell Rock Growers offers Pet Greens dog biscuits with wheat-grass. The biscuits are free of wheat gluten, soy, corn and grains, according to the manufacturer.



The biscuits come in Turkey and Veggie

flavor and Hearty Seafood flavor, both sold in 7-ounce and 14-ounce packages.

**Bell Rock Growers**

+1.888.943.2847

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

**Dog Kibble Seasoning**

Herbsmith Inc. offers Smiling Dog Kibble Seasoning. Sprinkle the seasoning over dog food for flavor and an added protein source, according to

the company. The seasoning is available in three varieties: chicken with apples and spinach; beef with potatoes, carrots and celery; and duck with oranges.



**Herbsmith Inc.**

+1.800.624.6429

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

**Nutrisica dry dog food line**

Dogswell LLC offers Nutrisica dry dog food line.

This potato-free, grain-free and low-glycemic dog food line uses peas and chickpeas as substitute ingredients for potato and tapioca.



according to the company. The food is available in Chicken and Chickpea and Lamb and Chickpea.

**Dogswell LLC**

+1.888.559.8833

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

**Natural rawhides for dogs**

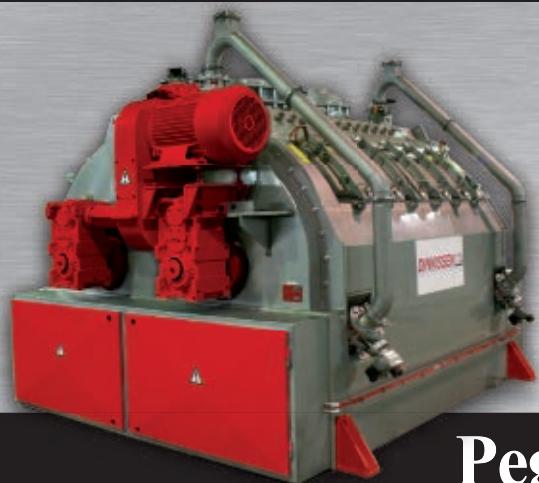
PetAg offers natural rawhides for dogs. These rawhide chews are made from natural, grass-fed beef hides without chemicals, preservatives or bleaches, according to the company. The chews come in many varieties, including chips, twists, bones and mini-knot rolls.



**PetAg**

+1.847.683.2288

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

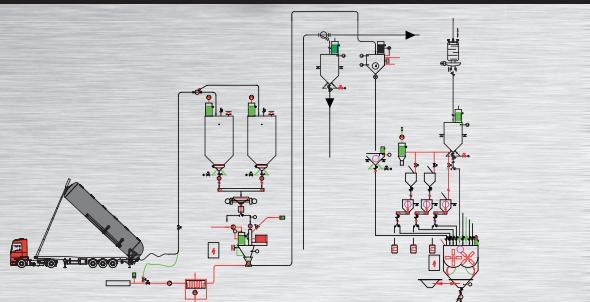


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**The effects of processing on petfood nutrition: the formulator's dilemma**—Greg Aldrich, PhD, Pet Food & Ingredient Technology Inc.

**US petfood update: marketing the benefits of pet ownership**—David Lummis, Packaged Facts

**Covering your GRAS: how to use FDA's notification process**—David Dzanis, PhD, Regulatory Discretion Inc.

**Closing Keynote**—Frank Yiannis, VP of food safety for Walmart

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## For Manufacturers

### Quattro-S packaging

Ilapak Inc. Quattro-S packaging, with horizontal seals on all four edges, enables the product to stand unsupported on a shelf. Brand name, general information and the characteristics of the product can be printed on the four sides of the package, reinforcing its brand identity and personality. It also can be stacked vertically and is available with a reclosable system for multiple uses.

Ilapak Inc.  
+1.215.579.2900  
www.ilapak.com



### Steam tunnels for wet production

Food Technology Noord-Oost Nederland offers a variety of steam tunnels for the production of wet petfood. These tunnels can be bought directly from the company. Energy efficient systems with constant process performance are designed to ensure consistently high-quality end products. The company also supplies infeed systems, extruders, cutting units, cooling tunnels, dosing and weighing systems, transport and handling

systems and loading and unloading systems for autoclaves.

Food Technology  
Noord-Oost Nederland  
+31.546.574.222  
www.ftnon.com

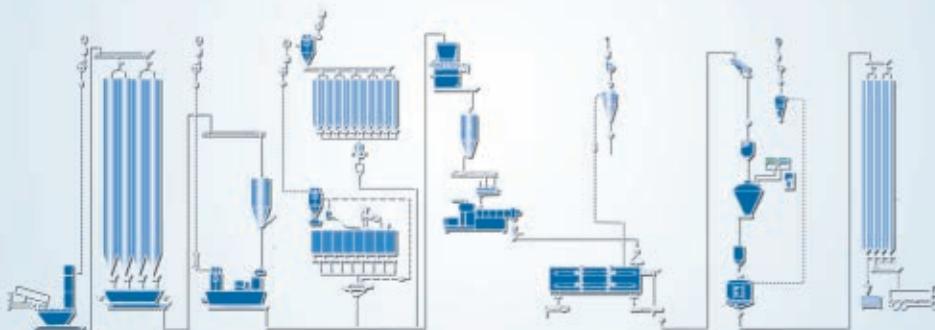
### Bulk bag filling system

The National Bulk Equipment Inc. NBE bulk bag filling system provides NTEP-certified bulk bag weighing, accurate to plus or minus .01% up to a total bulk bag fill weight of 4,500 pounds, according to the company.



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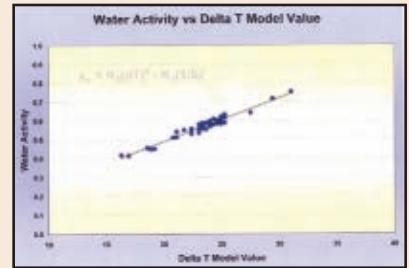
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### Drying system with water activity

The Drying Technology Inc. Delta T MC Control System with Water Activity enables online moisture sensing and control inside dryers, along with measurement of water activity of a product as it is being dried. Relative humidity and product surface temperature also can be sensed and controlled. The water activity capability is designed to ensure negligible product is produced that supports the growth of mold.

Drying Technology Inc.  
+1.409.385.6422

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

### Two-speed vibratory refuge scale

Fischbein LLC offers the Fischbein Inglett RSV two-speed vibratory refuge scale, which can be purchased with a new simplex or duplex Inglett 8800 series net weigh scale or retrofitted to an existing 8800. RSV-100 simplex scale features an Allen Bradley CompactLogix controller, Ethernet communications, a Panelview 1000 HMI color touch screen and data collection with reporting capability, averaging 10-14 weighments per minute. The RSV-200 duplex scale averages 16-21 weighments per minute.

Fischbein LLC  
+1.704.871.1159  
[www.fischbein.com](http://www.fischbein.com)



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## For Manufacturers

### Oneida Air Systems V-500 dust collector

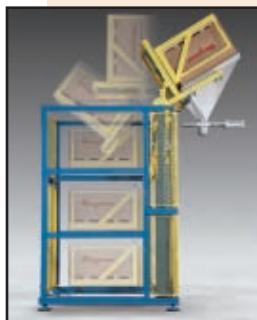
Oneida Air Systems offers the V-500 dust collector, designed for ultra-fine dust collection. The dust collector has a 5 HP Baldor motor and backward inclined fan wheel for static pressure. The machine also includes a tripod stand, 35-gallon fiber drum, internal silencer, magnetic on-off switch and a ductwork design guide.



Oneida Air Systems  
+1.315.476.5151  
[www.oneida-air.com](http://www.oneida-air.com)

### High-Lift Box/ Container Dumper

Flexicon Corp. makes the Tip-Tite High-Lift Box/Container Dumper that discharges dust-free into vessels 6-10 feet (183-305 cm) above the



plant floor. The dumper allows boxes and other containers to be loaded at floor level, sealed against a discharge hood, elevated and tipped, mating the hood outlet

to a gasketed inlet port fitted to any receiving vessel. The unit accommodates Gaylords and other boxes from 36-48 inches (915-1,220 mm) on a side and 39-44 inches (990-1,117 mm) overall height.

Flexicon Corp.  
+1.888.353.9426  
[www.flexicon.com](http://www.flexicon.com)

### Concetti bagging systems

Concetti manufactures bagging systems designed for flexibility and increased output (up to 1,800 bags/hour with two weighers), featuring

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Concetti  
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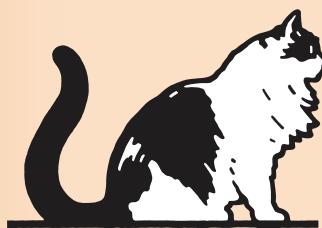
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## For Manufacturers



### QA24 In-line quality sifter

Great Western Manufacturing offers a line of sifters for various food production and quality assurance applications, including the QA24 In-line sifter. It was developed

to provide an economical quality assurance and HACCP solution for moderate production volumes, according to the company. The QA24 is available with two to five sieves with a net screen area from 4- to 10-ft. square. Other sifters include the QA36 and the QA46.

Great Western Manufacturing  
+1.913.682.2291  
[www.gwmfg.com](http://www.gwmfg.com)

### Magnalight explosion proof fluorescent light

Larson Electronics LLC has a

Magnalight explosion proof fluorescent light for hot box applications. The EPL-48-2L-T12HB-SFC Class 1 Division 1 and Class 2 Division 1 fluorescent light is based on the EPL-48-2L series, upgraded with T12-HO fluorescent tubes and a larger magnetic ballast to compensate for higher heat levels. The fixture's operable temperature range is up to 165 degrees Celsius.

Larson Electronics LLC  
+1.903.498.3363  
[www.magnalight.com](http://www.magnalight.com)

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Additional information is available on: [www.buchi.com](http://www.buchi.com)

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Carlos Tejedor, son of Dibaq's founder and currently the company's president, has guided its steady growth as it has expanded from farming and feed into aquaculture and then petfood.

