

06/2011

Petfood Industry WATT

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Feature company

INNOVATIVE ENTREPRENEURS

Alison Wiener and Hanna Mandelbaum of
Evermore Pet Food, p. 18



US petfood
import and
export trends

Benefits of
dietary fiber
in companion
animal diets

Sustainable
petfood
packaging:
much more
than a trend



“Sticky extruded pellets and kibble slide right out of Tapco urethane buckets. We clean less often now and worry a lot less about cross-contamination.”

Jeff Bowman
 Extrusion Plant Manager
 GREAT CANADIAN PET FOOD CO./
 DIVISION OF SPECTRUM
 FEED SERVICES, LTD.
 Moorefield, Ontario, Canada

Andy Gingrich
 Owner/Millwright
 PROACTIVE INDUSTRIAL MAINTENANCE
 Elmira, Ontario, Canada

How Tapco Helped Spectrum Feed Services Overcome a Sticky Situation

Topical liquids used in the extrusion process of pet food manufacturing are sticky and particularly hard to clean, especially when they congeal in colder weather.



STYLE CC-HD
 Severe Duty Urethane Elevator Bucket

“Before changing to Tapco urethane buckets, we’d sometimes have to stop production and clean twice a day,” Jeff Bowman, Extrusion Plant Manager, Spectrum Feed Services, Ltd. says. “That meant allocating 2-3 hours for two staff members to

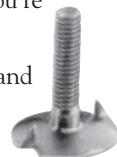
hand scrape every bucket on our 60-foot-tall legs, each time. Trust me, nobody liked THAT job.”

Cross-contamination was also a constant concern and led to more rework to maintain product quality.

After consulting with Tapco, Spectrum had Proactive Industrial Maintenance replace the existing buckets with FDA-compliant urethane resin CC-HD buckets. Tapco urethane buckets resist product adhesion and flex to release caked-on build-up.

“Now sticky extruded pellets and kibble slide right out of Tapco urethane buckets,” Bowman says. “We went from scraping buckets twice a day, to cleaning on a weekly schedule, without concerns of cross-contamination,” Bowman says. “The cleaning process is faster and easier, too, which is important when you’re processing 140 tons a week.”

Need help out of a sticky situation? Talk to Tapco and find out why 75% of design engineers, contractors and bucket elevator manufacturers* trust Tapco buckets to keep business moving.



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On the cover: Alison Wiener and Hanna Mandelbaum, co-founders of Evermore Pet Food, with spokesdog Connor.

Photography by Joanna Totolici



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Using a guerilla-like marketing campaign, the founders of this year-old company are creating awareness for their holistic products.

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Information regarding dietary fibers and prebiotics is growing in the field of pet nutrition and health.

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Q&A: **Even more from Evermore**

Read the complete interview with Evermore Pet Food co-founders Alison Wiener and Hanna Mandelbaum and watch archived videos of the pair eating their petfood formulas at www.petfoodindustry.com/Evermore.aspx.

Research: **Fiber and functional petfood**

Find out more about the future of fiber in feline and canine diets, plus a full list of references, at www.petfoodindustry.com/FiberExtra.aspx.

Presentation: **Using the 7 R's to develop more sustainable petfood packaging**

Learn more about sustainable packaging and how it can be implemented in the petfood industry by watching Paul Kearns' Petfood Forum 2011 presentation at www.petfoodindustry.com/KearnsPack.aspx.

WATT

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

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

EDITORIAL TEAM

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

Managing Editor **Jessica Taylor**
jtaylor@wattnet.net Tel: +1 815 966 5413

Copy Desk Team

Managing Content Editor **Tara Leitner**

Community Manager/SEO Editor

Kathleen McLaughlin Milella

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 Tel: +1 815 966 5426

Advertising Production

Coordinator **Connie Miller**

SALES TEAM

USA

Sales Manager

Karen Blandford-Anderson

kanderson@wattnet.net Tel: +1 815 966 5571

Sales Associate **Ginny Stadel**

gstadel@wattnet.net Tel: +1 815 966 5591

Europe/Asia

Tineke van Spanje

tvanspanje@wattnet.net Tel: +31 495 526 155

Southeast Asia

Dingding Li

dingdingli@vip.163.com

Tel: +86 21 54136853

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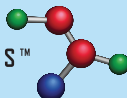
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Something to Chew On

Debbie Phillips-Donaldson

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Read more about human food trends in the blogs on Petfood-Connection.com.

How quickly is petfood following human food?



The cycle keeps getting shorter as pets are treated more and more like human family members.

A PROFESSIONAL WITH 35-plus years' experience in companion animal nutrition and petfood remarked recently that trends in our industry are now only three months behind human food trends. Petfood used to follow human food by at least six months, he said.

Undoubtedly, the cycle keeps getting shorter as pets are treated more and more like human family members. So, it only makes sense for our industry to stay updated on news and information from the human food world—not to mention connect with professionals in that industry.

ONE SOURCE I highly recommend is the Institute of Food Technology (www.ift.org). You have to be a

member to receive all the information it distributes, but you can still find quite a bit on its website as well as at its annual conference (this year's is June 11-14 in New Orleans, Louisiana, USA).

The April issue of IFT's magazine, *Food Technology*, includes an article by A. Elizabeth Sloan on the top 10 food trends, at least for the US:

- 1. Demographically directed**—significant differences in food preferences, eating styles, attitudes and behaviors between Baby Boomers and Gen Yers will impact food products, marketing and messages.
- 2. Still cooking**—in 2010, 55% of grocery shoppers reported they prepared more meals at home, according to FMI.
- 3. Americana appeal**—this includes local and farm-raised foods as well as regional cuisines.
- 4. Foodie focused**—67% of US consumers think of themselves as knowledgeable about and interested in food.
- 5. Get real**—the focus on natural and “free” foods (as in free of chemicals, artificial

preservatives, flavorings, colors, etc.).

- 6. New nutrients**—continuing and growing interest in functional ingredients and fortified foods.
- 7. Specialty treats**—despite the move toward healthier eating, as well as recessionary cutbacks, more US consumers are indulging themselves with high-quality (and sometimes high-priced) treats.
- 8. Three squares**—more US adults report eating three meals a day.
- 9. Prescriptive eating**—buying and consuming foods to alleviate and possibly even prevent certain diseases and conditions.
- 10. Home rituals**—this definitely speaks to the recession and consumers not only eating at home more but preparing snacks and meals to take to events and venues outside the home.

OBVIOUSLY, NOT ALL of these have an immediate link to or relevance for petfood, but some certainly do. For example, regarding “getting real,” consider these data shared by Sloan:

“In 2010, 39% of consumers, up 9% in one year, cited chemicals in foods as the most important food safety issue today vs. 44% who cited concerns about bacteria, down 8% (IFIC, 2010).

“Consumers believe limiting processed foods is among the most important components of healthy eating, right behind consuming vegetables and fruits (Mintel, 2009b),” she continued. “Half (50%) of consumers deliberately avoid preservatives, 49% avoid MSG, 47% artificial flavors, 44% colors/dyes, 43% growth hormones and 29% genetically modified organisms (Hartman, 2010a).”

