



Pet Essential Nutrition Quarterly

Q2 2018



On May 31st and June 1st we exhibited at and sponsored the Foro de Mascotas Mexico 2018. This is an annual pet food industry event held in Guadalajara, Mexico.

During the event, we had many engaging conversations with important people from the pet food industry in Latin America and heard several interesting talks.

The pet food industry in Mexico has seen significant growth during the past years and its potential is very important for all brand segments.

One compelling talk titled “Considerations for success entering to the premium petfood industry” was given by our Pet Nutrition, Global Marketing Manager, Jeffrey Alix. He shared important information on pet food market dynamics and what to consider when bringing a premium or super premium pet food brand to the market.

The Foro de Mascotas Mexico has been acquiring more importance every year with over 700 attendees (customers and suppliers) and it is a great opportunity to share scientific evidence and market research with the industry, aimed at providing much needed product and marketing solutions.

We hope to see you at one of the other pet food events held worldwide and have the opportunity to discuss and share important information that can help us grow together with the industry.

Regards

Fatima Quintanilla

Account Manager, Pet Nutrition, Mexico

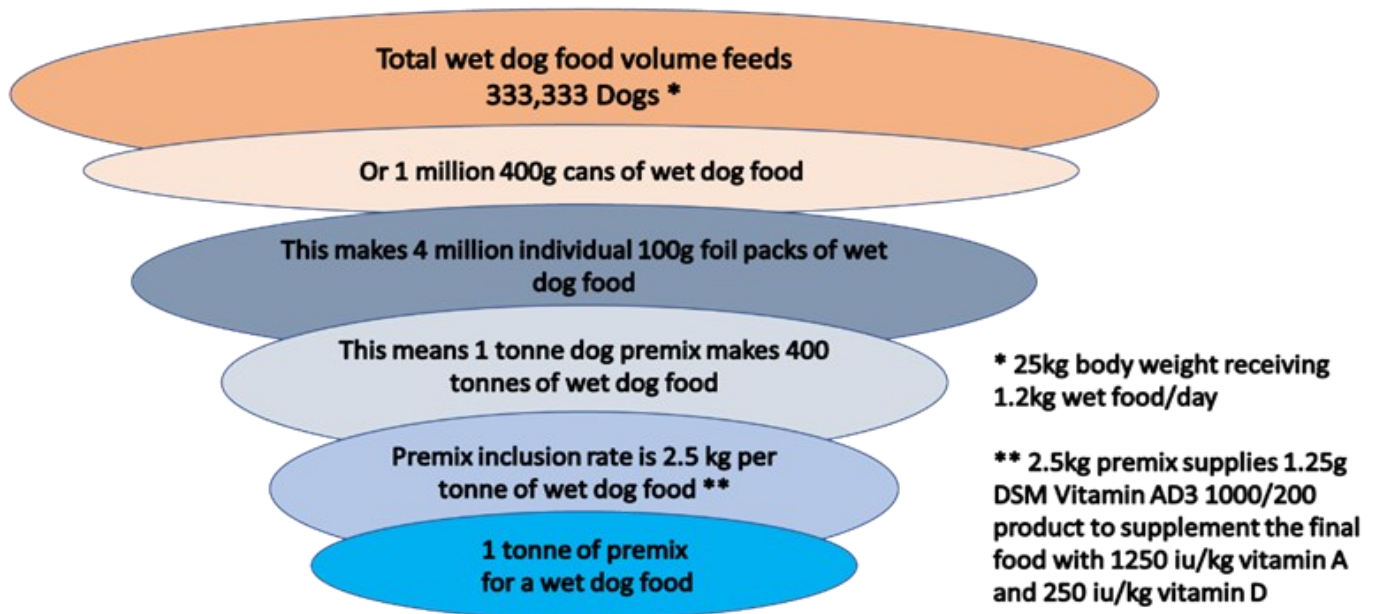


Developing a Quality Premix: How does your vitamin premix effect the quality of pet foods

Many factors need to be considered when designing a vitamin premix specification and selecting vitamin forms to deliver the desired nutrient levels in the pet food at the point of consumption. These include the species to be fed, label or functionality claims that must be fulfilled, and the type of product requiring fortification. Expected vitamin loss during production and storage should also be reflected in the specification, with vitamin activity overages calculated accordingly.

Proper dosing of vitamins using a premix is directly linked to pet food safety

Vitamins are only needed in micro amounts by the animal. Individually weighing and adding vitamins separately during the food production process carries a high risk. If done incorrectly, nutritional quality or even food safety at the point of consumption will be compromised and can have far reaching consequences (as you can see from the illustration below).



Adding small amounts of vitamins required in pet food via a high quality premix ensures accurate vitamin addition distribution throughout the food, ensuring nutritional adequacy and safety for the end user

It is therefore essential that they are accurately added to the food. By blending the small amounts of vitamins, or other micronutrients required onto a carrier to create one ingredient, the premix, means they can be safely added to and distributed uniformly throughout the final pet food.

10 Things You Need to Know About Premixes

Approximately 80% of the pet food industry uses premixes in the production of their complete and balanced pet food products. A premix is a blend of micronutrients that are individually added to pet food in "micro" amounts. Combining these ingredients in a premix simplifies the weighing process and improves accuracy in mixing and distribution of these micronutrients throughout the food. But, if you think a premix is "just a blend," think again.

Based on more than 50 years of experience producing micronutrients and premixes for the animal nutrition and health industries, ask your DSM representative to share the facts about **The 10 Most Important Things You Need to Know About Premixes:**

1. Nutrient form quality
2. Nutrient form potency
3. Nutrient form stability
4. Nutrient form physical characteristics
5. Carriers and other adjuncts
6. Mixing equipment and procedure
7. Premix formulation and use rate
8. Quality program
9. Handling of premixes
10. Pet food process and point of addition

Proactively managing the vitamin sources used in your premix and final premix formulation quality with your supplier is one way to help mitigate the risk of a complex ingredient harming your pet food brand.



Why pet consumers care about transparency?

Pet retail products range from concentrated dietary supplements to pet foods designed to deliver 100% of the animal's daily nutritional needs. Due to this complexity, and the safety concerns associated with these types of retail products, it makes sense that ingredient traceability is vital.

We also know, pet food fraud and product recalls break down consumer confidence in packaged goods. This confidence is further degraded when these consumers see reports from radical groups (and I will not name names) who publish inflammatory articles blaming pet food producers of using uncontrolled, poor quality raw materials to boost profits. This cannot be further from the truth; However, the residual impact of these communications drives consumers to question pet food raw materials sourcing and related information to obtain the level of trust needed to make a purchasing decision.

We see this need being filled with brands declaring on the packaging the source of key raw materials and indications of the food composition (e.g. 70% local farm raised chicken, 20% essential vitamins, minerals, and fatty acids, plus 10% organic fruits and vegetables); Leaving the consumer with no doubts about the composition of the food they are buying for their furry child.

Vitamins are among the most scrutinized ingredients in a pet food. In North America, some consumers demand that vitamins not be sourced from the People's Republic of China. This may stem from recalls related to pet treats produced in China. Regardless, vitamin supplementation of processed commercial pet foods is essential to maintain the health and well being of companion animals because these diets are often the only source of nutrition the animal will receive, and, as of today, vitamin B6 is no longer available from a producer outside of China. To address the transparency challenge, source your vitamin premix from a trustworthy, high quality, vitamin producer and premixer. DSM is the "best-in-class" when it comes to vitamin quality and safety, because we are backward integrated and operate worldwide under a robust quality program.