*Photo by Gonzalo Garcia De Viedma*

## JUST THE FACTS

**Headquarters:**

Fuentepelayo, Segovia, Spain

**Officer:** Carlos Tejedor, CEO/president

**Approximate annual sales:** €154 million in 2009 (US\$207.3 million)

**Brands:** Grocery channel: Canibaq/Dongato, Perrymix/Gatymix; Pet trade: Dibaq Naturalmente Mejor (Dibaq Naturally Better), Fitmin, Dican/Dicat

**Distribution:** Besides its native Spain, Dibaq exports its products to 50 countries throughout Europe, the Middle East, Asia, Central and South America

**Facilities:** Factory at Spain headquarters, plus Dibaq AS in Helvíkovicze Zamberk, Czech Republic, and Dibaq Mexico in Guadalajara

**Employees:** 520

**Websites:** [www.dibaq.com](http://www.dibaq.com), [www.dibaq.cz](http://www.dibaq.cz), [www.dibaq.pl](http://www.dibaq.pl), [www.dibaq.ro](http://www.dibaq.ro), [www.dibaq.sk](http://www.dibaq.sk), [www.dibaq mascotas.com](http://www.dibaq mascotas.com)



# Dibaq grows into a natural leader

By Stefania Pes

With a focus on natural products, continuous improvement and R&D, the Dibaq Group is quietly becoming a global petfood powerhouse

**IT'S NOT BY** chance that Dibaq has chosen the name Naturally Better for its latest and most representative branded line of premium petfood. That is also the spot-on slogan for the entire company, summarizing its major values and goals: staying natural and striving for constant improvement.

From its base in Spain, Dibaq is today a large group present in more than 50 countries across four continents, but deeply rooted in its original land and close to the rural environment from where it comes and still obtains a great portion of its raw materials. The company was established in 1951 in Fuentepelayo,

a village with just under 1,000 inhabitants in the area of Segovia, where Dibaq's headquarters is located.

**IT ALL STARTED** as a local family business in farming (poultry and swine) and feed production, initially for its own use. In the 1980s, thanks to the initiative of current president Carlos Tejedor, son of the founder, the company decided to bet on aquaculture. This, "through a lot of work and big investments, led first to the building of a dedicated facility with very advanced equipment and technology for the times and soon after to diversify further and catch the chance to enter and succeed in the then blossoming petfood industry," Tejedor explains.

At present, these two activities—aquaculture and petfood—constitute the core business of the group, "with the same common ground: origin, passion and specialization in animal nutrition as we continuously strive to support animals' healthy lifestyle and provide maximum benefits while respecting their needs," Tejedor says.

With the pet care division in particular, this effort is well documented by the intense activity of Dibaq's R&D department, committed to designing diet programs and solutions. The commitment is key to the overall success and leading position of the company. Considerable budgets are invested in innovation projects every year, often conducted in cooperation with experts from recognized universities or research centers worldwide.

#### **DURING PRODUCT DEVELOPMENT**

and after products are developed and on the market, Dibaq carefully monitors the quality and level of many parameters of its dog and cat foods,

such as palatability, digestibility, functional properties and benefits to pets' coats, vitality and overall health. This is possible thanks to a special partnership with the Integral Centre of Adoption of Animals of the Community of Madrid (known as CIAAM in Spain) and through the company's own facility in the Czech Republic.

In the first case, Dibaq provides food for the dogs and cats housed in the centre—an aid and refuge shelter for stray and abandoned animals—and has the opportunity to perform controlled, paneled tests of its petfoods. The centre

of Madrid.

Dibaq also studies the benefits and quality of its products at its own Fitmin Breeding Station, established in 2002 by the Czech partner Fitmin. The partnership began in 2001 through a joint venture; Dibaq took over 100% of the shares in 2007.

The benefits for Dibaq and the breeding station are mutual. Dibaq's involvement ensures a high standard of breeding; in turn, the company uses the services of the station to test its foods. To achieve an objective evaluation, the dogs are fed and



Based in Spain, Dibaq has both dry and wet petfood factories there, plus dry production facilities in the Czech Republic and Mexico.

can host over 250 dogs and cats, with all the veterinary means to meet the needs of the animals. It also holds lectures and training courses to promote responsible pet ownership and protection of companion animals. All Dibaq activities in the centre are performed under close collaboration between the company's R&D and Innovation departments and the technicians and workers of CIAAM, along with the support and involvement of the University of Veterinary Medicine

cared for in a fashion similar to many households, with a lot of outdoor time and interaction with people. Children from a local cynology club and students working on their graduation theses at the station help socialize and interact with the animals.

**THE MERGER WITH** Fitmin in 2007 has been one of many steps in Dibaq's impressive growth, both domestic and, since 1989, increasingly interna-

**DIBAQ** tional. Export sales now account for more than 50% of the total turnover of the group, with production including:

- Dry petfood in the Spain, Czech and Mexico facilities;
- Wet petfood in the Spain factory;

- 40% branded products (average); and

- 60% private label products.

The percentage of distribution between branded and private label petfoods varies depending on the



Dibaq's newest branded line is Naturally Better, which includes a complete range of cat and dog dry products comprised of only natural ingredients, the company says.

country, Tejedor says. "For example, in Mexico we sell 100% of our brands, in the Czech Republic about 90%, while in Spain we are around 35%."

Another important and unique element is the wide range of synergistic, supporting functions the Dibaq group has put in place to sustain and increase its business. In petfood, the supporting activities or divisions include:

- Petplanet, a chain of pet specialty stores, for direct service to the final consumer;
- Tejedor Dibaq, a shipping and logistics company; and
- Ditech, manufacturing technology/extrusion equipment.

The close cooperation between Dibaq and Ditech in the area of machinery and equipment is greatly beneficial. Ditech provides continuous maintenance of all the equipment supplied to Dibaq and at the same time has the opportunity to test, evaluate and constantly improve its equipment under the conditions of actual, continuous operation. Ditech operates not only in the area of conventional machinery and equipment but also in designing and manufacturing purpose-specific machinery. ■

Stefania Pes is a writer and pet market research specialist for Mediatic ([www.mediatic.it](http://www.mediatic.it)), based in Italy.



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# Guide to Petfood Forum

## Petfood Workshop

### SAFETY FIRST

Keynotes Dr. Tim Hunt and Frank Yiannis of Walmart lead the list of experts you'll learn from at these can't-miss events

**PETFOOD FORUM 2011**, the leading event for the petfood industry, offers you more expert content and networking than ever. And Petfood Workshop: Safety First will help you understand and prepare for new US food safety regulations.

This year Petfood Forum, scheduled for April 11-13, is expanding with:

- A new, larger venue, the Renaissance Schaumburg (about 10 miles west of Chicago's O'Hare Airport);
- Three content tracks: nutrition, marketing/packaging/regulatory and safety/processing; and
- Experts from a variety of industries: petfood, human food, veterinary, retail and marketing.

Learn about the thrill and excitement of the Iditarod from opening keynote speaker Timothy A. Hunt, DVM, who has not only worked the legendary race as a veterinarian but has also mushed in it.

And new for 2011 is a closing keynote: This year's speaker is Frank Yiannis, VP of food safety for retail giant Walmart, discussing the Global Food Safety Initiative.

Also enjoy many networking opportunities with new and familiar industry peers as well as with leading suppliers in the new exhibit hall. For the list of exhibitors as of press time, see p. 46.

**PETFOOD WORKSHOP: SAFETY** First starts immediately after Petfood Forum, also at the Renaissance Schaumburg. Scheduled for April 13-14, this interactive, hands-on seminar brings 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 to answer all your safety questions.

Turn to p. 43 for detailed descriptions of Petfood Workshop topics and speakers as well as the full schedule. ■

#### Find more online

Check out [www.petfoodindustry.com/PFF2011.aspx](http://www.petfoodindustry.com/PFF2011.aspx) for updates to speakers, topics and exhibitors and to register for Petfood Forum and Petfood Workshop. If you register for both events, you'll save on Petfood Workshop registration.

**Monday, April 11**

- 12:00-9:00 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: Timothy A. Hunt, DVM, kicks off the conference describing his experiences and lessons learned from mushing in and serving as a veterinarian for the Iditarod.**



Dr. Hunt operates a small-animal veterinary practice in Marquette, Michigan, USA, and is an avid musher who has competed in numerous events throughout North America and Europe—

besides the Iditarod, which he last raced in 2009, when he won the Red Lantern Award for being the last finisher! In 2005, Dr. Hunt launched his own line of dog food, Dr. Tim's, updated in 2010 with new products and packaging.

**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. Petfood trends continue, in many ways, to mimic the trends seen in food for humans. There is a stronger focus on natural, easy-to-understand ingredients, simple language and communication of benefits. Dornblaser discusses simplicity as a growing trend, using global examples.**



Dornblaser has focused on new product trends for the last 25 years. A trained journalist and experienced public speaker, Dornblaser has been quoted by major US news organizations.

Mintel International is a global research company with offices in London, Chicago, Sydney and Shanghai.

**9:45-10:30 am Coffee break in exhibit hall**

**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 a variety of 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.**



Dr. Brookshire has previously served as leader of a clinical companion animal veterinary hospital and director of veterinary service for a multi-brand petfood manufacturer. Since 2007, she has been with North River Enterprises, a consulting firm providing veterinary expertise and customized business solutions to the petfood and animal health industries.

**11:15-11:45 am Visit exhibit hall**

**11:45 am-12:30 pm Lunch**

**12:30-1:10 pm**

**NUTRITION: The effects of processing on petfood nutrition: the formulator's dilemma—Greg Aldrich, PhD, president of Pet Food & Ingredient Technology, reviews how processing petfoods has nutritional benefit for such things as reducing pathogenic bacteria, reducing trypsin inhibitors, improving starch digestibility and enhancing texture and acceptability. However, extensive processing can impede utilization of essential amino acids, destroy essential fatty acids, modify starch and functional fiber and degrade essential vitamins. This paper will provide examples of nutritional effects on ingredients and petfoods as a result of common processing methods (baking, extrusion, canning), provide formulation strategies to account for the positive and negative impact from processing and identify gaps in our current understanding.**



Dr. Aldrich is an independent nutritionist specializing in foods, ingredients and nutrition for companion animals and writes a monthly column for *Petfood Industry* on ingredient issues. He received a master's of science from the University of Missouri and his doctorate in nutrition from the University of Illinois. Previously Dr. Aldrich

held several management and technical positions with Co-op Feeds, the Iams Co., Kemlin Industries and Menu Foods. He is a member of the American Society of Animal Science, American Society for Nutrition, American Academy of Veterinary Nutrition and an adjunct professor at Kansas State University.