It stands to reason these consumers would consider similar issues when choosing foods for their pets. The same probably goes for new nutrients, specialty treats and prescriptive eating. What does that mean for your products? ■

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

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Industry News

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Quick-Hits

- UK petfood manufacturer GA Pet Food Partners has appointed Tina Griffiths as the new account controller and Andrew Neill as a new account manager.
- Dinissen Process Technology has introduced Magi-N.ext, a new extruder line concept for the petfood and animal feed industries.
- Wilbur-Ellis Co. purchased the assets of New Zealand and Australian Pet Food Ingredients, adding NZAPFI's mechanically deboning facilities to Wilbur-Ellis' Feed Division.
- D.D. Williamson hired Jennifer L. Brown as application scientist on its science and innovation team.
- Intersystems promoted Thomas A. Schroeder to the positions of president and chief operating officer.
- Castor & Pollux Natural Pet-Works selected StruckAxiom as its agency of record to handle national advertising of its petfoods and pet products.

FDA issues regulations for importing petfood ingredients

In May, the US Food and Drug Administration announced two new regulations to help ensure the safety and security of foods and petfoods in the US.

The rules are the first to be issued by FDA under the authorities granted by the Food Safety Modernization Act, signed into law by President Obama in January. Both rules will take effect July 3, 2011.

The first rule strengthens FDA's ability to prevent potentially unsafe food from entering commerce by allowing FDA to administratively detain food the agency believes has been produced under unsanitary or unsafe conditions. The product will be kept out of the marketplace for up to 30 days while the agency determines if enforcement action is needed.



The second rule requires anyone importing food into the US to inform FDA if any other country has refused entry to the same product, including petfood. This new requirement will provide the agency with more information about imported foods, which improves FDA's ability to target foods that may pose a significant risk to public health.

The new reporting requirement will be administered through FDA's prior notice system for incoming shipments of imported food, established under the Public Health Security and Bioterrorism Preparedness and Response Act of 2002.

AFIA opposes bill to delay commodity trading reforms

The American Feed Industry Association and a national coalition of groups representing commodity-dependent businesses and consumers announced opposition to a US House bill that AFIA says would delay new trading reforms provided in 2010's Dodd-Frank Wall Street Reform and Consumer Protection Act.

The proposed legislation, H.R.1573, would extend the deadline for implementation and enforcement of most Dodd-Frank Act reforms of trading in the derivatives markets, including commodity futures, options and swaps markets, from July 21, 2011, until January 1, 2013, according to AFIA.



"These reforms, once implemented, will bring greater transparency and stability to the commodity derivatives markets, including energy and agricultural futures, options and swaps markets," the Commodity Markets Oversight Coalition said in a letter to lawmakers. "Further delay in the implementation and enforcement of these reforms could greatly diminish market competitiveness, stability and confidence and will preserve today's artificially high commodity prices caused by excessive speculation in the derivatives markets."

The coalition letter was sent on behalf of AFIA and CMO to both Republican and Democratic leaders in the House Financial Services and Agriculture Committees.



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New Products

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To feature your new product in *Petfood Industry*, contact Tara Leitner, Tel: +1.815.966.5421, tleitner@wattnet.net.

For Consumers

Charlee Bear Chicken Soup & Garden Veggie dog treats



Charlee Bear Products offers Chicken Soup & Garden Veggie dog treats. The treats are all-natural and contain real chicken broth, garden vegetables and chicken liver, at only about 3 calories per treat, according to the company. The pocket-size treats come in a 16-ounce zip pouch with about 400 treats.

Charlee Bear Products
+1.608.238.5252
www.charleebear.com

Jackson Parker Pets dog treats



Jackson Parker Pets offers a line of dog treats. The treats are high in protein and low in fat, according to the company. A variety of options in the treat line are offered, including Sweet Potato and Liver chews, Liver Fillets, Beef Liver Bites and Sweet Potato Chews.

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www.jacksonparkerpets.com

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WellPet LLC's Old Mother Hubbard line offers soft and chewy dog snacks. Products include Soft & Chewy Bitz, which are cubed, bite-size treats, available in Liver, Chicken and Peanut Butter recipes. The company's Mother's Solutions line of soft treat products includes Hip & Joint, Skin & Coat and 5 calorie.

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For Consumers

Natural Balance Platefulls cat pouches

Dick Van Patten's Natural Balance Pet Foods Inc. offers Platefulls cat pouches. The pouches come in eight grain-free formulas, which the company says includes four regular varieties and four indoor varieties: Turkey, Chicken & Duck formula; Cod, Chicken, Sole & Shrimp formula; Chicken & Salmon formula; Chicken & Giblets formula; Indoor Turkey & Salmon formula; Indoor Mackerel & Sardine formula; Indoor Chicken & Chicken Liver formula; and Indoor Salmon, Tuna, Chicken & Shrimp formula. Each formula includes a gravy sauce to stimulate the cat's appetite, the company says, and all are available in 3-ounce packages.



Dick Van Patten's Natural Balance Pet Foods Inc.
+1.800.829.4493 x145

www.naturalbalanceinc.com

Heartland Pet Care ProActive Balance

This daily supplement comes in a granular form, in both packets and pouches, so it can be added to a dog's regular

food. The supplement contains prebiotics and probiotics and is odorless and tasteless, the company says. The supplement is available in an equine formula as well.

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www.petprobalance.com



ProKennel Chicken & Rice dog food

Buckeye Nutrition offers ProKennel Chicken & Rice dog food. The food is formulated to provide dogs with nutrition for healthy organs, increased stamina and joint health, according to the company. Buckeye says ingredients in the dog food include chicken, rice, glucosamine, chondroitin sulfate and MSM.

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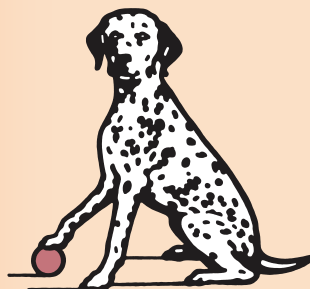
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For Manufacturers

meaning the pallet does not lower for each layer, and a vertical travel layer squaring assembly for uniform layer patterns on the pallet, the company says. The palletizer's design also offers flexible can infeed locations

and floor-level operation.

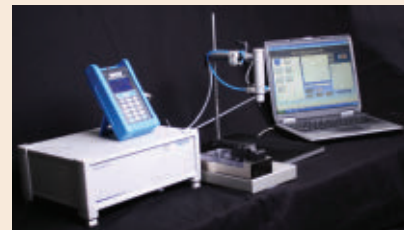
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Multivac Inc. R 095 thermoformer

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Multivac Inc.
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Mocon Inc. MultiCheck 400 testing system

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Even more Evermore!

Check out www.petfoodindustry.com/Evermore.aspx for the complete interview with Evermore Pet Food co-founders Alison Wiener and Hanna Mandelbaum. Read more about their 30-day Evermore Me marketing campaign and watch videos of the pair eating their petfood formulas.

"We are truly passionate about creating healthy, sustainable and delicious food for pets," say the Evermore co-founders. "People often tell us that we're like the Ben & Jerry's of petfood."

JUST THE FACTS

Headquarters: Brooklyn, New York, USA.

Officers: Alison Wiener, president; Hanna Mandelbaum, treasurer and secretary.

Sales: US\$60,000. 2011 predictions are estimated at US\$150,000.

Brands: Evermore Pet Food.

Distribution: Retailers throughout the Northeast and will soon be available in Mid-Atlantic region of the US. Thanks to the company's environmentally friendly cold-shipping program, Evermore's website also accepts online sales throughout the continental US.

