

April 2007

Petfood Industry

WATT90

www.petfoodindustry.com



Organic & natural predictions

Bil-Jac Foods: The art of processing

Bob Kelly, left, and his father Bill Kelly of Bil-Jac Foods, p. 20

**Petfood Forum
Europe guide**

**Modern equipment
improves profits**

Digital version at www.petfoodindustry-digital.com

Preference tested

C'SENS by **SPF**

your palatability answer for cats

and approved



Process Blue Photos - Erico D'Avio

subtle
specific
supreme



A unique network of sales and industrial facilities (11 plants)

The worldwide palatability company

North America

SPF North USA
Phone +1 715 926 3841
sales@spf-usa.com

Latin America

SPF Argentina
Phone +54 34 884 61 888
consultas@spf-argentina.com.ar

SPF Do Brasil
Phone +55 19 3583 9400
infos@spfbrasil.com.br

Pacific - Asia

SPF Australia
Phone +61 2 4964 4399
contact@spfau.com

Europe

**SPF France, Head Office
and Research Center**
Phone +33 (0)2 97 93 80 80
contact@spf-diana.com

SPF United Kingdom
Phone +44 1302 391 026
info@spf-uk.co.uk

SPF South USA
sales@spf-usa.com

**SPF Colombia sales office
For The Andean Countries**
Phone 00 57 1 341 7003
sales@spf-colombia.com

SPF México
Phone +52 442 221 57 62
info@spf-mexico.com

SPF China sales office
Phone +86 21 52 39 29 76
contact@spf.com.cn

SPF España
Phone +34 973 18 42 04
informacion@spf-espana.com

SPF Hungary
Phone +36 30 63 60 774
spb@spf-hungary.com

www.spf-diana.com



A Superb Coat, Intense Highlights... Health Nutrition Has Never Had Such an Effect.



MINI Beauty 26 DOG ADULT WEIGHT 1-20 lbs.

In small dogs, beauty is often inseparable from the quality of the coat. The length of hair, intensity of color, softness, shine... are among the many aspects which reflect the dog's good health and particularly his often sensitive skin. With MINI BEAUTY from Royal Canin, Health Nutrition plays a bigger role than ever before in maintaining the magnificent coat of a small dog, and guaranteeing him a healthy skin.



Optimize the intensity of the natural pigmentation in the dog's coat with a unique complex of nutrients to encourage the production of melanin.



Nourish your dog's hair with a combination of targeted nutrients including chelated minerals, vitamins and essential fatty acids.



Reinforce the "barrier" role of the skin through a unique combination of B group vitamins, amino acids and chelated oligo-elements.



Photograph : Doxical/Hermeline - 07/2005.

To find out more about this and other Royal Canin Health Nutrition formulas please call us at 1-800-592-6687 or visit our website at www.royalcanin.us.

Features



20 The art of processing

By Tim Phillips, DVM

Bil-Jac starts with fresh, chilled chicken and then uses a unique low-temperature vacuum processing system.

24 Guide to Petfood Forum Europe 2007

A symposium for European petfood manufacturers combined with supplier exhibits at Victram.



28 Organic & natural predictions

By Jenny Kvamme, DVM

Industry segments look at the future of this hot category.

36 Modern equipment improves profits

By Henk van de Bunt

New technologies can reduce energy costs, make products safer and improve nutritional value.

Departments

8 Editorial Notes

By Tim Phillips, DVM

Raw petfood: risky or right?

40 Petfood Insights

By David Dzanis, DVM, PhD

Biofuel co-products: do they have a place in petfoods?

42 Market Watch

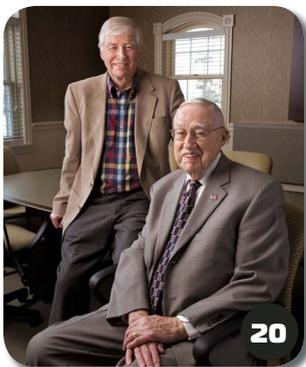
By Huntley Manhertz, PhD

Mars' response to opportunity

58 Something to Chew On

By Debbie Phillips-Donaldson

71 million strong—and growing.



On the cover: Bob Kelly, left, and his father, Bill Kelly, of Bil-Jac Foods at their new corporate headquarters in Medina, Ohio, USA.

Photo by Anthony Gray
(www.agrayphoto.com).