**MARKETING/PACKAGING/REGULATORY:**

**US petfood update: marketing the benefits of pet ownership—David Lummis, senior pet market analyst for Packaged Facts, provides an overview of the US petfood market, which continues to feel the recessionary impact of the "new normal" of 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.**



A regular contributor of articles and market insight to pet industry magazines and major business media, Lummis

has written dozens of published reports on pet-related markets including *Pet Supplements* and *Nutraceutical Treats*-3rd Edition (February 2011) and *Pet Food in the U.S.*-9th Edition and *Pet Market Outlook 2010-2011* (March 2011).

**SAFETY/PROCESSING:**

**Ultra-high fresh meat inclusion in low-grain extruded pet diets—Tom Willard, PhD, founder of TRW Consulting, and Galen Rokey, process manager for the Pet Food Applications Group at Wenger Manufacturing, describe how fresh meat products with low or no grains comprise 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.**



Dr. Willard has over 37 years' experience in the petfood industry and has worked in ingredient, product and process development, research evaluation, carnivore and pet nutritional formulations with human food and petfood companies worldwide. He earned his doctorate in biochemistry and nutrition from North Carolina State.

Rokey holds a bachelor's degree from Kansas State University, with a course of study in the Chemistry Option of Grain Science and



research experience to his current position.

Management. He joined Wenger Manufacturing in 1973 and in 1983 became the manager of Wenger's Technical Center. Rokey brings 38 years of laboratory, extrusion process and

1:15-1:55 pm

#### NUTRITION:

**Pulses for petfood**—Jolene Hoke, companion animal technical sales specialist for ADM Alliance Nutrition, 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 micronutri-

ents and affordable, sustainable substances that work well with many ingredients used in petfoods.



Hoke joined ADM in 2005 after receiving a master's degree in animal science from the University of Illinois with Drs. Merchen's and Fahey's Companion Animal Nutrition group.

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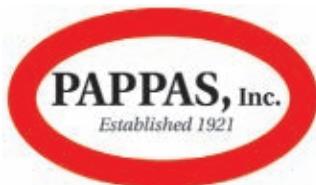
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#### MARKETING/PACKAGING/REGULATORY:

**Marketing with a higher purpose: the power of pet ownership**—Robert Wheatley, CEO of Wheatley & Timmons, picks up on the trend of marketing 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, traction and engagement with customers.



Wheatley & Timmons Inc. is a public relations, social media and brand strategy guidance firm devoted to consumer insight. Wheatley regularly publishes articles on pet brand strategy

and communications and blogs at [www.wheatleytimmons.com/blog](http://www.wheatleytimmons.com/blog).

#### SAFETY/PROCESSING:

**Case study: High pressure processing for petfood**—Ed O'Neill, VP of quality systems & technical service for Nature's Variety, explains how and why this manufacturer of raw frozen, grain-free and other petfoods decided to base its safety system on high pressure processing, its rapid conversion to this system and how it educated retailers, customers and employees on HPP.



O'Neill has nearly 40 years' experience in a variety of human and petfood industries, focusing on food safety, quality assurance, product development and research.

Throughout his career he has demonstrated a strong track record of success in developing, implementing and assuring safe, high-quality foods in human and pet markets.

2:00-2:40 pm

#### NUTRITION:

**Kibble shape and its effect on feline palatability**—Kristopher Figge, senior scientist and technical service manager



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for AFB International, describes an experiment involving cat kibble. Five shapes were extruded—star, triangle, flat disc, cylinder and a triangle with a hole in the center—with constants of material, equipment and measurement. Palatability was measured via two-bowl, paired comparison testing over a two-day period.



Figge has been with AFB for 10 years and works with customers to improve the palatability of their cat and dog diets.

#### MARKETING/PACKAGING/REGULATORY:

**Using the 7 R's to develop more sustainable petfood packaging**—Paul Kearns, director of sustainability for 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 petfood packaging that have claimed sustainability benefits and show the importance of quantifiable benefits by using a widely available modeling tool.

Kearns earned an MBA from the University of New Haven and is a member of the Flexible



Union Camp and now Exopack, where he focuses on reducing the company's footprint associated with its products and operations.

#### SAFETY/PROCESSING:

**Detection and control of Salmonella**—Melinda Hayman, PhD, principal scientist for Food Safety Net Services, aims to help processors understand the science behind *Salmonella* and how to best manage this foodborne pathogen during production. She will review sampling plan design and implementation, discuss testing technologies and explain the role of process validation studies to ensure the effectiveness of processing steps in the reduction and control of *Salmonella*.



Dr. Hayman earned her doctorate in microbiology/chemistry and food science and has a diverse background in

food safety, food quality and microbiology. Food Safety Net Services is a testing and consulting firm that provides an integrated network of services to improve the effectiveness of food safety and quality programs.

**2:40-3:20 pm** Coffee break in exhibit hall

**3:20-4:00 pm**

#### NUTRITION:

**High-quality animal protein sources**—Trevor Faber, PhD candidate with the Department of Animal Sciences at the University of Illinois, discusses methods to determine 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.



Faber's research focus at the university, where he works with Dr. George Fahey, is on fermentative and immune modulating effects of novel fermentable carbohydrates in the dog.

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**MARKETING/PACKAGING/REGULATORY: Innovations and trends in petfood packaging**—Robert Hepburn, petfood packaging product manager for Pacific Bag, 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 and other common roadblocks and solutions.



Hepburn has been with Pacific Bag for more than 11 years and in his current position for three years. He has an in-depth knowledge of petfood packaging

and has been on the front lines of converting customers from paper to plastic packaging.

#### **SAFETY/PROCESSING:**

**Integration of petfood safety programs in the palatant industry**—Loïc Cosquer, PhD, corporate QSE manager for SPF, explains how the globalization of the petfood market has brought many benefits but

has also complicated the management of hazards. Safety is the commitment of each player in the petfood supply chain to meet the high expectations of the manufacturer and pet owner. Palatants are used in a low percentage that generates a high level of dispersion in the petfood chain, requiring excellence in safety.



Dr. Cosquer earned his doctorate in biochemistry endocrinology and has been with SPF since 1999. He supervises the food safety excellence program for palatability solutions in 11 SPF plants and coordinates food safety and quality policy, as well as the safety and environmental aspects of SPF operations on five continents.

4:05-4:45 pm

#### **NUTRITION:**

**Comparing animal protein sources**—Marie Varloud, PhD, scientist with In Vivo NSA, explains a specific experiment designed to help maximize digestibility of nutrients. To compare the 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.



Dr. Varloud holds two master's degrees (agricultural techniques and cellular and molecular nutrition) and a doctorate in animal nutrition. She joined In Vivo in 2006.

#### **MARKETING/PACKAGING/REGULATORY: Panel discussion: using social media to reach your target audience**

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of Path Forward International (an entrepreneurial consultancy); Angela McClanahan, marketing manager for Nature's Variety; Duncan White, director of client services for OneUpWeb (a digital marketing agency); and David Yaskulka, VP of marketing communications for Halo, Purely for Pets.

#### SAFETY/PROCESSING:

**Does process heating fit into the sustainability triangle?**—David Degelau, applications engineer for 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. He explains how direct steam may be a solution for companies with sustainability initiatives.



Degelau earned bachelor degrees in mechanical engineering and applied mathematics from the University of Wisconsin and is certified by the

US Department of Energy as a steam system specialist. He has over 15 years' experience

in process design and analysis for pulp and paper, food processing, dairy and general industrial applications.

4:45-6:15 pm Reception in exhibit hall

5:30-6:15 pm Poster reception in exhibit hall foyer

### Wednesday, April 13

7:00-8:00 am Breakfast

8:00 am-12 noon Exhibit hall open

8:00-8:40 am

#### NUTRITION:

**Ingredient manufacturer's perspective on sustainability in grain-based ingredients**—Don Shandera, PhD, feed ingredients development manager for Cargill, reviews several grain-based bioprocesses and their contributions 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.



Dr. Shandera has over 10 years' experience in grain processing and process and product development as a principal research scientist.

He earned his doctorate from the University of Nebraska in food science and technology.

#### MARKETING/PACKAGING/REGULATORY:

**Private label petfood market update**—Lee Linthicum, head of global food research for Euromonitor International, sheds 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?

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the research program for the global food industry at Euromonitor, which he joined in March 2001. He has direct responsibility over Euromonitor's packaged food, fresh food and pet care research. Linthicum has a bachelor's degree in economics from the University of Chicago.

8:45-9:25 am

#### NUTRITION:

**Update on senior pet nutrition**—Sally Perea, DMV, MS, DACVN, senior nutritionist with 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.



Dr. Perea holds a master's of science in nutrition, a doctorate in veterinary medicine and is a diplomate of the American College of Veterinary Nutrition.

She previously served as an assistant clinical professor at the University of California-Davis Veterinary School and as a principal consultant for DVM Consulting.

#### MARKETING/PACKAGING/REGULATORY:

**Regulatory changes in the EU**—Terry Plant, founder of 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.



Plant has owned and operated his consultancy since 2001, helping smaller companies keep up to date with myriad regulatory issues and quality systems for

petfood. He has been in the petfood industry since 1973, previously working for Spillers Petfoods Europe (acquired by Nestle in 1998) as head of product development, then director of quality development.

9:25-10:10 am **Coffee break in exhibit hall**

10:10-10:50 am

#### NUTRITION:

**Nutritional management of osteoarthritis**—Karen Wedekind, PhD, comparative nutrition manager for Novus International, discusses the different osteoarthritis models used to evaluate efficacy of therapeutic foods and nutritional supplements. She describes the use of cartilage and bone markers as

early indicators of treatment effectiveness and presents evidence on the role of nutrition in the management of lameness and OA in dogs and other species.