Facilities: Main offices are located in Brooklyn, New York, USA. Production in a USDA/FDA-inspected, HACCP-compliant kitchen in Massachusetts, USA.

Employees: Two

Website: www.evermorepetfood.com



Innovative entrepreneurs at Evermore Pet Food

By Jessica Taylor

Using a guerilla-like marketing campaign, the founders of this year-old company are creating awareness for their holistic products

IN MARCH 2011, Alison Wiener and Hanna Mandelbaum, owners of Evermore Pet Food, announced they would eat only their petfood for a month, airing daily "live feeds" online to chronicle the promotion. The founders of this year-old company used this "guerrilla-like" marketing

campaign to create awareness for their holistic products that they call not only human grade but actually "human edible." Though still modest, sales of the petfood products, which are "gently cooked," then frozen, are growing rapidly—Evermore predicts sales of US\$150,000 for 2011.

Evermore is a pioneering brand in the relatively new “frozen cooked” category. Its products are priced competitively to other premium wet foods, its lower-temperature cooking process better maintains nutrients and its packaging is BPA-free, say the co-founders.

over a year, Evermore has built a loyal customer base, scored 30 accounts in New York City and the Hudson Valley, received press from the likes of CNN and the *New York Post* and set up an online store.

In May 2011, the company launched

“This is not about the shock value of eating dog food,” said Wiener at the time. “We want to stand behind our claims by demonstrating the integrity of our products.” Since Evermore is specifically formulated to meet the Association of American Feed Control Officials requirements for dogs, the two consulted with a nutritionist to ensure they were eating a balanced diet.

“We would rather go out of business than compromise on the quality and integrity of our ingredients,” says Wiener. “We are truly passionate about creating healthy, sustainable and delicious food for pets. People often tell us that we’re like the Ben & Jerry’s of petfood.” And it’s that attitude that has the future of the company looking positively “rosy.” Evermore has a cat food formula already in the works, as well as two novel protein dog formulas.



The innovative brand appeals to consumers who may be turned off by raw—either from a personal discomfort factor, safety concerns or because their dogs simply do not do well on raw diets—and a portion of home cooks who are looking for high-quality ingredients.

The innovative brand appeals to consumers who may be turned off by raw—either from a personal discomfort factor, safety concerns or because their dogs simply do not do well on raw diets—and a portion of home cooks looking for high-quality ingredients.

“Evermore appeals to this segment where other commercial options have failed, as our products mirror the quality and process of home cooking,” explains Mandelbaum. “Because we do it on a commercial scale, every batch is guaranteed to be nutritionally balanced (a big concern for home cooks), and it takes a lot less work to thaw a container of Evermore than it does to cook dinner for your dog!” The company’s first two recipes for dogs—chicken and beef—were launched in March 2010. In just

throughout the Northeast US with distributor Pet Food Experts. The key to this growth? “We provide innovative products in the marketplace,” says Wiener and Mandelbaum. “We take a very creative approach to promoting our brand. We follow every lead and make as many connections as possible.”

For the month of March 2011, Mandelbaum and Wiener put their mouths where their money is by subsisting exclusively on dog food formulas and recipes made from the whole-food ingredients in their food. Dubbing the campaign Evermore Me—a tongue-in-cheek reference to the 2004 film *Super Size Me*—the Brooklyn-based co-founders extensively documented the process and its results at www.evermorepetfood.com.



The company’s first two recipes for dogs—chicken and beef—were launched in March 2010. In May 2011, the company launched throughout the Northeast US with distributor Pet Food Experts.

“Feeding people’s pets is a huge responsibility—it’s like feeding family members,” say Wiener and Mandelbaum. “Most of us feed our pets the same thing day in and day out. If that same thing is going to be Evermore, we better be sure we are providing the most nourishing, healthy and accountable products possible.”



Research online!

To read Trevor Faber's entire article and see a full list of his references and sources, please visit www.petfoodindustry.com/FiberExtra.aspx.

Not until recently have we begun to understand the numerous benefits dietary fiber may have on dog and cat health and well-being.

Benefits of dietary fiber in companion animal diets

By Trevor Faber, MS

Information regarding dietary fibers and prebiotics is growing in the field of pet nutrition and health

DIETARY FIBER HAS long been an important ingredient in companion animal diets. Not until recently have we begun to understand the numerous benefits dietary fiber may have on dog and cat health and well-being. Recent work on prebiotics and understanding the benefits of a healthful large bowel microbiota has increased the interest in dietary fibers. In particular, the database regarding dietary fibers and prebiotics is growing as it relates to pet animal nutrition and health.

The addition of prebiotic oligosaccharides (fructooligosaccharides [FOS], galactooligosaccharides [GOS]) to diets has been shown to positively modulate intestinal bacterial concentrations. These microbial changes lead to increased short-chain fatty acid (SCFA) production and decreased intestinal pH that limits growth of potentially pathogenic bacteria. Prebiotics are food for probiotic, live microbial species that are capable of colonizing the intestine once ingested.



Photo by Bedolaga. BigStockPhoto.com

DUE TO MYRIAD issues, probiotics often struggle to colonize and remain colonized in the intestine. One method to overcome this problem is to use synbiotics, a combination of prebiotics and probiotics, which increases the persistence of the bacteria in the intestinal tract. Persistence is improved by providing a preferred food for the probiotic, thus promoting bacterial growth and enhancing colonization.

Two *in vitro* studies using canine fecal inoculum demonstrated that probiotic growth was enhanced when prebiotics (FOS and GOS) were added to the *in vitro* vessel (Tzortzis *et al.*, 2004; Ogué-Bon *et al.*, 2010). Unfortunately, there is only one published *in vivo* study in which synbiotics were evaluated in dogs. Swanson *et al.* (2002a) reported that feeding *Lactobacillus acidophilus* (2x10⁹ CFU) was more effective in improving intestinal health indices when fed in combination with 4 g of FOS per day

than when the probiotic was provided alone. From this limited dataset, it appears that probiotic supplementation may be more effective when fed with a prebiotic substrate than when fed alone.

RESEARCHERS HAVE EVALUATED other dietary fiber sources for prebiotic potential. Pectins, sourced from apples, citrus or sugar beets, compare well to FOS substrates as regards to SCFA, particularly butyrate, production *in vitro* and *in vivo*; however, no beneficial microbial changes were noted when pectin was fed (Biagi *et al.*, 2008; Bosch *et al.*, 2008; Barry *et al.*, 2010; Biagi *et al.*, 2010).

Beet pulp has demonstrated prebiotic effects *in vitro* and *in vivo* as indicated by the production of SCFA being comparable to that of FOS (Middelbos *et al.*, 2007; Bosch *et al.*, 2008). Dogs fed a diet containing 2.5% beet pulp had increased ($P < 0.05$) fecal butyrate and *Bifidobacteria* spp. concentrations compared to dogs fed a diet containing 2.5% cellulose (Middelbos *et al.*, 2007).

Substrates containing mannanoligosaccharides (MOS; yeast cell wall and galactoglucomannan oligosaccharides) show promise as prebiotics as indicated by increased SCFA production and positive microbial modifications in dogs, but more research is needed to further verify the potential of mannans

as prebiotic substrates (Swanson *et al.*, 2002b; Middelbos *et al.*, 2007; Faber *et al.*, 2011).