10 — Industry News

16 — New on the Shelves

46 — Research Notes

48 — Product News

51 — Meeting Planner

53 — Market Place

57 — Advertisers' Index

PETFOOD INDUSTRY (ISSN 0031-6245) is published monthly by Watt Publishing Co., 122 S. Wesley Ave., Mt. Morris, Illinois 61054-1497 USA. All rights reserved. Reproduction in whole or part without written permission is strictly prohibited. PETFOOD INDUSTRY and its logos are registered trademarks of Watt Publishing Co. POSTMASTER: Send address changes to: PETFOOD INDUSTRY, 122 S. Wesley Ave., Mt. Morris, Illinois 61054-1497 USA. Periodical postage paid at Mt. Morris, Illinois 61054-1497 and additional post offices. Canada: Canada Post International Publication Product Mail Code 1686232.

We have petfood ingredients down to a science!

Developing unique science-based technologies and supplying novel products tailored to meet the specific needs of the petfood industry has been ADF's mission for over 25 years. Our expertise in processing has provided the petfood market with a consistent supply of high quality protein ingredients. Along the way, our focus has always centered on ingredients of uncompromising quality backed by the solid application of science and the skill of the industry's finest customer care team.

Creating a brand your customers will love means formulating with ingredients you can trust. And that trust begins with protein ingredients from ADF.



ADF[®]

AMERICAN DEHYDRATED FOODS, INC.

ADF has a complete line of spray-dried protein products for your petfood formulations:

| GRANULATED EGG | COOKED CHICKEN MEAT | LIVERS (CHICKEN, PORK) | ALLERGEN-FREE PROTEINS | BROTHS | COMBINATIONS OF PROTEINS |
| ADF's comprehensive range of products also includes EXTRUDED PROTEIN COMPLEXES and HIGH QUALITY LIQUID CHICKEN FAT |

For more information call: **800.456.3447** or visit us at: www.adf.com

In Europe, please contact: ADF-CIMA Nutrition nv • +32.56.61.7151 • E-mail: adf@cima.be

All ADF Plants are EU Certified

SUPERIOR **AIB** RATING



**Your command
is our wish.**

**Tell us what you need—
we'll get it done.**

Solutions In 3D.

Dedicated

-To the Pet Food Industry.

Determined

-To be the best. Let us prove it to you.

Delivered

-On time with professional expertise.

3D Corporate Solutions
P.O. Box 478
200 N Central
Monett, MO 65708
Phone 417-236-9602
Fax 417-236-0039
greg@3Dcorpsol.com

www.3dcorpsol.com

Pet
Solutions, LLC

Protein
Solutions, LLC

Midland
Ingredients

OUR PRODUCT OFFERING

Protein Solutions Fresh / Frozen (Joplin, MO)

Ground Chicken
Emulsified Chicken
Ground Turkey
Emulsified Turkey
Chicken Blend
Backs & Necks
Liver Products
Chicken & Egg
Concentrated Broth
Proprietary Products

Pet Solutions Chicken Cook Plant (Danville, AR)

Chicken Meal
(EU & Domestic)
Chicken Fat
(EU & Domestic)

Midland Ingredients (Jonesboro, AR)

White Rice
Brown Rice
Bran
Hulls

Sourcing (Monett, MO)

Poultry By-Product
Meal
Chicken By-Product
Meal
Pet Food-Grade Fat
Feed-Grade Fat
Meat & Bone Meal
Pork Meat & Bone
Meal

Logistical Services (Monett, MO)

Rail
Truck: Hopper/
Reefer/Dry Van

Protein Solutions Spray Dried (Joplin, MO)

Premium Chicken & Natural Flavor
Spray Dried Chicken Liver
Premium Turkey & Natural Flavor
Spray Dried Chicken Liver Broth
Liver Oil
Savory Fat

3D Corporate Solutions has its advantages. It's a more effective company because pet food ingredients, service and logistical solutions are our core business. We have the professional expertise to create, produce, and manage all aspects of ingredients, services and logistics.

Proven Quality Ingredients and Service

Raw petfood: risky or right?

Is feeding pets raw foods too risky? On the other hand, is feeding typical commercial petfoods too risky? Following are both sides of this timely debate.

Feeding pets raw ground beef might not be the best idea, according to Robert Backus, assistant professor at the University of Missouri, at Columbia (AllAboutFeed.net, February 19, 2007). “We are experiencing a trend in the US where pet owners are feeding their pets raw meat because they think it is healthier, but that couldn’t be further from the truth,” says Backus, director of the Nestlé Purina Endowed Small Animal Nutrition Program.