Dr. Wedekind received her doctorate from the University of Illinois and has 19 years' experience in the petfood industry. Her current research focuses on

bioavailability and nutrient requirements for pets, including endocrine, antioxidant and osteoarthritis research.

#### MARKETING/PACKAGING/REGULATORY:

**Covering your GRAS: how to use FDA's notification process**—David Dzanis, PhD, CEO of 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.



Dr. Dzanis founded and heads Regulatory Discretion Inc., a consulting company for the petfood and related industries in the areas of nutrition, labeling and

regulation. Previously he served as a veterinary nutritionist for FDA for eight years. He authors the popular "Petfood Insights" column in *Petfood Industry*.

10:55-11:35 am

#### NUTRITION:

**L-carnitine: scientific update and application review**—Johnny Lopez, PhD, global business and technical manager for Lonza's companion animal division, 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 management programs. After a review of the role L-carnitine plays in fat metabolism, weight loss and improvement in lean mass, he will present peer-reviewed research on the importance of L-carnitine in serving heart function and its antioxidant properties.



Dr. Lopez received a master's in animal science and a doctorate in monogastric nutrition from the University of Missouri. Previously he worked as a nutritionist

for companies such as Purina Mills, ADM and Chr Hansen.

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**MARKETING/PACKAGING/REGULATORY:****Update on packaging technology and machinery**

—Dennis Calamusa, president of AlliedFlex Technologies, discusses how numerous consumer products have been introduced in a wide range of new formats by companies looking to differentiate their products from the competition, add convenience, reduce cost, address sustainability and provide an innovative marketing approach to stimulate the sales of a stagnant brand or increase



the acceptance of new products. He explores the machinery technologies driving the trend toward packaging change from the production floor to the retail shelf.

Prior to starting AlliedFlex, Calamusa was founder/president of PPI/Profile Packaging, VP of flexible packaging systems at Klockner Bartelt and product manager at Robert Bosch. He is a contributing editor to two packaging magazines and frequent speaker.

11:45 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. He explains GFSI's objectives, his work with behavior-based food safety and how petfood

companies can adopt these principles.



Yiannis joined Walmart in 2008 and is responsible for oversight of food safety and other public health functions for all Walmart, Neighborhood Markets and Sam's Club stores. Previously he served as director of safety and health for Walt Disney World Co. Yiannis is the author of *Food Safety Culture: Creating a Behavior-Based Food Safety Management System* (Spring Scientific). He earned a bachelor's degree in microbiology from the University of Central Florida and a master's in public health from the University of South Florida.

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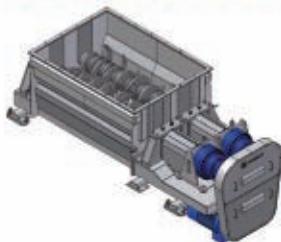
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## Pet Food Processing



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**Petfood Forum 2011**

**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 Corvus Blue, a food science and research firm, provides an overview of how the Food Safety Modernization Act of 2010 is playing out in human foods and what petfood professionals can learn from that industry.



Dr. Shelke's career includes executive positions at ACNielsen, Ben & Jerry's, Continental Baking Corp. and Grand Metropolitan Food Sector (Pillsbury, Häagen-Dazs and Alpo)

and as faculty and researcher at several universities including University of Vermont, Kansas State University and North Dakota State University. She has authored several patents and driven the development and

successful commercialization of more than 80 food, beverage, dietary supplement and cosmetic products. She holds a doctorate in cereal chemistry and technology and master's degrees in organic chemistry of natural products and food science and nutrition.

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, director of customer relations for AIB International, explains what the Food Safety Modernization Act of 2010 means for petfood regulations and safety requirements. This new law is a comprehensive overhaul of the Food and Drug Administration's food safety program, giving FDA much greater oversight over the industry. She will help you focus on what you need to do and when to ensure you're meeting requirements for ensuring safe petfood products.



After earning a bachelor's of science degree and US Army officer commission, Lazaro began her career in the food industry with Frito-Lay Manufacturing. She joined the AIB International staff in 1990 as a food safety auditor, auditing and training in a variety of manufacturing plants and distribution centers. In 2001, she began working in the management side of AIB as head of audit services for North America, then stepped into her current position in 2006.

**How to prepare for—and survive—an FDA inspection**—Robert McDonald, managing director of 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? McDonald will share tips on surviving the experience with your business, reputation and sanity intact.



McDonald has been involved with the food industry throughout his

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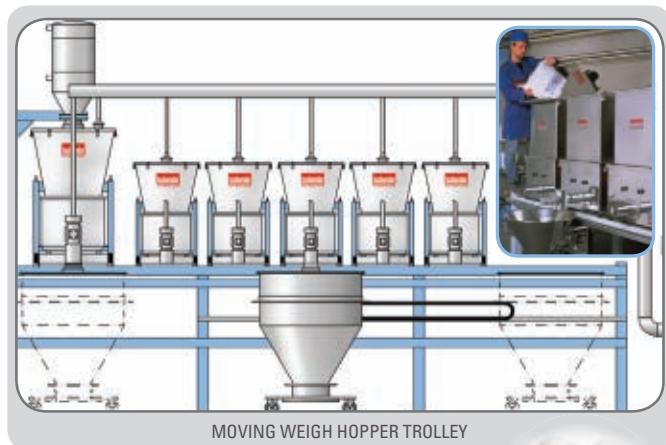
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career and has worked with such companies as McDonald's, Burger King, KFC, Marriott and Hilton as well as many food trade associations on a national and international level. He holds a juris doctor degree from Georgetown University.

**Establishing and improving a HACCP program**—David Rosenblatt, DVM, director of training for 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.



Dr. Rosenblatt was previously R&D manager for petfood and safety, health, environment and quality manager for Unilever Israel. He also served as head of

the food sector for the Standards Institution of Israel and lead auditor for ISO 9001, ISO 22000, HACCP and other standards. Besides his work with Sher, Dr. Rosenblatt teaches companion animal nutrition and food safety at the Koret School of Veterinary Medicine in Israel.

**Controlling Salmonella in low-moisture foods**—Phil Elliott, PhD, principal scientist, microbiology, with the Grocery Manufacturers Association, describes current practices to control *Salmonella* in dry production environments and low-moisture finished products. There have been several illness outbreaks attributed to *Salmonella* in low-moisture products, including petfood. Although *Salmonella* cannot grow in low-moisture environments, low cell numbers can cause illness, survive for long periods of time and may have greater heat resistance compared to that in high-moisture foods.



In his role at GMA, Dr. Elliott provides technical assistance in food safety and microbiology to member companies. He has more than 20 years of experience in food safety and quality assurance with companies such as Armour-Dial, Campbell Soup, Vlasic Foods International and Pinnacle Foods Corp.

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

**6:00-7:00 pm** Reception

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**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, director of technology R&D for Extru-Tech Inc.; Jarrod Kersey, scientific and regulatory affairs manager for the Nutro Co.; Carole Koch, director of quality assurance for C.J. Foods Inc.; Anthony Pavel, HACCP and safety expert with K&L Gates; and Siobhan Reilly, PhD, president of IEH-FoodProtech (not shown).

9:15-9:45 am **Coffee break**

9:45-11:00 am **Third round of breakout sessions** (see first round descriptions on April 13; attendees rotate among the four breakout rooms)

11:05 am-12:20 pm **Fourth round of breakout sessions** (see first round descriptions on April 13; attendees rotate among the four breakout rooms)

**To see the list of Petfood Forum 2011 exhibitors as of press time, please turn to p. 46.**



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## Petfood Forum 2010 exhibitors

As of press time, the following companies are registered to exhibit at Petfood Forum 2011, listed first by category, then alphabetically, with advertisers in this issue indicated. For updates to the list, visit [www.petfoodindustry.com/PFF2011exhibitors.aspx](http://www.petfoodindustry.com/PFF2011exhibitors.aspx).

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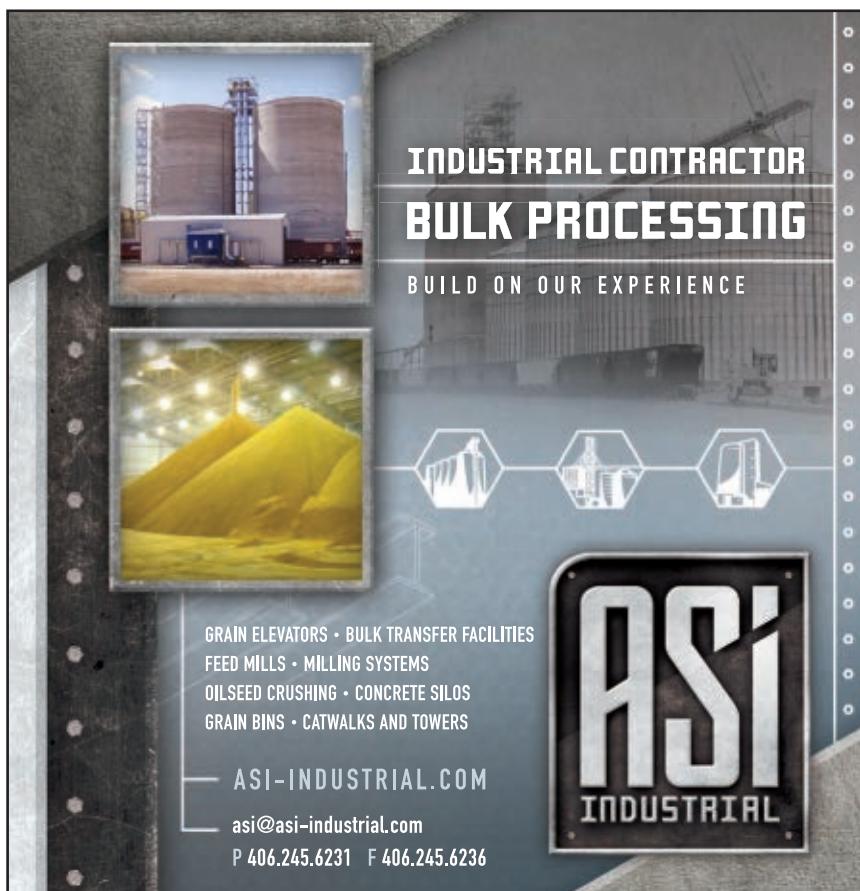


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**In 2010, THE** global petfood market grew 9% over 2009 sales, reaching a total of US\$61.9 billion, according to Euromonitor International. That proves the strength of the market even while some countries, regions and other industries are still struggling economically.