WITH THE EVER-INCREASING weight problems being experienced by pets, ingredients that are able to extend satiety and potentially improve weight loss are necessary. A main reason why weight-loss programs fail is that the owner responds to begging and vocal behaviors by the hungry animal. By increasing satiety, these behaviors would likely decrease, allowing weight-loss programs to be more effective.

Dietary fiber inclusion appears to improve the length of satiety and behaviors related to satiety. Weber *et al.* (2007) evaluated the effects of a high protein (HP), high fiber (HF) and a combination of high protein and high fiber (HPHF) diet on food intake and satiety. The HPHF- and HF-fed dogs had a lower voluntary food intake (27 kcal/kg BW^{0.73}) compared to HP-fed dogs (57 kcal/kg BW^{0.73}) when fed three hours after initial presentation of food. These differences in food intake may be due to differences in dietary fiber source. The HPHF diet contained more sources of soluble fiber (beet pulp, FOS and psyllium husk) compared to HP (beet pulp) and HF treatments (cellulose).

The effect of fiber type (soluble



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Beet pulp has demonstrated prebiotic effects *in vitro* and *in vivo* as indicated by the production of SCFA being comparable to that of FOS.

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FIBER versus insoluble) on satiety in dogs has yet to be determined. The same HP and HPHF diets were evaluated in a clinical trial using 42 obese dogs with an initial body fat averaging 45%. Compared to HP-fed dogs, HPHF-fed dogs had a faster rate of weight loss (0.7% and 1.0%, respectively) and finished with a lower percentage body fat (33% and 27%, respectively; German *et al.*, 2010).

Bosch *et al.* (2009a, b) evaluated the effect of diet fermentability on voluntary food intake and activity in dogs. Dogs were fed either a low-fermentable fiber diet (LFF; 8.5% cellulose) or a high-fermentable fiber diet (HFF; 8.5% sugarbeet pulp + 2% inulin). Compared to LFF-fed dogs, HFF-fed dogs tended to have a lower voluntary food intake (404 ± 70 g and

250 ± 46 g, respectively) and were less active as indicated by more time being spent resting or in an inactive-alert position. Results are thought to be related to the satiety of the dogs due to the greater fermentability of the diet. Increasing the concentration and fermentability of dietary fiber appears to be an effective method to improve satiety of dogs, thus leading to decreased food intake.

Although several benefits of dietary fiber have been described, further research will reveal the full potential of select dietary fiber ingredients. Research defining optimum dietary concentrations, new sources of prebiotics and the health and behavioral benefits of dietary fiber will make this type of carbohydrate an ever more important ingredient. ■



Photo by Volff, iStockPhoto.com

Pectins, sourced from apples, citrus or sugar beets, compare well to FOS substrates as regards to SCFA, particularly butyrate, production *in vitro* and *in vivo*; however, no beneficial microbial changes were noted when pectin was fed.



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More trends online

For more information on types of trade data and how the petfood trade was faring during the height of the recession, see www.petfoodindustry-digital.com/petfoodindustry/200907/#pg26.

Imports of dog and cat food are up 29% this year compared to last year and exports are up nearly 7%.

Photos by givictoria and skvorn. BigStockPhoto.com

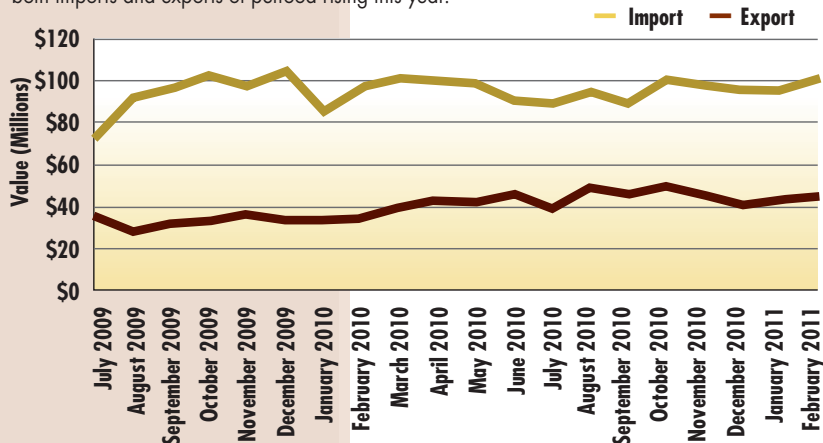


US petfood import and export trends

Trade data show recent increases for the industry and a positive outlook

Figure 1. Import and export trends for dog and cat food

Under HTS code 230910 (harmonized tariff schedule code for dog and cat food), data shows both imports and exports of petfood rising this year.



THE PETFOOD INDUSTRY has exhibited little fluctuation in the level of imports and exports throughout the recession, especially when compared to swings in the overall trade market. Pet owners and manufacturers realize the necessity of such products, and therefore the industry continues with little volatility. January and February started 2011 off strong with increases in both vessel imports and exports. Imports are up 29% this year compared to last year and exports are up nearly 7% (Figure 1).

The largest supplier of cat and dog food to the US for vessel imports is China, posting an impressive 70% import

Figure 2. Top 5 countries for US imports of dog and cat food

The largest supplier country to the US is China, posting a 70% market share, according to US vessel imports during February 2011 for dog and cat food.

Imports	Value (US dollars)	Weight (kg)	US\$/kg	Value change*	US\$/kg change*
China	US\$21,875,696	3,623,853	US\$6.04	37%	4%
Thailand	US\$7,672,743	3,115,008	US\$2.46	20%	17%
Cambodia	US\$636,327	95,531	US\$6.66	114%	2%
Australia	US\$253,168	208,790	US\$1.21	-39%	2%
Costa Rica	US\$140,027	184,657	US \$0.76	260%	17%

*Changes from February 2010

market share in the industry for February. Other top suppliers include Thailand, with an import market share of 25% (Figure 2).

While Cambodia's current import market share is only 2%, that country recorded a noteworthy rise in exports

to the US: a 114% increase from February 2010 to February of this year. Costa Rica also showed a very healthy year-over-year increase of 260%.

JAPAN IS THE largest buyer of petfood from the US; 50% of all US

vessel exports of dog and cat food are destined for that country (Figure 3, p. 28). Other top destinations include Australia and Taiwan, though the latter saw declines in both value and weight from February 2010 to February 2011.

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IMPORT/EXPORT **Figure 3. Top 5 countries for US exports of dog and cat food**

Japan is the largest buyer of petfood from the US, with 50% of the US vessel exports of dog and cat food in February 2011.

Exports	Value (US dollars)	Weight (kg)	US\$/kg	Value change*	US\$/kg change*
Japan	US\$30,946,394	12,867,729	US\$2.40	13%	19%
Australia	US\$6,057,464	2,458,958	US\$2.46	23%	34%
Taiwan	US\$2,172,588	1,214,042	US\$1.79	-2%	-7%
Belgium	US\$2,090,360	1,245,991	US\$1.68	79%	11%
New Zealand	US\$1,725,780	1,112,360	US\$1.55	-8%	26%

*Changes from February 2010

Pricing analysis of vessel imports shows a 14% increase in the cost per kilogram from February 2010 to this February, increasing from US\$3.68 per kilogram to US\$4.19 per kilogram. Vessel exports saw a 16% rise in the cost of exports, increasing from US\$1.61 per kilogram to US\$1.87 per kilogram.