“Feeding your pet raw meat puts the safety of not only the pet in danger, but also the household,” asserts Backus. Harmful bacteria, and other microbes and parasites, may live on raw meat, which is why he urges pet owners to be careful about how they handle it.

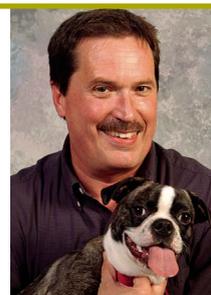
Additionally, says Backus, raw meat can affect the pet’s health. Animals that consume cooked or uncooked bones can experience tears anywhere along their digestive tracts from their mouths to their intestines. “Petfoods offer a safe alternative to raw meat diets,” concludes Backus.

FDA warning

In a February 13 press release, the US Food and Drug Administration (FDA) warns consumers not to purchase, or use, Wild Kitty Cat Food due to the presence of *Salmonella*. During routine monitoring activities, FDA collected and analyzed a sample of frozen raw Wild Kitty Cat Food and detected *Salmonella* in the product. Cats and other pets consuming this food may

It boils down to how much risk from what source.

— Tim Phillips



become infected with *Salmonella*. People can also become infected with *Salmonella* if they handle or ingest this cat food, touch pets that consumed the food or touch any surfaces that came into contact with the food or pets, according to the release.

In its response to the FDA warning, the Wild Kitty Cat Food company notes, “Since there is no ‘kill’ step (cooking or irradiation) in the production of any raw meat petfood, and none required by FDA or USDA, the consumer and pet will always have some risk of exposure to foodborne pathogens.” The response goes on to say, “We believe our extremely knowledgeable customers think the benefit of a raw diet outweighs the risk, are aware of this risk and follow the FDA-mandated sanitation and handling guidelines that are on the container of our cat food.”

The raw side

“A properly formulated raw diet is the most complete and balanced diet possible,” contends Dr. Ian Billinghurst, “because it supplies all essential nutrients that we know and *do not* know about.” He notes a raw diet has:

- Appropriate levels of sodium and potassium.
- The evolutionary form and balance of calcium and phosphorus.

- Enzymes and probiotics.
- Biologically appropriate antioxidants and other protective nutrients.
- No artificial chemicals, such as colorings, flavorings or preservatives.
- No added sugar, excessive salt, grains or fillers.
- No heat processing.

Says Billinghurst, “High-carbohydrate diets cause problems in people, dogs and cats such as obesity, hyperinsulinemia, insulin resistance, inflammation and hyperglycemia.” What’s more, he thinks biologically inappropriate diets could cause arthritis, diabetes, renal disease, autoimmune disease, epilepsy and cancer.

Life is risk

Sounds like the choice of raw or regular petfood boils down to how much risk from what source. Perhaps a logical compromise is to go the route Bil-Jac Foods has chosen (p. 20). “Bil-Jac is essentially a raw food that has been pasteurized and carefully dehydrated,” says Bil-Jac president Bob Kelly. ●

Dr. Phillips is the editor of Petfood Industry magazine. He can be reached at Tel: +1.815.734.5644, E-mail: tphillips@wattnet.net.

Our people wake up
focused on
one thing ...

Companion
animal
nutrition

FOCUSED



- We know and understand your business
- Our nutritionist and veterinarians think outside the box
- We think of companion animals like family

- The only AIB-certified and humidity controlled, fully-dedicated petfood blending facility in North America
- Products and ingredients that give you a competitive edge
- Products that contribute to improved health, hair coat, hoof quality and better reproductive performance

Visit us at Booth 222

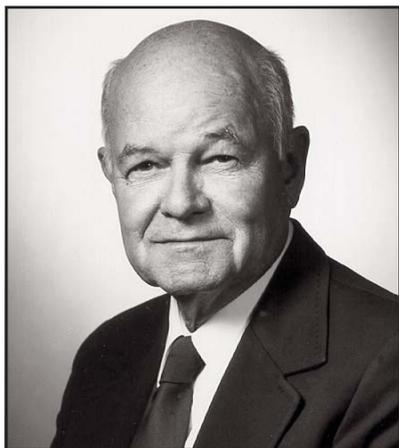


Trouw Nutrition
INTERNATIONAL

115 Executive Dr.
Highland, IL 62249
Tel: 800-365-1357
Fax: 618-654-7012

www.trouwnutritionusa.com

Industry News



Passing of a petfood pioneer

Dr. James E. Corbin, an industry leader and pioneer, died March 1. He was born in 1921 in Providence, Kentucky, USA, and earned his bachelor's

and master's degrees at the University of Kentucky. He earned his doctorate at the University of Illinois. Corbin joined the Ralston Purina Co. as manager of special chows research in 1954 and became the first director of the Purina Pet Care Center. In 1973, he joined the Department of Animal Science at the University of Illinois and established a world-class teaching and research program in companion animal biology. He retired from the University in 1984 but was an active emeritus professor.