This continued growth arises from the innovation in the petfood industry and the expertise of its professionals. You can tap into that

by attending Petfood Forum Europe on May 4 at the Koelnmesse in Cologne, Germany. It is happening in conjunction with Victam International, where you can visit with key suppliers of petfood ingredients, equipment and other materials ([www.victam.com](http://www.victam.com)).

Plus, Petfood Forum Europe offers plenty of opportunities to network with familiar colleagues as well as make connections with new industry peers.

Following is the schedule and list of topics and speakers as of press time. ■

**9:00-10:00 Registration and check-in with coffee and light breakfast**

**10:00-11:00 Consumers and Web 2.0: impact on the global petfood market**



—Lee Linthicum, head of global food research for Euromonitor International, UK, discusses the relatively recession-proof status of the global pet care industry, thanks largely to the ongoing trend of pet humanization. With the global economy slowly recovering, he provides analysis of the major trends and developments driving pet care sales, including the role of the internet in shaping consumer preferences and spending habits.

**11:00-11:40 Open innovation: what is in it for you?**



—Edwin Grim, general manager for Ralco Nutrition, Netherlands, describes how using the world as your dynamic R&D source accesses virtually unlimited talent and input. The new challenges are in managing that input, filtering and scaling it to your needs. Expanding your network both within and outside your business offers a playing field with rich rewards—and painful pitfalls.

**11:40-12:20 Applying polymer science to petfood production**



—Brian Plattner, processing engineering manager for Wenger Manufacturing, USA (in a paper co-authored by Galen Rokey of Wenger), describes how polymer science, the study of the glass and melt transitions of polymers, has in



recent years been applied to many areas of petfood processing—including extrusion and drying troubleshooting and product storage—to better understand and predict processing effects. It can even be applied to ingredient selection, which is often a unique challenge during product development.

**12:20-13:45 Lunch buffet**

**13:45-14:25 Advances in palatability for dogs**—Marie Jane Fallourd, dog platform manager for SPF France, discusses palatability for dogs, which is mainly driven by the petfood's smell, taste and texture. For dogs, the nature of the palatant used as well as the way to add it to the kibble are important to maximize palatability. All drivers can be looked at when it comes to increasing performance, including the segmentation requirements of the dog food market.



**14:25-15:05 Assessing risks when buying raw materials for petfood**—Ivo Reekmans, general manager of Radar Automation NV, Belgium, explains how risk management is part of the job for a raw material buyer. Traditionally, the focus in risk management was on quality. In the past few years, changes in commodity trading markets and highly volatile prices have meant an urgent focus on financial risks and availability. General management needs effective, adequate information to assess raw material coverage and position risks.

**15:05-15:45 Coffee break**

**15:45-16:25 New frontiers in nutrition for pet health: the role of nutrigenomics**—Peter Spring, PhD, professor of monogastrics and head of the Animal Science Department at the Swiss College of Agriculture, discusses nutrigenomics, the study of the effects of nutrition on gene expression, which helps us understand nutrition at a more profound level. Such complete knowledge enhances the potential to transfer gained information from one species to another. This is of particular interest in pet nutrition, where research approaches are often limited by ethical reasons and high animal welfare standards. Dr. Spring focuses on novel information on nutrition, antioxidant protection and digestive system health.



**16:25-17:05 Energy recovery and odor reduction in petfood production**—Tjitze Smit, petfood division manager for Graintec A/S, Denmark, presents the average energy consumption for extruded petfood manufacturing, as well as ways to save energy. One solution is through condensation and recirculation of the air. Several models are suitable for different types of plants. In addition, because of new European Union directives, odor impact has taken on a heightened focus. It is important to analyze and quantify the odor problem, then implement suitable solutions.



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The new law has many petfood and treat producers scrambling to meet requirements. But just what does the new Food Safety Modernization Act require in terms of traceability and supply chain safety and how can you meet those requirements?

**Listen to an in-depth presentation online!**

Hear a recording and download the finer points of the Institute of Food Technology presentation “Food Tracing: Implications of the Food Safety Modernization Act” by David W. K. Acheson, MD, at [www.petfoodindustry.com/FSMA](http://www.petfoodindustry.com/FSMA).

Photo by Franck Baston, BigStockPhoto.com



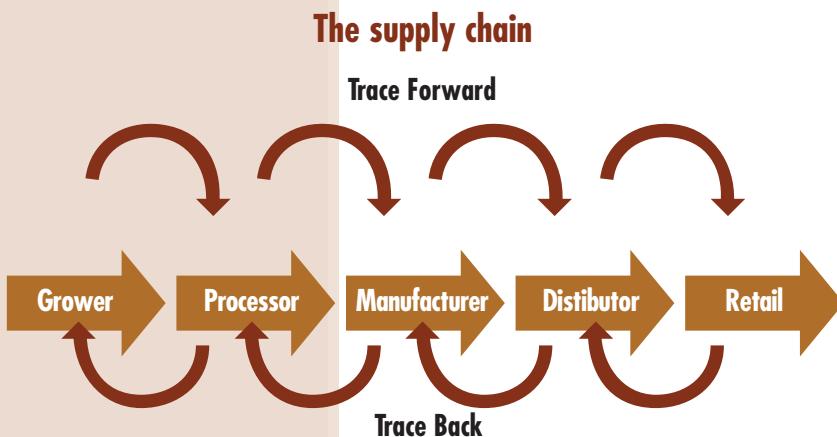
# Update: ingredient sourcing and traceability

By Jessica Taylor

The Food Safety Modernization Act means new rules for manufacturers and new technologies for consumers and producers alike

**Figure 1. Traceability in the food chain**

For processed food and produce for humans, the Food and Drug Administration has required that ingredients and products be able to be traced at least one step forward and one step back through the supply chain. Under the new Food Safety Modernization Act, that requirement will likely extend to many other food products, including petfood.



Courtesy of David W. K. Acheson, MD, from IFT presentation

**A PROVISION OF** the federal Food Safety Modernization Act (S. 510) recently signed in to law requires that all players in the US petfood supply chain be able to quickly trace from whom they received an ingredient and to whom they sent it. Petfood manufacturers will have to maintain that information in digital form, which means consumers could tap into this information through their computers or smartphones. “The ‘one step forward, one step back’ traceability requirement—for processed food and produce—is designed to make it easier for the Food and Drug Administration to identify the source of an outbreak of foodborne illness, trace its path and swiftly remove it from the food supply,”

according to a January 2011 *Washington Post* article.

The new requirement represents a major adjustment for the US petfood system, as the government can now impose standards and electronic record-keeping on an industry where many small players still rely on paper invoices and smiling guarantees. The new law has many petfood and treat producers scrambling to meet

requirements. Tracking technology and management of data are two things suddenly very important for all manufacturers. But just what does the new Food Safety Modernization Act require in terms of traceability and supply chain safety and how can you meet those requirements?

**FIRST, WHAT DOES** the new law ask of manufacturers and what are the deadlines?

Answer: Within nine months, FDA must develop pilot programs with the processed food sector and produce industry, and within 18 months, FDA must provide a report to Congress on recommendations for establishing more effective product tracing, including consideration of:

- Costs and benefits;
- Feasibility of technologies for different sectors; and
- Existing practices and international efforts.

Segments of the food industry have been required since 2005 to be able to trace “one step forward, one step back,” but not farms or restaurants. But according to a 2009 investigation by the Department of Health

and Human Services’ inspector general, most food facilities surveyed did not meet those requirements, and 25% didn’t even know about the law. Establishment of a product tracing system that encompassed all sectors

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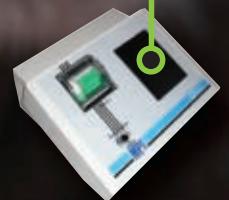
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**SOURCING** of the human food and petfood industries was likely inevitable.

In some cases, companies are going beyond the federal requirement and making a portion of the traceability information available to consumers, who are increasingly interested in the way

their pets' food is produced. HarvestMark, based in California, has developed a two-dimensional bar code sticker that can be placed on individual fruits and vegetables or packaging. Shoppers can scan the sticker with a smart phone or go to the HarvestMark website and

## There's an App for that!

Grab your computer or smart phone and check out these food traceability Apps and websites for yourself:

