

Pet Essential Nutrition Quarterly – 2019

Creating Brighter Lives, for them, for us.





How are DSM pet industry specialists staying connected to our industry?

DSM was one of the sponsors of the “Petfood Forum Europe” held on June 13th, 2019 in Cologne, Germany, during Victam, and I one of the 250 attendees.

The “Online” topic featured heavily at the Forum. It was stated that online pet care sales increased by 67% in 2018. Insights were shared on development of direct-to-consumer sales models, and how to use it and engage, to collect pet and owner data for study. Reduced brand loyalty particularly by Millennials and Generation Z was highlighted as an issue, along with reviving that loyalty. Using social media “well” was also covered. The effect of EU labelling regulation 767/2009 was also reviewed 10 years on, with pet industry survey data showing it had unfortunately failed in its objectives.

Sustainability was also a key theme at the Forum. Pet food packaging, waste production and reduction was investigated along with the future needs for marine omega-3 fatty acids, and the use of a new algae oil to replace fish oil in pet food diets. The benefits of micro-encapsulated ingredients for better process control was also presented.

Hot pet health topics covered during the conference, included management of inflammation in aging pets using plant-polyphenols. Small animal studies presented showed potential benefit of specialist fish products to help in the management of conditions associated with obesity. Information on pet microbiome research and relationship to disease was also shared.

I hope to see you at the 2020 Petfood Forum Europe.

Sarah-Jane Godfrey

Technical marketing manager, Pet Nutrition Europe, Middle East, South Africa

DSM ROVIMIX® Senior Agility

The American Veterinary Medical Association defines senior dogs as those 7 years of age or older. As with humans, managing a dog’s nutritional requirements over their entire lifespan is directly linked to long-term health and wellness.

An important aspect of these nutritional requirements are the type and quantity of micro-nutrients delivered daily to the dog via pet food, including those received via maternal nutrition during fetal development. Although there are government and industry guidelines setting minimum levels of micro-nutrients in pet food, these guidelines do not address process and storage losses of these nutrients. These guidelines mainly focus on avoiding nutrient deficiencies and toxicity, not nutrient fortification to optimize wellness.

DSM ROVIMIX® SENIOR AGILITY micro-nutrient premix was designed to simplify the process of helping pet food brand owners achieve their goal of developing a micro-nutrient fortification strategy, not only addressing age related health concerns, but also being in-line with consumer trends related to wellness. We leverage knowledge of canine nutrition and our own pet consumer insights data to create a more targeted approach to both the micro-nutrient fortification of a complete and balanced pet food and a wellness message that resonates with pet consumers

Kind regards,

Jeffrey Alix

DSM Global Marketing Manager, Pet Nutrition

This approach begins with our offering an application specific micro-nutrient premix. We start with vitamins because they are involved in critical aspects of body function, have the greatest depth of valid scientific evidence supporting their impact on wellness, are among the most unstable micro-nutrients often leading to insufficient levels in the food at the time of ingestion, and seen as healthy ingredients by consumers. Additional micro-nutrients are then selected for similar reasons.



Why call it Senior Agility?

Designed to support an older dog's brain health and physical wellbeing, the Senior Agility formula includes support for:

Mental Agility – DHAgold®, a wholesome marine algae, nutritionally supports the senior dog's brain, to help maintain their vision and memory.

Physical Agility - The combination of L-Carnitine and B vitamins help support fat, protein, and carbohydrate metabolism for an active, lean body, and optimal mobility. Plus, added glucosamine* helps support joint health and vitamin D helps maintain bone integrity, so they stay active longer.

Immune and Cellular System Agility - Natural defenses and cellular protection systems are optimally supported and strengthened through dietary enrichment with antioxidants vitamin C, E and beta-carotene.

Fur/Hair Agility - Biotin supplementation supports the continuous nutritional demand of growing skin, fur, and hair. Optimum levels of biotin are required for a bright, shiny, and soft coat; including support for the normal shedding process associated with animals with fur.

*claims related to glucosamine are restricted in some States

Science Mixed with Consumer Insights to Maximize Success!

Starting with our highest performing nutritional pet food concept, DSM's pet nutrition knowledge and experience enables us to design a micro-nutrient premix designed for complete and balanced wet and dry pet food applications. This premix comes with scientifically validated consumer insights data and scientific evidence supporting the stated nutritional outcome.

We know that our success is tied to our customers success. This is what drives our partnership approach to being a leader in the pet nutrition market. Let us know how we can partner with you!

What do pet parents think about our Senior Agility concept?***

This concept was the most unique, achieving the highest score across all countries and globally (i.e. U.K., Spain, Germany)

Here is a sample of additional insights data from testing the concept in Europe:

79% agree with "Feeding a diet, enriched with DHA omega-3 nutritionally supports my senior dog's brain to help maintain their memory and support vision"

81% agree with "Vitamins E, C and beta-carotene will help support my aging dog's immune system"

75% agree with "L-carnitine helps to support fat metabolism and can help keep my senior dog in shape"



[Learn more](#)

This was the highest ranking concept in a U.S. study, with 60% of the dog parents saying they would buy this product!

Here is a sample of additional insights data from this study:

79% strongly agree with "It is important to help my dog remain active as he/she grows older."

62% strongly agree with "Getting enough antioxidants becomes increasingly more important as a dog ages."

88% agree with "Omega-3 DHA supports improved vision and memory in older dogs."

82% of dog parents in Latin America (tested in Brazil and Mexico) said they would purchase a product with this concept

Pet parents participating in this study indicated that the Ingredients used in the product and the specific health benefits listed on the label were the most important attributes when purchasing pet food.

In China, 69% of dog parents surveyed said they would purchase a product with this concept

93% of pet parents in China see their dog as either family, friend, playmate, or child.

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