"Few persons have had greater impact on the petfood industry. Besides pioneering the concept of extruded petfood as an industry scientist, Jim's mentorship of literally hundreds of petfood professionals has helped make the industry the dynamic organization that it is today," said

colleague Dr. George Fahey.

A public memorial service honoring Corbin was held on March 31 at the College of Agricultural, Consumer and Environment Sciences (ACES) Library, Information and Alumni Center. A reception was planned to follow the service. A guestbook has been set up online by *The News-Gazette* for those interested in leaving or reading the comments about Dr. Corbin. Visit the guestbook at www.legacy.com/Link.asp?I=GB000086662741.

In recognition of his many contributions, a memorial scholarship fund has been established—the Dr. James E. Corbin Companion Animal Biology Scholarship—for students in the University of Illinois College of Agri-



Looking to balance taste and nutrition?

Talk to Peterson.

We have the ingredients for your success. For over 40 years, The Peterson Company has been providing the pet food industry with top quality, specialized pet food ingredients and services. During that time, our wealth of technical expertise has put us at the forefront of new product development.

Our broad exposure to the industry helps us in coordinating the research and development of new potential ingredients and formulating them into marketable products. Our commitment to ingredient technology can work for you.

We are also adept and experienced at developing entirely new proprietary ingredients to meet your specifications, with assured confidentiality. Whether you're looking for a new variety, or just want to add some spice to your existing line, call The Peterson Company.



The Peterson Company COMPANY
P.O. Box 60 • Battle Creek, MI 49016
Ph: (269) 979-1600 • Fax: (269) 979-9227
Website: www.thepetersoncompany.com
E-mail: sales@thepetersoncompany.com

cultural, Consumer and Environmental Sciences. Contributions may be sent to: 166 Bevier Hall, 905 S. Goodwin, Urbana, Illinois 61801 USA. Memorials can also be made to the nonprofit organizations Canine Connection or Lifeline Pilots.

Menu Foods recalls wet food products

Menu Foods Inc. recently announced a precautionary recall of its "cuts in gravy" style dog and cat foods produced at two of its US facilities between December 3, 2006, and March 6, 2007. The products are sold in the United States, Canada and Mexico. The products are packaged in cans and pouches under numerous brand names and are marketed nationwide by many petfood retailers including Ahold USA Inc., Kroger Company, Safeway, Wal-Mart Stores Inc., PetSmart Inc. and Pet Valu Inc.

The recall was prompted by consumer complaints received by the manufacturer and by trials conducted by the manufacturer. There have been reported instances of cats and dogs in the US that developed kidney failure after eating the affected product. Ten deaths, one dog and nine cats, have been reported thus far. Shortly after receipt of the first complaint, Menu Foods initiated a substantial battery of technical tests, conducted by both internal and external specialists, but has failed to identify any issues with the products in question.

Menu Foods has listed all the potentially contaminated products online at www.menufoods.com/recall. The US Food and Drug Administration (FDA) is conducting an investigation and working with Menu Foods to ensure the effectiveness of the recall. Consumers who wish to report adverse actions or other problems can go to www.fda.gov/opacom/backgrounders/complain.html to contact the FDA complaint coordinator in their state.

Menu Foods discovered that timing of the production associated with the complaints coincides with the introduction of an ingredient from a new

supplier. The manufacturer stopped using this ingredient shortly after this discovery, and production since then has been undertaken using ingredients from another source. In addition to changing suppliers, Menu has increased testing of all raw materials and finished goods.

Menu estimates that based on currently available information, this recall could cost between US\$30 million and US\$40 million. Menu is continuing to produce product, utilizing a different supplier for the ingredient in question, to replenish its customers as quickly as possible.