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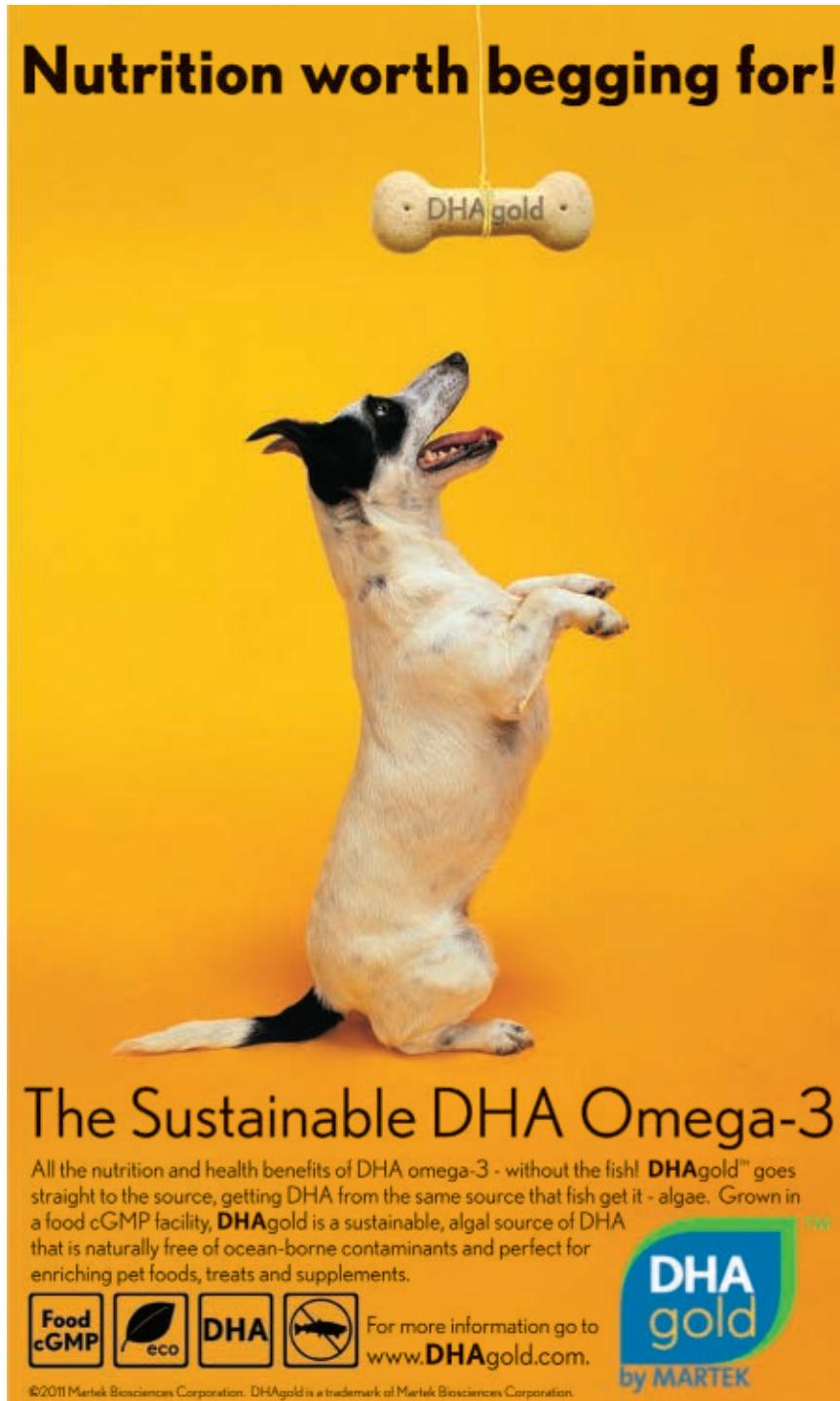
**JustFoodERP** – www.justfooderp.com

**Petfood Industry's online products database that includes ingredient distributors and the latest traceability technology you need for your facility** – www.petfoodindustry.com/products.aspx (click on the Ingredients or Equipment tab for products relevant to this article)

enter the number from the sticker to learn the path the food has taken and other information the farmer chooses to share, such as the harvest date.

**ESSENTIALLY, THIS NEW** system gives pet parents the option to be more aware of a product and where it comes from. "There's been a very rapid sea of change in consumer behavior," said Elliott Grant, the chief marketing officer for HarvestMark, in the January *Washington Post* article. "With very high-profile food recalls, cell phones and iPhones, people have been trained that they can access information very quickly. They want to know, 'Where does this come from and is it safe? How far has it traveled? What are the growing practices?'"

And if it applies to human food, consumers will certainly apply it to petfoods as well. It's best to be prepared. ■



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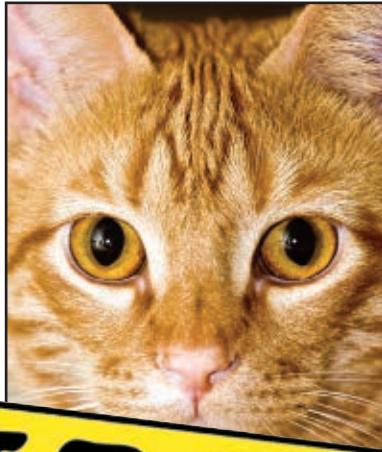
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# Build your brand with packaging

By Jessica Taylor

Innovations in packaging materials, equipment and practices to help position and promote petfood brands

In developing packaging for the new Nature's Benefits line, Kaytee Products attempted to leverage the emotional connection consumers have with their pets to further the brand/consumer relationship.



**INNOVATIVE PRODUCT AND** packaging development is the key to taking advantage of the continuously growing and changing petfood and pet treats market. The top two ways that pet owners find new products include browsing the store shelf and television advertisements, according to the American Pet Products Association.

"Packaging not only improves the shopping experience, but can also play a large role in consumer loyalty to your brand," explains a Weatherchem white paper on packaging trends. "Studies also indicate that petfood packaging follows many of the same trends as packaging for humans. Brand differentiation, brand enhancement and convenience rate highly with consumers when selecting a brand of food

Consumers are increasingly concerned about the health of their pets.



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**PACKAGING** or pet care products.”

So what can you do to make your brand's packaging stand out on the store shelf?

Today's pet parents are savvy, well-informed and know what they are looking for. It's up to you to let them know, as concisely and enthusiastically as possible, that your product is exactly what they seek. What better way to express your message than through your packaging? Let's examine what one company did in packaging a new product. Then, check out some products available to give your petfood and treat packaging a competitive edge (at right).

Kaytee Products Inc. recently launched Nature's Benefits, a line of natural foods for birds

## Packaging with power

Now that you've seen how one company tackled the packaging challenge, it's time to arm yourself with the latest in technology and innovation for the packaging of petfoods and treats:

1. Avery Dennison Flexis Air Valves packaging is designed for use with perishable products. The valves offer proper air management for plastic packaging of perishables. They allow the release of excess air for protection against moisture and consist of a membrane, a baffle film and a permanent adhesive. [www.averydennison.com](http://www.averydennison.com)
2. Bemis Clysar offers LTC shrink film, a thin-gauge, clear, heat-shrinkable, polyolefin-based film, is designed for a blend of strength, balanced shrink and clarity. The film allows for upfront cost savings with material reduction in recommended applications and can be run at the same speeds as heavier-gauge films, according to the company. [www.clysar.com](http://www.clysar.com)
3. Peel Plastic's MicroPerf technology allows for venting while preventing contamination, according to the company. For food and petfood products, this means venting through holes smaller than the ovipositors of most problem insects, Peel says. For hygroscopic products that will be stored or displayed outdoors, the technology allows venting while restricting the amount of moisture entering the package. [www.peelplastics.com](http://www.peelplastics.com)
4. Faerch Plast offers a range of packaging specially designed for petfood products. The packaging is made of AMPET, a material for ambient products, which is lightweight yet stable. It can be tailored to desired shape and color. The packaging is stackable. [www.faerchplast.com](http://www.faerchplast.com)
5. Nordenia International's FlexZiBox packaging is designed for volumes up to 55 pounds. The reclosable side-gusset bag has a robust patch handle and top slider. The patch handle is tearproof and resilient for ease of handling, according to the company. [www.nordenia.com](http://www.nordenia.com)

**Eight out of ten  
pet food buyers are  
women. It's about  
time someone got  
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(parakeets, cockatiels and parrots) and small animals (hamsters/gerbils, guinea pigs and rabbits). The granola-style food offers a complete daily diet that includes a limited number of fruits and nuts for each species, combined with seed and grain clusters, and contains no artificial colors, flavors or preservatives, according to the company. In developing packaging for the new line, Kaytee's design agency, Directions Inc., attempted to leverage the emotional connection consumers have with their pets to further the brand/consumer relationship.

"The tone and manner of the design needed to convey a very strong sense of wholesomeness on several levels," says Directions Art Director Aria Grant. "We wanted to create a crunchy-granola feel that was also

very eco-friendly. But we also wanted it to acknowledge the bond between consumers and their pets." According to Grant, the goal for shelf impact was to combine a range of visual cues that worked in concert to create a strong position of all-natural and environmental awareness with the idea of doing something good for the pet. Carton artwork includes natural colors and elements combined with muted tones on a kraft paperboard material that gives the Nature's Benefits line an earthy, organic look.

Charged with sourcing the carton material for the package, Directions turned to converter Great Northern Corp. and its StrataGraph process. The process uses UV inks and UV dry-trapping of inks and coatings to combine the quality of process printing

with the structural integrity of folding-carton paperboard, completely in-line. The result, notes Great Northern, is consistent quality and reduced turn-around time.

In addition, cost-to-market efficiencies are achieved by incorporating UV printing, coating, die cutting and stripping in one continuous process. The resulting carton for Nature's Benefits is 100% recyclable and compostable. Or, consumers can use the box for their pets "to tunnel and burrow in," as copy on the back of the carton suggests.

"Our buyers and retailers have been very excited about the unique look of the package and have expressed that it's a great way to promote an all-natural product," says Kay Thomson, senior marketing manager for Kaytee Pet Bird. ■



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## Proposed calorie regulation online

Read the full proposed AAFCO calorie content regulation, as amended, at [www.petfoodindustry.com/AAFCOcalorielabel.aspx](http://www.petfoodindustry.com/AAFCOcalorielabel.aspx).

AAFCO's Pet Food Committee passed final language on an amendment that would mandate that all dog and cat food, treat and supplement labels bear calorie content statements.

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# US petfood labeling update

By David A. Dzanis, DVM, PhD, DACVN

AAFCO has proposed requiring calorie content to be included on labels, plus changes to labels of specialty petfoods

The amendment would require petfood labels to state calories in terms of both kilocalories per kilogram and familiar measure or unit, such as a cup or can, that consumers could easily use to feed their pets a healthy amount of food.

**IN THE US**, petfood labeling is stipulated by the Association of American Feed Control Officials Model Regulations for Pet Food and Specialty Pet Food. The models are constantly evolving, with often at least an amendment or two every year.

So on January 17, AAFCO, in cooperation with the Pet Food Institute and the American Feed Industry Association, sponsored a Pet Food Labeling Workshop.

Attended by state feed control officials and industry members, the workshop went through all the basics of labeling, including product

names, ingredient declarations, guarantees,

nutritional adequacy statements and more. It is my understanding that AAFCO will put a copy of the workshop presentations on its website ([www.aafco.org](http://www.aafco.org)).

The workshop did a great job explaining petfood labeling as currently stipulated. At the AAFCO "mid-year" meeting that followed, progress was made in proposals to modify two aspects of labeling.

