

# **CREATING BRIGHTER LIVES, FOR THEM, FOR US.**

**PET ESSENTIAL  
NUTRITION  
QUARTERLY  
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## WHAT IS CLEAN LABEL?

I became fascinated with the Clean Label topic ever since it appeared frequently in industry analysts reports. A trend mainly attributed to the Millennial generation (i.e. those born between 1981 and 1995); A generation deemed the most powerful pet food buying force in today's market.

A very relevant definition I found for "Clean Label" was from the site [gocleanlabel.com](http://gocleanlabel.com), where it stated **"Clean label is a consumer driven movement, demanding a return to real food and transparency through authenticity. Food products containing natural, familiar, simple ingredients that are easy to recognize, understand, and pronounce. No artificial ingredients or synthetic chemicals."**

Due to the importance of this topic, this eNewsletter is dedicated to helping raise awareness for all of us along the pet industry value chain.

Kind regards,

*Jeffrey Alix*

DSM Global Marketing Manager, Pet Nutrition

## HOW ARE DSM PET INDUSTRY SPECIALISTS STAYING CONNECTED TO OUR INDUSTRY?

This year was the 18th edition of the Zoomark fair in Bologna, Italy, 6-9th of May 2019. It was represented by 757 exhibitors from 45 different countries. New this year were the Focus Sessions on 7 specific markets (US, Canada, Russia, UK, China, India and Czech Republic) in cooperation with associations and foreign collectives.

As a newcomer in the world of pets, I visited the fair with great interest to witness the latest trends and novelties on pet food and other nutrition products. Terms like premiumization and humanization are well-known driving forces in the pet market but here you can experience it at 200%!

Obvious trends in the new product section were high meat and/or fish protein (+75%), limited ingredients, all natural (some even claim 100%??), origin of ingredients, clean label, and no preservatives. Beyond these were very precise nutrition claims combined with good tasting, pure and high-quality ingredients, promising the best possible nutrition for pets. Even organic, vegetarian or vegan pet foods are becoming more visible. Packaging design also stood out in a wide variety of offerings. It is clear that pet owners are getting a large variety and a growing number of product choices to meet diverse consumer interest.

As DSM, we carefully listen to the growing demand from our customers – the pet food producers – and consumers to develop nutritional innovation based on high-quality micronutrients that pets need for their daily nutrition and well-being. For sure Zoomark gave a very good impression on what is needed here! Next month we will visit the Pet Food Forum in Europe. Stay tuned!

*Kevin Truyts*

DSM Sales manager, Pet Nutrition  
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## IT ALL STARTED WITH THE HUMANIZATION TREND

Pet parents have a need to know, and therefore read labels, especially those who spend more on higher-priced premium products

## SOME QUESTIONS THEY ASK:

- How do I know if a product is safe for my furry child?
- Is what the brand states on the label true?
- I do not understand what some of these ingredients are (e.g. sodium hexametaphosphate sounds like soap)
- Why are these ingredients in the food?
- I have heard synthetic vitamins are bad for my dog?
- My dog is old and may not tolerate that ingredient?



**COSTS**

**BENEFITS**

## A FOUNDATION TO THE CLEAN LABEL TREND IS TO BE A BRAND PEOPLE TRUST

### Focus on being real and understood

- Disclose your ingredients and how much is in the food
- Show that your production staff cares about the food they produce
- Keep it simple and educate when necessary

### Make it easy for consumers to connect with you

- Leverage social media
- Ask customers to share their pet's information and experiences (pet parents want to feel like you personally care about their pet)

### Make it clear you are socially responsible

- Implement earth friendly practices
- Donate to relevant charities and talk about it (be passionate, they are)

## WORDS FROM THE CLEAN LABEL DEFINITION TO FOCUS ON:

- real
- simple
- transparency
- easy to recognize
- authenticity
- understand(able)

In my words, messaging on pack that helps the consumer clearly make an informed decision on what they are buying.

It is impossible to offer a product that satisfies the needs of all people. First, identify your core competency. Then, target consumers most interested in what you can most reliably offer.

## DETAILS ON PACK FOR CURIOUS CONSUMERS

Basis for sustainability



Your source of raw materials

## BE SIMPLE AND CLEAR

% How much is in there



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