FortiFeed
THE FACE of HEALTH

For today's
Naturally Healthy Animals

FortiFeed® is a natural soluble prebiotic fiber comprised of a pure form of short-chain fructooligosaccharides (scFOS®) that selectively stimulates the growth of beneficial microflora in the intestines of animals. FortiFeed adds value to pet foods by supporting:

immune health • digestive function • nutrient utilization

For more information contact us today at:
www.fortifeed.com
800-522-4682

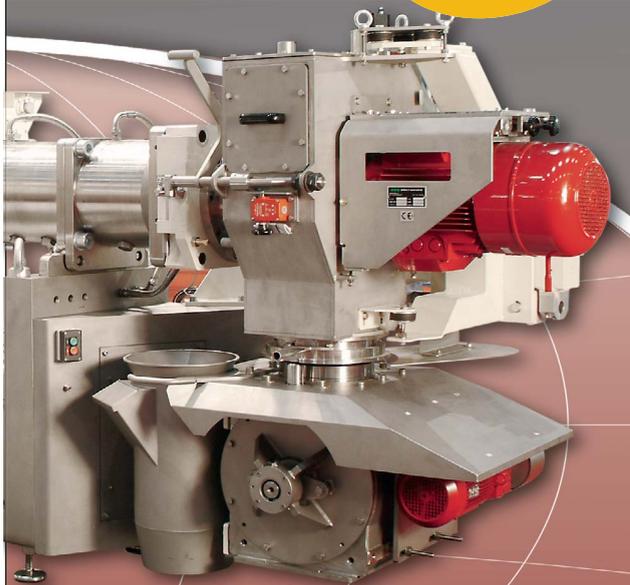
GTC NUTRITION
SPECIALTY INGREDIENTS

© 2007 GTC Nutrition

ANDRITZ SPROUT

COMPLETE PROCESS LINES

Meet us at
**VICTAM
International 2007**
May 8-10 • Utrecht
Stand 7D040



Your leading
global supplier of
technology and
solutions for the
petfood industry

www.andritzsprout.com • andritzsprout@andritz.com

GLOBAL PRESENCE

Denmark • Netherlands • Germany • France • UK • USA
Venezuela • Brazil • Chile • Mexico • Australia • R.P. China

Industry News >

Payne leaving PFI

Steve Payne, vice president of communications, is leaving the US Pet Food Institute (PFI) to become the vice president of corporate communications for Feld Entertainment, which manages Ringling Brothers and Barnum & Bailey Circus and other entertainment events, and is headquartered in the Washington, DC area. Kurt Gallagher will now become PFI's new director of communications and export development. He will be responsible for PFI's public affairs program. Gallagher was with PFI previously in an administrative role. He returns to PFI after handling communications and other projects for a large member association and an online company.



Kurt Gallagher

He will be responsible for PFI's public affairs program. Gallagher was with PFI previously in an administrative role. He returns to PFI after handling communications and other projects for a large member association and an online company.

Del Monte Foods profit declines in third quarter

Del Monte Foods Co. has reported a 10% decrease in third-quarter profit due to higher costs and a decline in sales volume. Del Monte posted a profit of US\$46.5 million for the third quarter, compared with US\$52 million for the same quarter a year ago. Sales increased by 15% in the third quarter, mainly due to its acquisition of petfood brands Meow Mix and Milk-Bone. Del Monte said growth from new products and net pricing also contributed to the 15% increase in total sales.

For the third quarter, pet products net sales increased by 56.7% to US\$356.2 million, from US\$227.3 million in the prior year period. Total sales in the third quarter were US\$907 million, up from US\$789.6 million during the same period in 2005. Growth from new pet products (including 9Lives Daily Essentials, Kibbles 'n Bits Brushing Bites and Pup-Peroni Ribs), a shift in promotional timing from fourth quarter fiscal 2007 to third quarter fiscal 2007 and net pricing also positively contributed to the increase in net sales.

For fiscal 2007, the company continues to expect sales growth of 12-15% over fiscal 2006 net sales of US\$3.0 billion. Fiscal 2007 net sales growth is expected to be driven primarily by the Meow Mix and Milk-Bone acquisitions.

Nestlé announces record sales figures

Nestlé SA reported that its sales amounted to a new high of US\$80.9 billion (CHF 98.5 billion) in 2006, up US\$5.99 billion (CHF 7.3 billion), or 8.1%. The single-most important factor in this increase was organic growth of 6.2%.

With sales of US\$9.4 billion (CHF 11.4 billion) in 2006, PetCare enjoyed 7.1% organic growth, with real internal growth of 4.3%, and doing well all over the world. In the premium segment, Dog and Puppy Chow together achieved US\$821.8 million (CHF 1 billion) in sales for the first time in 2006. The superpremium segments, with products such as Beneful and Pro Plan, are also developing well.

