



Pet Essential Nutrition Quarterly

Q1 2016



Let (pet)food be thy medicine

I recently attended a local pet nutrition course organized by Wageningen University, in the Netherlands, where several

speakers highlighted some of the challenges faced by the pet food industry.



Since the introduction of commercial pet foods in the 1930s, commercial pet foods have contributed to dogs and cats

enjoying longer and healthier lives. New nutritional science knowledge and consumer insights offer opportunities to improve current pet food and treat product offerings. From our own DSM Pet Owner Surveys we know the consumer increasingly expects more from commercial pet foods beyond meeting basic nutritional needs. Driven by the humanization and premiumization of the pet food industry, pet owners expect their pet food to deliver functional benefits including oral care, cognition, skin and coat, etc.

With a broad portfolio of nutritional products and dedicated pet nutrition experts, DSM is ideally positioned to help you create products contributing to long and healthy lives for our beloved pets.

Sincerely,

Tom Vanderborght,
Sales Manager, Pet Nutrition, EMEA



Optimum Vitamin Nutrition since 1958

At the beginning of this year, we launched our new “DSM Vitamin Supplementation Guidelines 2016 for Animal Nutrition”



This marked the starting point of DSM’s “Vision on Vitamins” campaign with the aim of re-enforcing our position as leaders in the vitamin and nutrition industry.

DSM and the history of vitamins are intrinsically connected. Our scientists have significantly contributed to the discovery of vitamins, their functions and also their large scale manufacture. The importance of vitamins and their necessity for life cannot be disputed. DSM has inspired and supported leading global vitamin application research, benefitting both human and animals alike. We are the only vitamin producer with a complete vitamin portfolio and with plans for future growth.

We have a Vision on Vitamins:

- We continue to invest in basic vitamin production, the expansion of our network of premix facilities and in the number of animal nutrition experts.
- Since 1958, our OVN® Vitamin Supplementation Guidelines have supported animal performance in production agriculture and the health and well-being of companion animals.
- We have initiated the “Vitamin Advocacy and Science Program”, led by Dr. Gilbert Weber, to support knowledge sharing with the scientific community and the industry.



OPTIMUM VITAMIN NUTRITION

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OVN® also stands for use of technologically advanced forms of vitamins, designed specifically for each application, and high quality premixes.

With OVN® we want to remind and encourage you to “Check the vitamin levels in animal feed (food). Always”. Vitamins are important nutrients in a complete and balanced animal diet and should be checked regularly to ensure each animal gets proper supplementation daily. The reason is simple: vitamins are vital for health, well-being and performance. Vitamins are the foundation of balanced animal nutrition.

This is especially true for dogs and cats, as discussed in our OVN for Dogs and Cats brochure. Today, dogs and cats are treated like children, where their well-being is equally important. OVN® is a move to maintaining overall

animal well-being which includes functional improvements, like coat condition, outward signs of cognitive function, or antioxidant status. This is an important point to recognize in the development of quality pet food.



Percent of pet owners that agreed with the statement	Top 3 box
Feeding a puppy/kitten the best nutrition available will help prevent health issues in their adult and senior years of life.	92%
Older cats absorb fewer micronutrients like vitamins and minerals from food than younger cats.	86%
Older dogs absorb fewer micronutrients like vitamins and minerals from food than younger dogs.	80%
Antioxidants like vitamin E & beta-carotene will help boost my dogs immune system response to healthy adult levels.	88%

SOURCE: DSM 2015 U.S. Pet Consumer Study by MetrixLab

Knowing the science is one challenge

There is a fair body of scientific evidence that shows many health benefits are associated with vitamin fortification. The primary source of vitamin supplementation guidance used by the pet food industry is the National Research Council (NRC) Nutrient Requirements of Dogs and Cats, the American Association of Feed Control Officials Official Publication (AAFCO OP), and The European Pet Food Industry Feed Association (FEDIAF).

It is interesting to note that the AAFCO OP and FEDIAF nutrient guidelines are both principally sourced from the NRC publication; However, the last NRC publication for dogs and cats occurred 10 years ago in 2006. There has been a significant number of meaningful vitamin nutrition studies that have not been considered in the current guidance documents.

There is also the challenge that the research cited by the NRC were often based on studies where nutritionists frequently measured nutrient requirements using a “purified diet” (i.e. using more refined ingredients, such as starch, cel-

lulose, casein, pure vitamins and minerals). But the ingredients used in commercial pet food formulations are much more complex, which can influence nutrient bioavailability.

These are only two of many factors to consider when formulating your product’s vitamin pack.

Consumer understanding is yet another challenge

Regardless of what we know to be true from scientific evidence, your product will not be sold if the consumer does not believe or understand the information you are communicating about it.

Pet consumer insights, like those above, help you create critical points of differentiation for your brand. They give you confidence that the story your product is telling and the nutrients within, will be valued by your customers. DSM provides consumer insights and scientific evidence to help you achieve your brand’s marketing objectives. Learn how to get the most out of our OVN® guidelines by working together with a DSM expert.

Your success is our success!