Similarly, the outlook for petfood imports and exports continues to be positive. The global demand for petfood is not likely to decrease drastically, even through price hikes, because of the necessity of such products. Recent fuel spikes will likely push prices even higher in the

near future and shifts in suppliers may occur; however, the market will probably not experience a large slowdown.

Information provided by Zepol Corp. (www.zepol.com), a Minnesota, USA, based company specializing in trade data and tools.



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The 7 R's of packaging: online presentation

To learn more about sustainable packaging and the future it has in the petfood industry, go to www.petfoodindustry.com/KearnsPack.aspx to view the Petfood Forum 2011 presentation by Paul Kearns, director of sustainability for Exopack.

Though some "greening" campaigns may be nothing more than a trend in an adapting market, sustainable packaging isn't going anywhere but everywhere, and fast.

Sustainable petfood packaging: much more than a trend

By Jessica Taylor

If packaging waste really equates to profit waste, how are petfood manufacturers reducing, recycling and reusing for the benefit of the company and consumers alike?

BY NOW, SUSTAINABILITY should be somewhere near the top of your list of important priorities for your petfood brand. Not only do consumers look for "green" aspects of products on the shelf like ingredient sourcing, environmentally friendly manufacturing processes and recycled packaging materials, but a sustainable plan for your company means savings for you. Though some "greening" campaigns may be nothing more than a

trend in an adapting market, sustainable packaging isn't going anywhere but every-

The packaging of The Honest Kitchen's products reduces materials usage and waste with a recyclable, 'minimalist,' unprinted barrier bag that efficiently protects the food inside.



where, and fast. What is sustainable packaging, and which companies are making the most strides in meeting consumer demands for it?

According to Paul Kearns, director of sustainability for Exopack, a truly sustainable petfood package must focus on what Walmart calls the 7 R's. He defines these as follows:

1. **Remove** means to take something away from the packaging, such as removing a box from a bag in box format.
2. **Reduce** means to reduce the amount of material required for the packaging, either by size or gauge.
3. **Reuse** is implying reuse in the same packaging application. This one is difficult to implement for most primary packaging but a ripe opportunity for pallets and shippers.
4. **Renew(ables)** means to use certified renewable sources that are, in theory, infinite. It also applies to using biodegradable materials that, in theory, can be used to regenerate renewable materials.
5. **Recycle(ables)**, like renewables, is a cyclic concept. Using recycled materials reduces the demand for virgin feedstocks and designing packaging for recycling provides the recycled materials for reuse.
6. **Revenue**, or more simply cost, means that the change should not

increase the total cost of packaging.

7. **Read** is exactly what you are doing here today, learning about the concepts and the possibilities of sustainable packaging. Now let's see what companies are

doing to embrace the future of the planet with their packaging materials.

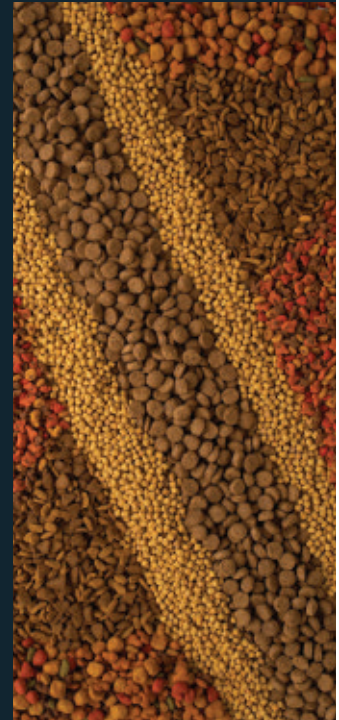
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The 'reused' dog biscuits of Hops & Grain Brew Biscuits are packaged in re-sealable, biodegradable rice paper packaging.

SUSTAIN

solution is particularly sustainable. "Only products that successfully meet the demanding requirements of the complex internal criteria catalog and simultaneously fulfill the quality standards expected by Nordenia's customers are given this award," said the company in a press release about the program. For a petfood product to receive the Green seal, it must meet an array of packaging criteria such as:

- The reduction of resources in the area of product raw materials as well as in the area of energy consumption;
- The use of recycled materials;
- The use of renewable materials and energy sources;
- Greater efficiency in production and the utilization of material;
- Legal compliance, in line with



What is sustainable packaging, and which petfood companies are making the most strides in meeting consumer demands for it?

- health standards, and safety for each individual and the community; and
 - Proactive informing and training of the customers and suppliers.
- One petfood manufacturer to recently be recognized by Nordenia for green best practices is Nestlé Purina. Purina cat food in the sizes

1.6 and 3.2kg used to be marketed in a rigid container. This has been replaced by flexible packaging produced by Nordenia, possibly reducing the use of material by 71%. The lower costs resulting from the reduction in raw materials had positive effects in the area of logistics. The packaging is particularly space-saving in a pre-made, unfilled condition, and it is possible to transport more using a smaller number of pallets. The result is lower transportation costs and less pollution due to more efficient loading.

Specifically, the Purina One Beyond brand has been making strides for packaging sustainability. Its bags are made of over 90% renewable materials, use soy inks for the printing and bioplastics made from corn. The



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company hopes to have packaging made of 100% recycled materials in the near future.

Petfood maker The Honest Kitchen completely revamped its packaging and graphic design several years ago. The packaging reduces materials usage and waste with a fine, recyclable, “minimalist,” unprinted barrier bag that efficiently protects the food inside. The bag is fitted with a fold-down coffee tie to keep the food fresh after opening. That bag is enclosed in a 100% recycled box made from unbleached kraft paperboard. The box is printed with soy-based inks, and the finished product is 100% biodegradable or recyclable again after its use.

Hops and Grain is a collaboration of two distinct arts, brewing craft beer and baking tasty dog treats, both in an eco-friendly way. The largest ingredient in this start-up company’s craft beer recipes is malted barley. To create the beer, these special grains are steeped to convert the starches into fermentable sugar. Although the sugars have been removed, there still remains a large portion of protein, leaving the perfect ingredient for dog treats, claims Hops and Grain.

Rather than throw the grains away, Hops and Grain combines them with a few other savory ingredients and bakes. The “reused” dog biscuits are packaged in re-sealable, biodegradable rice paper packaging. “Throughout production and packaging, we monitor our impact very closely,” says the company website. “We feel that by re-using these grains to create a product for our dogs and packaging them using sustainable materials, we are doing our part to keep our craft sustainable.” ■

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Petfood Insights

David A. Dzanis, DVM, PhD, DACVN

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Misunderstanding of petfood regulations rife on Web



Many adverse opinions about petfoods appear to be based on misunderstandings of FDA or AAFCO rules.

THE INTERNET IS replete with opinions about commercial petfoods and their regulation. Much of what's on the Web is extremely disparaging of both the industry and government. It is neither my duty to defend the petfood industry nor my intent to engage in debate regarding its practices, as petfood companies are very capable of doing that themselves if so inclined.

However, I've noticed a number of adverse opinions about petfoods that appear to be based on misunderstandings of either Food and Drug Administration or Association of American Feed Control Officials rules. Only a few of these are discussed below.

As I understand it, the First Amendment protects freedom of speech, even if that speech is not factually accurate. Still, I would hope that on at least some issues, these misinterpretations could be corrected.