Webinar archive available online

A recorded version of the recent webinar, *Using non-traditional ingredients in unconventional petfoods*, is now available. Presented by *Petfood Industry* magazine and *Petfood Forum* 2007, and sponsored by Kemin, the webinar featured an in-depth discussion on the types of ingredients that are being used in the next generation of petfoods—including fresh/frozen meats, whole animal/bird parts, and fruits and vegetables.

Log in today to hear David Lummis, pet market analyst for *Packaged Facts*, and Dr. Greg Aldrich, *Pet Food & Ingredient Technology Inc.*, discuss this important topic. To view the recording of the presentation, go to www.ian.ibeam.com/events/watt001/21136.



Wild Kitty Cat Food found to have *Salmonella* contamination

The US Food and Drug Administration (FDA) recently informed consumers not to purchase or use Wild Kitty Cat

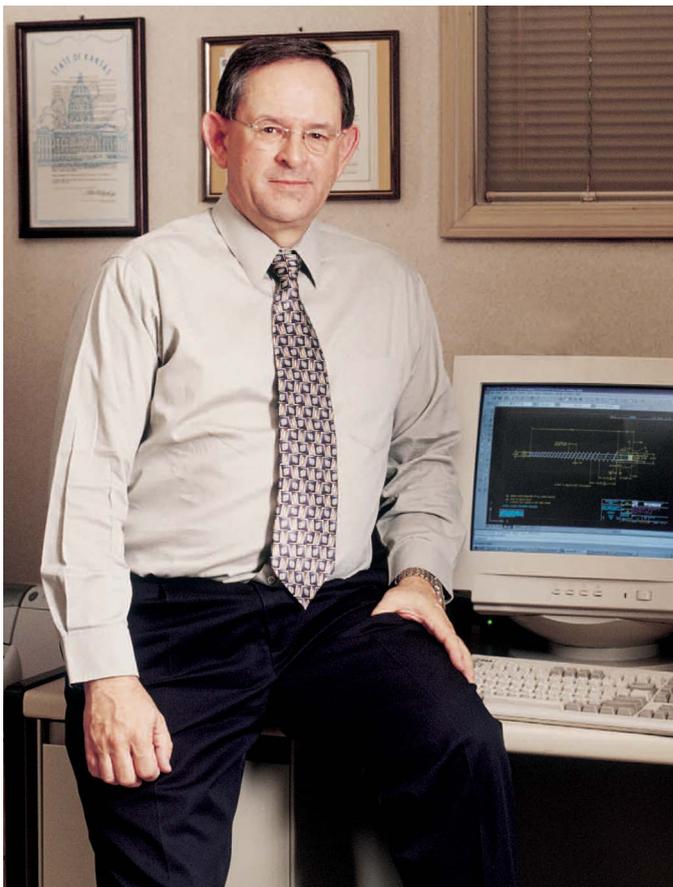
Food due to the presence of *Salmonella*, a bacterial pathogen. During routine monitoring activities, FDA collected and analyzed a sample of frozen raw Wild Kitty Cat Food and detected *Salmonella* in the product. The specific products covered by this warning are Wild Kitty Raw All Natural, Frozen Cat Food—Chicken with Clam Recipe, net weight 3.5 oz. (100g) and 1 lb. in plastic containers. FDA noted that some of these containers may be uncoded. The Wild Kitty Cat Food is sold nationwide to retail stores and through distributors and internet sales.

DINNISSEN NATURAL INNOVATORS
PROCESS TECHNOLOGY

VACUUM CORE COATING WITH PEGASUS® PADDLE MIXER

- Multiple layer coater
- 0,1% to 25% extra liquid into pelleted products
- Fat or multiple liquids into core of pellet
- Homogeneous coating of vitamins and additives

PETFOOD FORUM EUROPE 2007
www.dinnissen.nl




In Memory of
Mr. Bob Hauck
 1946 - 2006

Inventor, colleague, friend.

Holder of 55 U.S.
and foreign patents.

The extrusion industry will
forever carry his mark.



INSERT INTO DRIVE FOR ADDED MARGIN

The essential extra drive every petfood producer needs is provided by Format's New Century™ software.

These powerful programs rapidly deliver highly cost-effective recipe optimisation, resource utilisation and product security.

And they are backed by Format's industry-skilled experts to provide a world-leading service package.

Format New Century™ software – moves petfood businesses forward to improved margins.



Format International Limited, Format House,
Poole Road, Woking, Surrey, GU21 6DY, England.