### **SPECIALTY PETFOOD GUARANTEES.**

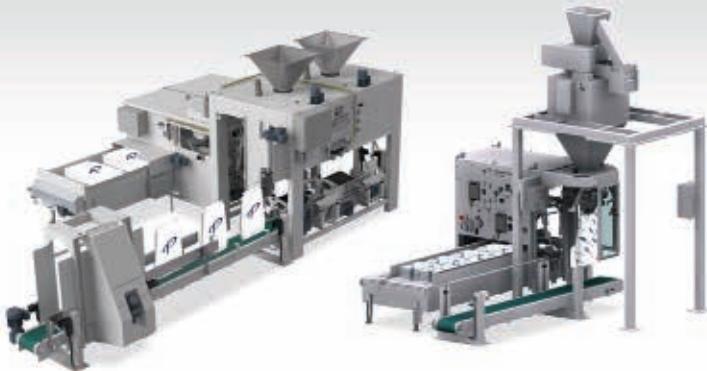
AAFCO's Model Legislation and Regulation Committee passed amendments that would change the way specialty petfood (e.g., for rodents, birds, reptiles, fish) and supplement labels declare guarantees for vitamins and minerals. Instead of following the regulations for livestock



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**LABELING**

feed as currently required, guarantees would need to follow the order and units the same as for cat food products.

For example, iron would need to be declared in milligrams per kilogram (mg/kg) instead of parts per million (ppm), and vitamin A would be in international units per kilogram (IU/kg) rather than IU per pound (IU/lb). Further, specialty petfood labels would no longer have to declare guarantees such as minimum and maximum salt. However, a guarantee for minimum sodium could be added voluntarily. See Figure 1 for an example.

The amendments to the specialty petfood guarantee requirements are expected to be passed by the full AAFCO membership at the annual meeting in August 2011. Because it will take considerable time and effort for

manufacturers to make changes and replace old labeling, a note to appear in the next AAFCO *Official Publication* will recommend that they be given until January 2013 before enforcement.

**CALORIE CONTENT** statements. After five-plus years, AAFCO's Pet Food Committee passed final language on an amendment

that would, in part, mandate that all dog and cat food, treat and supplement labels bear calorie content statements.

**Figure 1: Changes to specialty petfood labels**

Hypothetical example of a guaranteed analysis on a specialty petfood label under the current and proposed AAFCO Model Regulations.

Current regulations	Proposed regulations
Crude protein 18.0% (min)	Crude protein 18.0% (min)
Crude fat 5.0% (min)	Crude fat 5.0% (min)
Crude fiber 20.0 % (max)	Crude fiber 20.0 % (max)
Moisture 12.0% (max)	Moisture 12.0% (max)
Calcium 0.8% (min)	Calcium 0.8% (min)
Calcium 1.0% (max)	
Phosphorus 0.3% (min)	Phosphorus 0.3% (min)
Salt 0.4% (min)	Sodium 0.16% (min)
Salt 0.6% (max)	
Iron 50 ppm (min)	Iron 50 mg/kg (min)
Vitamin E 20 IU/lb (min)	Vitamin E 44 IU/kg (min)

Currently, only labels with "lite" and "less calories" claims are required to have such information.

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materials for petfood production**

— Ivo Reekmans, Radar Automation NV

**Advances in palatability for dogs**

— Marie Jane Fallourd, SPF

**Applying polymer science to  
petfood production**

— Brian Plattner, Wenger Manufacturing

**Energy recovery and odor reduction in  
modern petfood production**

— Tjitze Smit, Graintec A/S

**New frontiers in nutrition for pet health:  
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Swiss College of Agriculture

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## LABELING

Other changes include requirements to state calories in terms of both kilocalories per kilogram and per familiar measure or unit of product (e.g., cans, cups, pieces) and to more clearly differentiate the means of determination (“calculated” vs. “fed”). A provision that would have allowed for some exceptions from these requirements was deleted.

Yet the amendment modified the type and quantity of data needed to calculate calories and eliminated the requirement for a stated fed value to be within 15% of the calculated value.

These changes make it less complicated to comply and for regulators to verify.

The amendment must now go to the Model Legislation and Regulation Committee for review in August. If passed, it must go to the full AAFCO membership for a final vote, the earliest possible in 2012. A likely grace period for label changes may mean it would not be enforced for years.

**AAFCO ALSO VOTED** in changes to the model regulations for livestock feeds that would allow for claims related to

dietary starch, sugars and/or fructan content. Claims are allowed as long as the label bears appropriate maximum guarantees and advises professional intervention for proper feeding. Regulations to allow similar claims on petfood labels are still in development, likely to take a form akin to those already established for calorie- and fat-related claims.

Finally, FDA says a proposal is expected soon in the Federal Register about petfood labeling under the FDA Amendments Act of 2007. See [www.petfoodindustry.com/labelupdate.aspx](http://www.petfoodindustry.com/labelupdate.aspx). ■



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Greg Aldrich, PhD

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# PCBs and dioxin: side effects of our industrialized world



**A recent incident in Germany reminds us that these contaminants have the potential to enter our raw material stream.**

**THIS COLUMN IS** usually reserved for a review of the various features of a specific ingredient used in petfoods. But this issue, the focus is on a class of contaminants that periodically find their way into food and feed for humans and animals. The contaminants in question are mostly man-made halogenated hydrocarbons—or as you see them in the headlines, PCBs and dioxins.

These are actually a couple of large categories that contain hundreds of specific compounds with some common structural features. They also share the dubious honor of being either industrial chemicals or waste products from spent consumer hard goods. Unfortunately, when mishandled, they can end up contaminating our food and feed supply.

What does this have to do with petfood? At present, luckily, not much. However, a recent incident in Germany in which livestock feed was contaminated with dioxin reminds us that these contaminants have the potential to enter our raw material stream. So, knowledge about what these compounds are and how to protect against them is vital to effective quality control and ingredient sourcing—the ultimate ingredient issue, you might say.

**PCBs (POLYCHLORINATED BIPHENYLS)** are, in their simplest description, two chemically linked benzene rings with one or more chlorine atoms. They were first synthesized in 1881, and the family contains 200+ different compounds. They are considered “dielectric” insulating fluids due to their resistance to acids, bases, heat, electrical currents and flame. Because of these resilient

properties, they have been used in everything from electrical transformers, hydraulic fluid and plastics, to packaging materials, paints and recycled paper, to name but a few applications.

PCB production was stopped in 1977, with most material subsequently destroyed. But because of their wide use, an estimated 400 million pounds may still be in the environment. Ingestion of PCBs by laboratory animals and accidental human exposure has resulted in such symptoms as stunted growth, arrested sexual development, enlarged liver and, in extreme circumstances, liver cancer.

**LIKE PCBs, THE** dioxins (and dioxin-like compounds such as furans) consist of two six-sided benzene rings with one or more chlorine atoms but with the added feature that the rings are connected by one (the furans) or two (the di-oxins) “oxygenated” ether linkages. Most of today’s dioxin contamination is derived from man-made industrial processes such as

**The contaminants in question are mostly man-made halogenated hydrocarbons.**

bleaching, chlorinated herbicide production, electronics fabrication and disposal or chlorinated waste incineration (e.g., disposal of everyday materials such as polyvinyl chloride, or PVC).

Dioxins are the chemicals behind the headlines involving Agent Orange; Love Canal, New York; Times Beach, Missouri; Seveso, Italy; and

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

the poisoning of Ukrainian politician Viktor Yushchinko. They have been associated with fatigue, neurological disturbances, birth defects, diabetes and liver cancer in regions around the world where defoliants from military conflicts, unintentional herbicide contamination (2,4,5-T and 2,4-D) or industrial accidents have occurred.

In lab animals, dioxin compounds such as tetrachlorodibenzo-p-dioxin (TCDD, the potency reference standard) has an LD50 (median lethal dose) as low as 1 ppm in sensitive species. Ingestion of TCDD has been reported to cause lesions in the skin, kidney and liver. For a frame of reference, TCDD is three times more potent as a liver carcinogen than aflatoxin B1 (a mycotoxin commonly checked).

**SINCE THESE COMPOUNDS** are very stable, accumulate in fatty depots and concentrate along the food chain, PCB and dioxin monitoring of meat, milk, eggs, fish and shellfish and their derivatives is common. Additionally, mined clays, zeolites and sedimentary mineral products should be checked periodically for (naturally occurring) background levels.

The actual analysis of feed samples involves solvent extraction followed by gas chromatography. To monitor all the combinations of PCBs and dioxins is a costly undertaking (upward of about US\$2,000 per sample). So it is preferable that the analysis be performed as far up the raw material stream as possible—at the point of raw material origin is ideal.

In the US, Title 21 of the Code of Federal Regulations, section 509.30, describes the temporary tolerances for PCBs as 0.2 ppm in finished animal feed, 2 ppm in concentrates and 10 ppm in paper packaging material. In addition, the Food and Drug Administration issued a letter in 1997 requesting voluntary discontinuation in the use of Ball Clay (a frequently used anti-caking agent) due to dioxin contamination after it was identified that some sources had high back-

ground levels. In the European Union, specific standards for feed (IP/02/1670) have established the maximum acceptable dioxin levels for “feeding stuffs for pet animals” as 2.25 ng/kg.

**BEYOND INDIVIDUAL COMPANY** efforts, and given the wide-sweeping implications of contamination, global efforts to monitor raw materials are under way. For example, the World Health Organization, in conjunction with individual countries, coordinates various monitoring and reporting programs. As a result of these coordinated efforts, environmental and tissue levels of have been decreasing yearly since 1987 as more controls over these compounds continue to be put in place.

But, incidents like the one in Minnesota that occurred a few years ago (2002) or the recent issue in Germany (2010) continue to occur periodically. So, diligence when vetting suppliers and routine chemical analysis of the most probable contaminated ingredients is recommended to assure that petfoods remain wholesome. ■



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# Supplements and petfood come together

**Ironically, functional petfoods could help pet supplements' quest for regulatory recognition and consumer acceptance.**

**PETFOOD AND PET** supplements have always overlapped in terms of ingredients, but now the marketers making the products are becoming interchangeable. The line is being crossed from both sides, as more supplement marketers edge into food with function-infused chewable tablets and treats—as Nutramax has recently done with its joint health Dasuquin soft chew—and as more petfood marketers delve into nutraceutical foods and treats. No surprise, therefore, that condition-specific foods are a growth area in the petfood market and that nutraceutical treats are the current bright spot in the pet supplements market.