GRAS INGREDIENTS. In 2010, FDA issued a Federal Register Notice that it would begin accepting GRAS (generally recognized as safe) notifications for animal feed ingredients. This action was viewed by some on the Internet as a new concession by government to provide more laxity in allowing untested ingredients in petfoods. "No unbiased proof required!" it has been exclaimed. Warnings for purchasers to be vigilant were issued, as if hundreds of new ingredients would start to appear on petfood labels.

To be fair, at least some in the industry reached the same conclusion. For example, one of my clients asked, "Does this mean we can just say 'substance X is GRAS' and feed control officials can't object anymore?"

While GRAS notifications are relatively new for

animal feeds, GRAS *per se* is not. In fact, manufacturers have had the opportunity to conduct a self-determination of GRAS for a new human food or animal feed ingredient since 1958, with no legal obligation to submit anything to FDA.

The more recent notification process allows companies to submit its basis for concluding a substance is GRAS for FDA review, and while FDA does not formally "approve" its use, it does offer tacit acceptance in terms of a "no questions" letter. However, FDA can also disagree with the notifier's conclusion with a "no basis" letter. As of the time of this writing, only three notifications for animal feed ingredients have been filed.

Regardless of whether FDA is notified, the burden of proof of safety is very high: the same quantity and quality of data as required for a Food Additive Petition. Also, the preponderance of data must be publically available (such as in

I would hope that on at least some issues, these misinterpretations could be corrected.

peer-reviewed scientific literature) and generally acceptable to unbiased experts in the field as suitable evidence of safety. Combined, these factors make the GRAS process one of the most difficult means of sanctioning use of new ingredients, definitely not a more lax alternative.

AAFCO-DEFINED ANIMAL FEED ingredients in petfoods. According to some critics, in addition to

Dr. Dzanis is a writer and consultant on nutrition, labeling and regulation. Tel: +1.661.251.3543; email: dzanis@aol.com.

items like meat and poultry meals and by-products that they find objectionable, many other admittedly unappetizing ingredients defined by AAFCO, such as “Food Processing Waste” (AAFCO #60.96), “Hydrolyzed Hair” (AAFCO #9.54) and “Dried Poultry Waste” (AAFCO #74.1) are commonly included in petfoods. In fact, I was cited as supporting this assertion via my confirmation that in most cases, there are no restrictions on AAFCO-defined ingredients as to intended species. But, that’s not the whole story.

It is true that without a specification as to intended species in the ingredient definition, an AAFCO-defined feed ingredient could theoretically be added to a petfood as easily as any other animal feed. But beyond the fact that there is no apparent economic or nutritional benefit of adding something like dried poultry waste to a petfood, what is missing from the argument is that if it indeed was added to a petfood, it must be declared on the label by its AAFCO-defined name.

There is no provision in applicable AAFCO or FDA regulations to give the ingredient a fanciful or vague name or to include it in a collective term as allowed for livestock feeds. Since I personally have never seen dried poultry waste on a petfood label ingredient declaration, I can reasonably conclude that it is not used in petfoods.

“UNQUALIFIED” CLAIMS. THE AAFCO Model Regulations for Pet Food and Specialty Pet Food makes reference that a label “may include an unqualified claim, directly or indirectly” with respect to nutritional adequacy statements (see AAFCO PF7(a)). This has been interpreted by some that claims on petfood labels do not have to be substantiated by supportive data. As stated on one website, an unqualified claim “is basically a license to lie to pet owners.” In fact, the opposite is true.

Admittedly, the term as used may be confusing, but “unqualified,” in the context the word is used by

AAFCO, does not mean unsubstantiated. Rather, it means unrestricted. A nutritional adequacy statement expressly for growth—“complete and balanced for puppies,” for example—means the product is claimed only to support that lifestage.

An unqualified claim, on the other

hand, makes no specific reference to a lifestage; even though not expressly stated on the label, the product is by default intended to be sufficient for all lifestages. So data needed to support an unqualified claim per AAFCO regulations is more demanding than with a qualified claim. ■

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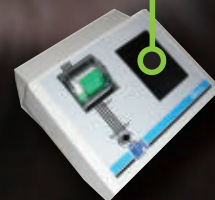
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Greg Aldrich, PhD

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Bisphenol A: incidental non-ingredient



For petfood, the issue is its use in the epoxy resin that lines the inside of cans.

IN THE PRODUCTION of petfoods—no different than human foods—there are a number of compounds that make their way into the food that aren't a part of the formula/recipe or stated on the ingredient listing. This is nothing underhanded or disingenuous, merely a function of the process, package and regulations. These compounds are often called “processing aids” because they make production of the food more effective. They appear in minute incidental quantities and do not impart any value to the food

Examples include things like carriers, flow aids and release agents. Other compounds in food may come from agents used in food contact surfaces such as detergents and biocides used in sanitation, gases used to flush oxygen from packages or barrier films impregnated with antioxidants to improve shelf-life.

In some cases, compounds used to produce the packaging itself can end up in the food. One such packaging compound that periodically lands in the newspapers' health section headlines is bisphenol A (BPA). While most of these incidental compounds are quite safe, for BPA there is evidence that it may leach from the plastic packaging material into the food or drink and then impact health if exposure levels are excessive. The primary area of concern has surrounded bottles used for infant formula and soft drinks. Is there any cause for concern in petfoods?

BISPHENOL A was first produced in 1891 from condensation of acetone (thus the “A”) with two phenol equivalents. Structurally, it looks a bit like a dumbbell with the two phenolic ends linked by an acetone handle. The “business

end” of the molecule is the two phenolic groups.

On a global scale, BPA is produced in significant quantities, exceeding 60 million pounds annually. It has been used commercially since 1957, primarily in the production of polycarbonate plastics, epoxy resins, dental fillings, dental devices, sealants and carbonless copy paper. It is a precursor to one of the leading brominated flame retardants (tetrabromobisphenol A).

BPA functions as a “plasticizer” added to make plastics more resilient and pliable. The primary application is in clear plastic polycarbonate bottles used for infant formulas and soft drinks. In this capacity, it allows for the rigid polycarbonate to possess a certain degree of flexibility so it doesn't crack or break with the shifts and strains of everyday use and fluctuations in hot and cold temperatures. For petfood, the issue is its use in the epoxy resin that lines the inside of cans of wet petfood.

On a global scale, BPA is produced in significant quantities, exceeding 60 million pounds annually.

DUE TO ITS structural similarity to steroid hormones and research results with a wide variety of organisms, BPA has become known as an endocrine disrupting compound (often abbreviated as an EDC). This is due to its interaction with the endocrine system and interfer-

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

ence with normal physiology of living organisms. It is thought to compete with steroid hormone receptors and transport proteins, alter endocrine feedback mechanisms and alter gene transcription and gene expression in cells. BPA is most disruptive during fetal development and continues to exert its impact through early post-natal maturation.

BPA functions as a “plasticizer” added to make plastics more resilient and pliable.

In experimental animals, BPA has been associated with prostate cancer, mammary gland cancer, urethral obstruction, decreased sperm count, early female puberty, oocyte chromosomal abnormalities, lack of sexual differentiation in the brain, increased body weight, insulin resistance, learning impairments and hyperactivity among many other conditions (Talsness *et al.*, 2009). However, it must be kept in mind that most of this work has been conducted in laboratory rats, mice and amphibians at elevated dosages.