Tel: +44 1483 726081

Fax: +44 1483 722827

E-mail: just_ask@formatinternational.com

visit our website www.formatinternational.com

Eukanuba

FEED THE BREED™

Eukanuba customized pet nutrition

Procter & Gamble Pet Care's brand Eukanuba has been relaunched, offering the first and only line of pet nutrition customized by breed type, size, health requirements and performance needs, the company says. Eukanuba's Breed-Specific formulas were scheduled to be available at pet specialty stores in March.

These formulas include Labrador Retriever Formula; Yorkshire Terrier; German Shepherd Formula; Boxer Formula; and Dachshund Formula. In addition, the brand will soon offer a Custom Care line-up for dogs with special health concerns. Eukanuba Custom Care diets address key health issues such as weight loss, sensitive skin and stomach and joint care issues. Eukanuba's Customized Nutrition line-up includes Small Breed Formula; Medium Breed Formula; Large Breed Formula; Natural Lamb & Rice; and Premium Performance Formulas.

WWPIA launches website for pet-related info

The World Wide Pet Industry Association Inc. (WWPIA) has launched its new website—www.PetSource.org. PetSource.org aims to be the one-stop source for consumers, industry retailers and experts alike. Doug Poindexter, vice president, WWPIA, noted that PetSource.org will bridge the gap between consumer and industry expert.



The site will feature interactive tools, such as the national "Pet Store Locator," where retailers can upload information and promote their business to consumers and industry experts. Professional members will also have access to educational seminars, panel discussions, new product showcases and more. The site also offers pet owners a comprehensive directory of breeders, vets, rescue groups, pet products and other services.

Masterfoods Petcare plant opens in Australia

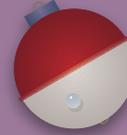
MasterFoods Petcare has added a production and petfood packaging plant in Wodonga, Victoria, Australia, that employs more than 700 people. The plant will reportedly manufacture a wide range of dog and cat food in single-serve packs with the capacity to produce more than 100 million units per year for both the Australian market and diverse export markets within the Asia Pacific region. The plant represents an investment of approximately US\$35 million, and will use the latest state-of-the-art robotics on product lines that can be changed rapidly, allowing maximum flexibility to meet customer demands.

HOOK UP WITH THE BIGGEST STABILITY AFICIONADOS AROUND.

BILL GAMBLE & TRACY TANNER

Senior Researchers, Kemin Innovation Center

*Part of the team that developed the first
second generation antioxidants for fish oils.*



Before fish oils became a mainstream source of omega 3 fatty acids in pet food, Dr. Bill Gamble, Tracy Tanner, and their fellow scientists at Kemin saw the trend in human nutrition and started researching this over-sized stabilization challenge. They knew these oils are some of nature's most difficult to stabilize.

After 3 years of exhaustive research and development, they created our PARAMEGA™ brand, the first, all-natural antioxidant line that made it possible to offer petfood diets that are both rich in omega 3 fatty acids and long on shelf life.

GONE FISHING. AGAIN.

Today, Bill, Tracy, and their colleagues in the Kemin Innovation Center are working on solutions to maximize production output and efficiency by manipulating the interaction of several key variables. All we can divulge is they're very close to landing a big, big discovery.

BRAINS FOR HIRE.

If you have a problem that requires people with encyclopedic knowledge of things like delta:gamma homologue ratios, call Kemin today. We've got the biggest fish in stabilization chemistry.

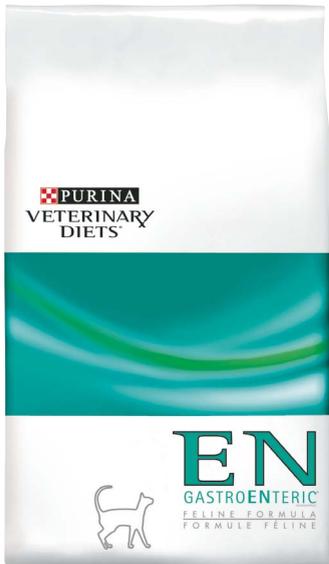
CALL 877-890-1462, AFICIONADOS ARE STANDING BY. WWW.KEMIN.COM



WHERE SCIENCE BECOMES FRESH SOLUTIONS™

New on the Shelves

Editor's note: Submissions and feedback are welcome. Contact Jenny Kvamme, Tel: +1.815.734.5637, Fax: +1.815.734.5649, E-mail: jkvamme@wattnet.net.