According to Packaged Facts' March 2011 report, *Pet Food in the U.S.*, 9th Edition, sales of nutraceutical treats for dogs and cats rose 13% in 2010, more than double the 6% rate posted by traditional supplements. The top segments are joint/senior and skin/coat, with weight-related products also picking up steam. In the veterinary channel, other conditions subject to targeted nutrition include cognitive health, eye health, cancer and diabetes.

**PETFOOD MARKETERS LARGE** and small continue to launch products boasting functional ingredients including omega-3 fatty acids, taurine, L-carnitine, MSM (methyl sulfonyl methane), glucosamine, chondroitin, dietary fiber, probiotics and antioxidants. Iams' new ProActive Health Canned Cat Food, launched in 2010, features prebiotics FOS (fructo-oligosaccharides) and is promoted with the copy, "Feeding a diet with prebiotics helps promote good bacteria to aid in digestive health and support a cat's defenses."

Also in 2010, Nestlé Purina re-introduced Purina One SmartBlend, with the Premium Adult Cat Food featuring omega-6 fatty acids and antioxidants and the Healthy Kitten Formula featuring DHA. Del Monte's new Everyday

Healthy Dog Snacks, extending the Milk-Bone Essentials Plus+ line, include Hip & Joint Crunchy Bites (glucosamine and chondroitin), Oral Care Crunchy Bites (parsley leaves and spearmint) and Optimal Health Biscuits (antioxidants, glucosamine, calcium and fiber).

**SUPPORT FOR SENIOR** dogs is an especially hot area in functional petfoods. During 2010, Mars added Pedigree Healthy Joints, which contains glucosamine and chondroitin, and Healthy Longevity, which contains fish oils rich in DHA and omega-3s and is "specially formulated to provide adult dogs with the special nutrients they need to



After launching the condition-specific Purina Veterinary Diets line into the veterinary channel in 2009, Nestlé Purina also introduced FortiFlora, a probiotic supplement.

support their hearts, minds and immune systems."

Also in 2010, Hill's added Science Diet Healthy Mobility Adult Dry Dog Food in Original, Large Breed and Small Bites varieties. The product contains omega-3 fatty acids, glucosamine and chondroitin sulfate from natural sources and is touted as "Tested nutrition to enhance active mobility in just 30 days."

**SOME PETFOOD MARKETERS** are moving straight into the pet supplement fray. Most notably, during 2010 Iams teamed up with Nutramax to introduce a new line of supplements bearing the Iams brand name along with established brand names licensed from Nutramax. The new Iams

Premium Protection supplements, which are sold in both pet specialty and mass-market outlets, come in three varieties: Cosequin Joint Health, Dermaquin Skin and Coat and Cosevite Multi-Vitamins.

During 2010, the supplements were being test-marketed in selected Walmart and Target stores, with plans to take the product national as early as 2011. "Pet nutrition has evolved in recent years, giving pet owners different food formulas for older or indoor animals—even specialized right down to breed in some cases. This is the next level," Katy Nelson, DVM, a veterinarian in the Washington, DC, area and spokeswoman for Iams, told *The State* (Columbia, South Carolina).

Nestlé Purina has also made a direct move into pet supplements. After launching the condition-specific Purina Veterinary Diets line into the veterinary channel in 2009, the company introduced FortiFlora—a probiotic supplement—into the channel. Designed to support GI tract and immune system health, the

product contains a strain of probiotic proven to promote intestinal health and balance.

Also crossing directly into pet supplements from pet food is Merrick Pet Care, which in 2009 debuted Elements Daily Supplement Mix. Available in Vision, Joints and Breath Formula varieties, the supplement is both sold separately, so it can be added to food, and included in the production of some of Merrick's petfoods.

**FOR SUPPLEMENT MARKETERS** concerned with the additional competition, the bright spot is that—as huge petfood makers like Nestlé Purina, Mars, Iams and Hill's continue to invest heavily in novel ingredients—more pet owners are exposed to supplements like glucosamine and omega fatty acids, helping them gain legitimacy and establish a track record of safety. Ironically, functional petfoods and the top dogs behind them could be an important touchstone in pet supplements' quest for regulatory recognition and increasing consumer acceptance. ■

Information provided by Packaged Facts ([www.packagedfacts.com](http://www.packagedfacts.com)) based on reports including *Pet Food in the U.S., 9th Edition* (March 2011).

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### Dry dog foods used in dietary elimination trials

#### Key concepts

- **Dry dog foods used in dietary elimination trials**  
(JAPAN online October 2010. doi: 10.1111/j.1439-0396.2010.01016.x) If the four products are representative of OTC products in general, OTC venison dry dog foods should not be used for elimination trials in suspected food allergy patients.
- **Digestive strategies: rabbits vs. guinea pigs**  
(JAPAN online November 2010. doi: 10.1111/j.1439-0396.2010.01084.x) The wash-back CSM in rabbits is more efficient in extracting bacterial matter from the colonic digesta plug than the mucus-trap CSM in guinea pigs.

This study evaluated four over-the-counter venison dry dog foods available from an online retail vendor for potential contamination with common known food allergens. An amplified, double-sandwich-type enzyme-linked immunosorbent assay test of soy, poultry and beef proteins was performed by an independent accredited food laboratory.

The ELISA test for poultry protein was found to be unreliable when testing dry dog foods because false negatives occurred. ELISA testing of control diets for both soy and beef proteins performed as expected.

Three of the four foods with no soy products named in the ingredient list were ELISA

positive for soy; one diet tested positive for beef protein though no beef products were listed as ingredients. One diet was not found to be positive for soy, poultry or beef proteins, but none of the four venison diets could be considered suitable for a diagnostic elimination trial as they all contained common petfood proteins, some of which were readily identifiable on the label and some only detected by ELISA.

If the four products in this study are representative of OTC products in general, OTC venison dry dog foods should not be used for elimination trials in suspected food allergy patients.

Source: D.M. Raditic *et al.*, 2010. ELISA testing for common food antigens in four dry dog foods used in dietary elimination trials. JAPAN online October 2010. doi: 10.1111/j.1439-0396.2010.01016.x

### Digestive strategies: rabbits vs. guinea pigs

A colonic separation mechanism is the prerequisite for the digestive strategy of coprophagy. Two different CSMs are known in small herbivores: the "wash-back" CSM

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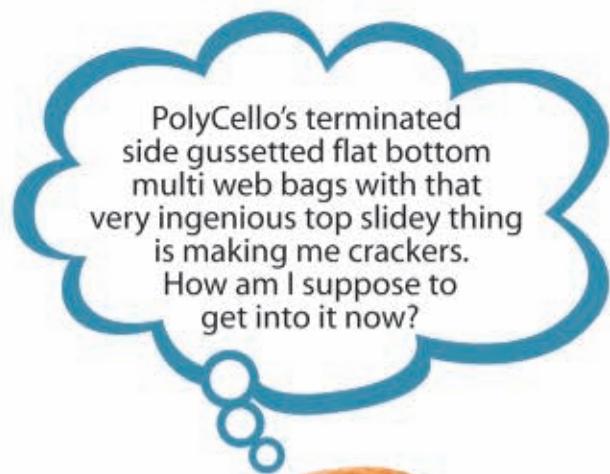


of lagomorphs and the “mucus-trap” CSM of rodents. Differences between these groups in their digestive patterns when fed exclusively hay were investigated in six rabbits (*Oryctolagus cuniculus*) and six guinea pigs (*Cavia porcellus*).

Intake, digestibility (by total fecal collection), solute and particle mean retention times were measured. Rabbits selected less fibrous parts of the hay than guinea pigs, leaving orts with higher content of neutral detergent fiber. They also expressed a lower NDF digestibility, a similar particle MRT, a longer solute MRT and a lower calculated dry matter gut fill than guinea pigs.

These results support the assumption that the wash-back CSM in rabbits is more efficient in extracting bacterial matter from the colonic digesta plug than the mucus-trap CSM in guinea pigs. Related to metabolic body mass, rabbits therefore need a less capacious colon for their CSM where a more efficient bacteria wash-out is reflected in the lower fiber digestibility. A lighter digestive tract could contribute to a peculiarity of lagomorphs: their ability to run faster than other similar-sized mammals.

Source: R. Franz *et al.*, 2010. Intake, selection, digesta retention, digestion and gut fill of two coprophageous species, rabbits (*Oryctolagus cuniculus*) and guinea pigs (*Cavia porcellus*), on a hay-only diet. JAPAN online November 2010. doi: 10.1111/j.1439-0396.2010.01084.x



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- LabQA2011, March 7, 2011. Imperial Queen's Park Hotel, Bangkok, Thailand. Further details of this event can be sourced from [www.](http://www.)

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- VIV Asia 2011, March 9-11, 2011. BITEC, Bangkok International Trade & Exhibition Centre, Bangkok, Thailand. For more information, visit [www.vivnet.or](http://www.vivnet.or) or email [viv.asia@vnuexhibitions.com](mailto:viv.asia@vnuexhibitions.com).



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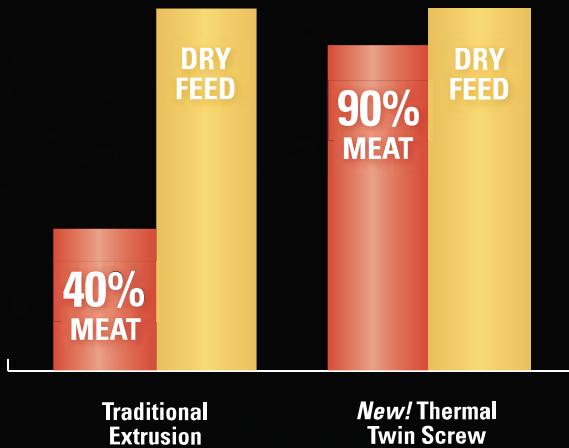
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