Based on this research, BPA is currently considered safe for humans at dosages of less than 50 ug per kg per day. No safe upper limit has been established for dogs or cats. The only evidence in pets comes from a 1984 Environmental Protection Agency study in Beagles which reported that feeding 9,000 mg/kg BPA for 90 days resulted in increased liver weight but had no effects at lesser amounts.

WHILE THESE DATA would suggest BPA is safe for dogs and cats at levels much higher than for humans, there are still concerns that it can leach out of the plastic resin in the can into wet petfood and over a lifetime of feeding have ill effects. Thermal processing temperature, makeup of the product

contents, repeated container uses and pH swings are known to increase the amount of BPA that leaches from plastics.

In food contact surfaces, such as the resin in canned foods, the heating for retort sterilization can lead to measurable levels of BPA in the product contents. For example, Kang and Kondo (2002) reported

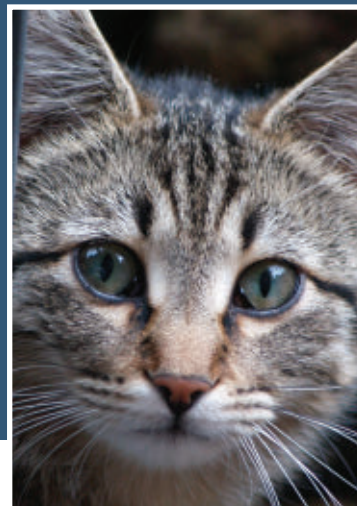
that across a variety of wet petfoods, the BPA level ranged from 11 to 206 ng/g (parts per billion). How does that translate? At the extreme end of BPA content fed to the most vulnerable pet (3.5 kg lactating cat with four kittens), that would equate to consumption of 28.43 ug per kg per day—an amount about half that considered to be safe for humans.

AT PRESENT, BPA is being evaluated by the Food and Drug Administration and other regulatory agencies around the world. It is allowed by most countries in plastics used in food contact surfaces, but FDA has recently provided recommendations to reduce the use of BPA plastics in infant bottles and food cups pending final rulings. FDA is working to assimilate evidence to determine what a safe level might be and actively supporting and funding research to develop alternatives to BPA.

While alternatives to BPA resins are becoming available, the cost and limited data on their efficacy are significant hurdles to widespread use. So, finding a universal alternative may be a long time in coming. Until then, the prevailing evidence would suggest that BPA levels in wet petfoods are within the boundary of what is considered safe. ■

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Growth in US pet ownership slows with economy

FOR MARKETERS ACROSS the entire pet industry spectrum, the growth of the pet population is of utmost importance, and in this regard the US market could use a boost. From 2009 to 2010, the overall rate of pet ownership decreased slightly, from 54% of US households to 53%. Dogs, reptiles and fish were the only segments to increase, and the dog increase from 36.7% to 36.8% was almost negligible.

This weakness is partly due to below-average pet ownership in segments including seniors, young adults and ethnic/racial minorities.

Some of this sluggishness owes to the weak economy; but the longer term 2007-2010 trends make it clear that pet ownership has not been growing by leaps and bounds, with the percentage of dog-owning households up only 1 point since 2007 and the cat percentage down a point.

This weakness is partly a function of below-average pet ownership rates in segments including seniors, young adults and ethnic/racial minorities.

These trends must be addressed now if the market is to thrive in years ahead, because each percentage point of household penetration of pet ownership

currently yields roughly US\$1 billion in annual sales of pet products and services.

ACCORDING TO EXPERIAN Simmons, approximately 50% of US households owned dogs or cats as of 2010, with ownership rates ranging from a high of 59% in the 35-44 and 45-54 age segments to a low of 36% in the senior (65+) segment. After seniors, the ownership rates are lowest among adults age 18-24, while those age 25-34 or 55-64 are right at the norm. The overall pattern is one of rising pet ownership through age 54, followed by a sharp drop-off in the age 55-64 segment and an even sharper drop-off at the 65+ level.

Of the six age brackets, only two increased significantly in household ownership of dogs or cats from 2005 to 2010: Age 35-44 rose from 53% to 59% and age 45-54 from 56% to 59%. This means attention must be paid to the youngest and oldest population segments, both of which are essential to future market growth.

THE NUMBER OF minority (i.e., other than White Non-Hispanic) dog or cat households rose 26% from 2005 to 2010, representing the addition of

Figure 1. Projected US population growth by segment

Data from the US Census Bureau shows the growth in number of Hispanics accounts for the majority of overall US population growth, which will continue through 2015.

Category	2010	2015	Population increase	Cumulative growth	% of total growth
Hispanic	49,726	57,711	7,985	16.1%	52.2%
White, Non-Hispanic	200,853	203,208	2,355	1.2	15.4
Black, Non-Hispanic	37,985	39,916	1,931	5.1	12.6
Asian Alone	14,415	16,527	2,112	14.7	13.8
Other	7,254	8,178	924	12.7	6.0
All People	310,233	325,540	15,307	4.9%	100.0%

Source: Packaged Facts Pet Market Outlook 2011-2012; based on data from US Census Bureau.

Information provided by Packaged Facts (www.packagedfacts.com) based on reports including *US Pet Market Outlook, 2011-2012* (April 2011).

2.1 million minority households, but minority groups remain sorely under-represented as pet owners. As of fall 2010, the household dog/cat ownership rates were at 40% for Hispanics, 20% for Blacks and 23% for Asians, compared with 58% for White Non-Hispanic households.

White Non-Hispanic households account for 82% of all US pet owners as of 2010, with Hispanics at 9%, Blacks at 5% and Asians at 2%. (The figures total 98% because other races and non-responses are not cited.)

GIVEN THAT MINORITY groups represent a fast-growing share of the US population, these disproportionately low rates of pet ownership signal a potential problem for the pet industry down the road. According to the US Census Bureau, Hispanics grew to 49.7 million, or 16% of the total US population, in 2010, and they are projected to number 57.7 million by 2015, when they will account for 19% of the US population. From 2010 to 2015, Hispanics will account for 52% of US population growth, and this share will climb steadily upward through 2050, when Hispanics are expected to account for almost one-third of the US population.

In many consumer packaged goods markets of a size comparable to petfood, youth, senior and minority-targeted products and advertising are an essential thrust, and this will need to be the case in the pet market to accommodate the steady and not-so-slow swing away from this market's traditional base.

Based on the advances in pet ownership noted above, Hispanics appear to be ripe for development as pet owners, partly as a function of their ongoing Americanization. But clear-cut Latino initiatives—the most obvious being Spanish-language advertising, promotions and product labeling—will almost certainly expedite the process of bringing this highly family-oriented group into the pet ownership fold and keeping them there. ■

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Key Concepts

- **Size of dog food bowls and scoops**
(*JAPAN* online April 2011. doi: 10.1111/j.1439-0396.2011.01144.x) Results are consistent with human data and emphasize the need for owners to use standard measuring cups.
- **Using chondroprotective agents in cats**
(*Intern J Appl Res Vet Med* 9: 52-57) These findings may improve the confidence of veterinarians in using these chondroprotective agents in cats with diabetes mellitus.
- **Acute phase proteins and obesity in dogs**
(*Res Vet Sci* 90: 31-34. doi: 10.1016/j.rvsc.2010.05.008) It was concluded that overweight induced in the experimental conditions of this study does not produce a significant change in acute phase proteins.

Size of dog food bowls and scoops

Research in humans has shown the size of food bowls, plates and utensils can significantly impact the amount of food portioned and consumed. This effect can be attributed to both the Delboeuf optical illusion and the Ebbinghaus-Titchener size-contrast illusion.

To investigate the existence of a similar effect with dog owners, 54 dogs and their owners were recruited for a four-treatment randomized prospective trial. Owners scooped out a normal kibble-based meal using a small bowl and small scoop, small bowl and large scoop, large bowl and small scoop or large bowl and large scoop. Each treatment was used once per owner over four visits.

Repeated measures revealed the mean amount of food portioned using the small bowl and small scoop was significantly less than all other bowl and scoop combinations (150.7 g vs. 171.5 g vs. 172.7 g vs. 184.5 g, respectively). The small bowl and large scoop combination did not differ from large bowl and small scoop. Owners were more likely to portion a larger amount of food with a large bowl and large scoop.



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Results are consistent with human data and emphasize the need for owners to use standard measuring cups. Results also suggest owner compliance during weight loss programs may be improved with smaller bowls and serving scoops.

Source: M. Murphy *et al.*, 2011. Size of food bowl and scoop affects amount of food owners feed their dogs. *JAPAN* online April 2011. doi: 10.1111/j.1439-0396.2011.01144.x

Using chondroprotective agents in cats

Degenerative joint disease, or osteoarthritis, is a significant problem in small animal practice. The disorder affects the quality of life of many cats and can affect the human-animal bond by interfering with activities enjoyed by pets and their owners.

Chondroprotective agents are widely used in both human and veterinary medicine to manage DJD. This study was designed to examine the effects of glucosamine and chondroitin sulfate (Glu/CS) supplementation on serum fruc-

tosamine concentrations in healthy cats.

Seven cats were treated with oral Glu/CS once daily for three weeks at the manufacturer's recommended dose. Serum fructosamine was measured before supplementation and at day 22. The mean serum fructosamine concentrations remained within the reference range, and there was no significant difference in serum fructosamine concentrations before and after supplementation.

These findings may improve the confidence of veterinarians in using these chondroprotective agents in cats with diabetes mellitus.

Source: K.T. Davis and K.F. Lunn, 2011. Serum fructosamine in cats receiving an oral chondroprotective agent. *Intern J Appl Res Vet Med* 9: 52-57.

Acute phase proteins and obesity in dogs

The purpose of the study was to analyze serum concentrations of four different positive acute phase proteins (APPs)—C-reactive protein, haptoglobin,

serum amyloid A and ceruloplasmin—in a model of experimentally short-term developed obesity in Beagle dogs. All APPs were quantified by commercially available ELISA methods. C-reactive protein was also determined by a highly sensitive time-resolved fluorometric assay.

There were no significant differences between APP concentrations at the beginning and end of the study in groups of dogs that increased their body condition scores. In addition, dogs with body condition scores of 4 and 5 did not show significant differences for any of the APPs studied compared with control dogs with body condition scores of 3, with the exception of a decrease in haptoglobin.

It was concluded that overweight induced in the experimental conditions of this study does not produce a significant change in acute phase proteins.

Source: A. Tvarijonavičute *et al.*, 2011. Serum acute phase protein concentrations in dogs during experimentally short-term induced overweight, a preliminary study. *Res Vet Sci* 90: 31-34. doi: 10.1016/j.rvsc.2010.05.008

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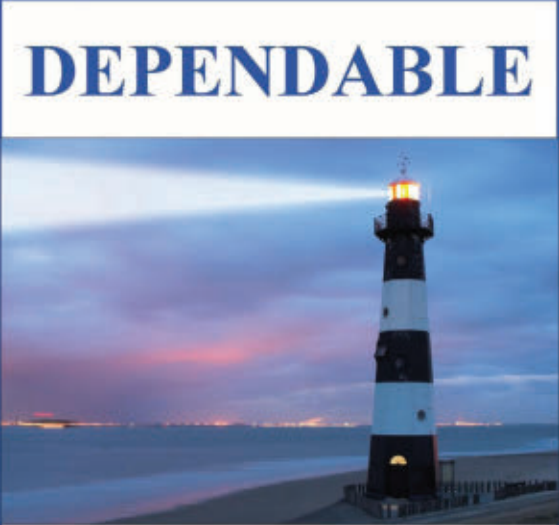
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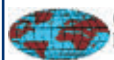


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Industry Calendar

See more

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

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

■ 1st Annual Mexican Forum on Pet Food: Seminar and Workshop, June 9-10, 2011. Presidente Intercontinental Hotel, Universidad de Guadalajara, Guadalajara, Jalisco, Mexico. For more information and to register, visit amepa.org/foro/index1.html.



- Kansas State University's Advanced Feed Manufacturing Short Course, June 13-16, 2011. Manhattan, Kansas, USA. Registration is available at www.afia.org.
- FDA in Beijing: Joint US – China Conference Regarding Food and Drug Law, Regulation and Policies, June 13-16, 2011. Beijing and Shanghai, China. Visit FDAlmports.com or its new Chinese website, www.ExporttoUSA.com.cn, for more details about the FDLI Conference and the additional training sessions.



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

- International Grains Program Extrusion Processing Short Course, August 9-12, 2011. The IGP Conference Center, Kansas State University, Manhattan, Kansas, USA. To view the course schedule and registration, visit www.grains.k-state.edu/igp.
- International Grains Program Recent Advances in Biofuels Short Course, August 25-26, 2011. The IGP Conference Center, Kansas State University, Manhattan, Kansas, USA. To view the course schedule and registration, visit www.grains.k-state.edu/igp.

interpets

- Interpets – A Happy and Healthy Life with Pets, August 25-28, 2011. Makuhari Messe, Chiba, Japan. For more information about the show and to register, go to www.interpets.jp.
- ExpoZoo, August 28-29, 2011. St-Hyacinthe, Quebec, Canada. For more information and to register, go to www.pijaccanada.com/en/tradeshows/expozoo.

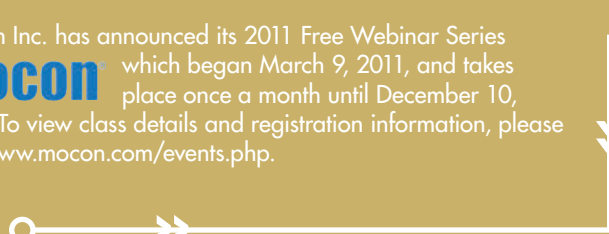


Online events

- The DuPont Packaging Exchange will take place June 13, 2011, 10-11AM ET. For more information on the event agenda or to register, go to http://dupontevents.com/packaging_exchange_2011.html.
- AFIA Webcasts: Controlling *Salmonella* in Your Facility and Management Considerations for *Salmonella*/Microbial Control are available for download at www.afia.org.



- The Power and Bulk Online Training Center is a virtual campus providing online training and lectures on topics such as Pneumatic Conveying, Mixing & Blending and Solids Flow. All of these web-only classes are available at www.powerandbulk.com/online_training.
- Mocon Inc. has announced its 2011 Free Webinar Series which began March 9, 2011, and takes place once a month until December 10, 2011. To view class details and registration information, please visit www.mocon.com/events.php.



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