Therapeutic diet for cats

Nestlé Purina has introduced a therapeutic diet for the management of cats with gastrointestinal problems utilizing a low-carbohydrate approach. New EN GastroENTERic brand feline formula dry cat food is formulated with a high fat content because, company literature states, cats with chronic diarrhea usually respond well to a higher fat intake. www.purinaveterinarydiets.com

Nutripet Chicken Meal and Rice formula

Quixtar's new Nutripet dog and cat foods offer complete nutrition for canine and feline "family members." The foods offer a holistic approach to the pet's overall well-being, according to Quixtar. Nutripet foods contain no by-products, wheat or soy. Highly digestible chicken meal, rice and oatmeal along with added *L. acidophilus* support digestion and nutrient absorption. www.quixtar.com



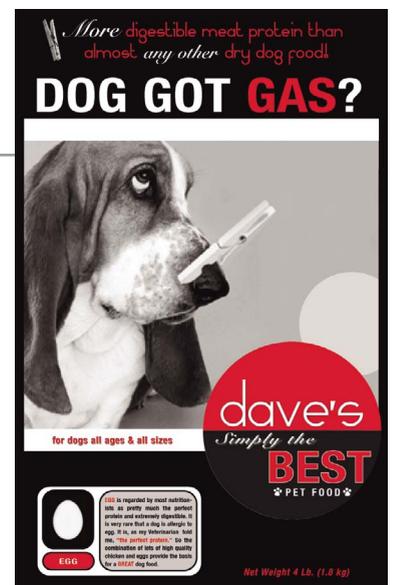
The Goodlife Recipe

A recently founded division of Mars Inc., the Goodlife Recipe Pet Care Co., has launched its line of dog and cat food and treat products. The Goodlife Recipe food for cats and dogs was developed with high-quality ingredients and a blend of natural flavors, according to the company. The Goodlife Recipe brand is expected to be in full distribution by mid-March at supermarkets, mass merchandise stores and specialty pet stores. www.goodliferecipe.com

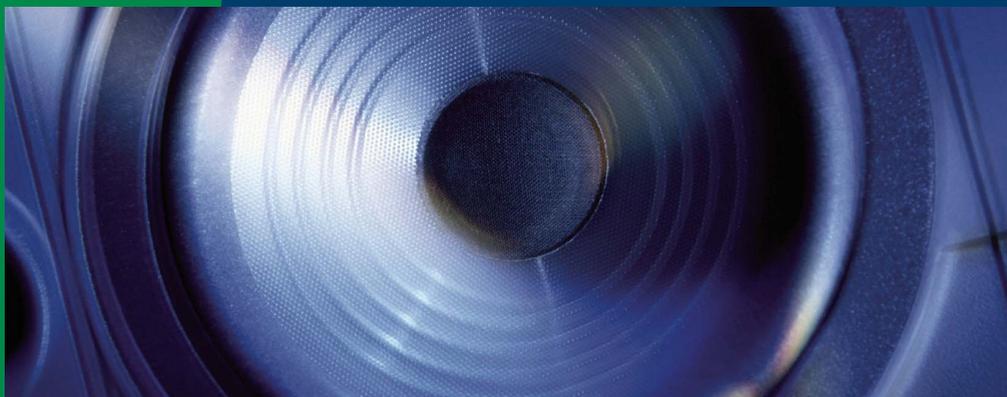


Dog got gas?

Dave's Simply the Best has let loose with a clever marketing campaign to get consumers' attention, while aiming to alleviate a common pet owner complaint—gas. According to Dave's, its Simply the Best new dog food product contains about 75% animal source protein, and on average it is about 85% digestible. Ingredients such as egg, chicken and rice are included in the highly digestible formulation. www.davespetproducts.com



It's music to your ears.



Get an extra woofer per litter.

We've long been proud of our line of OPTiMIN® chelated minerals – the number one chelated mineral on the market. Now there's even more reason to be proud.

In our companion animal research trials, we found an important additional quality. OPTiMIN use in canine diets can increase the number of pups per litter. And that's not to mention that OPTiMINs also help improve hair quality.

The success of any organic trace mineral depends on the ability of the organic escort to

stabilize and protect the nutrient from undesirable reactions. OPTiMIN chelates have two or more points of attachment per escort, compared to only one point found in complexed minerals. This chelation provides superior stability and increased probability of mineral absorption.

Contact the innovator in animal nutrition and get an extra woofer in your litters. It'll be music to your ears.

For information, contact:

Highland, Illinois

800-255-3582 • www.trouwnutritionusa.com



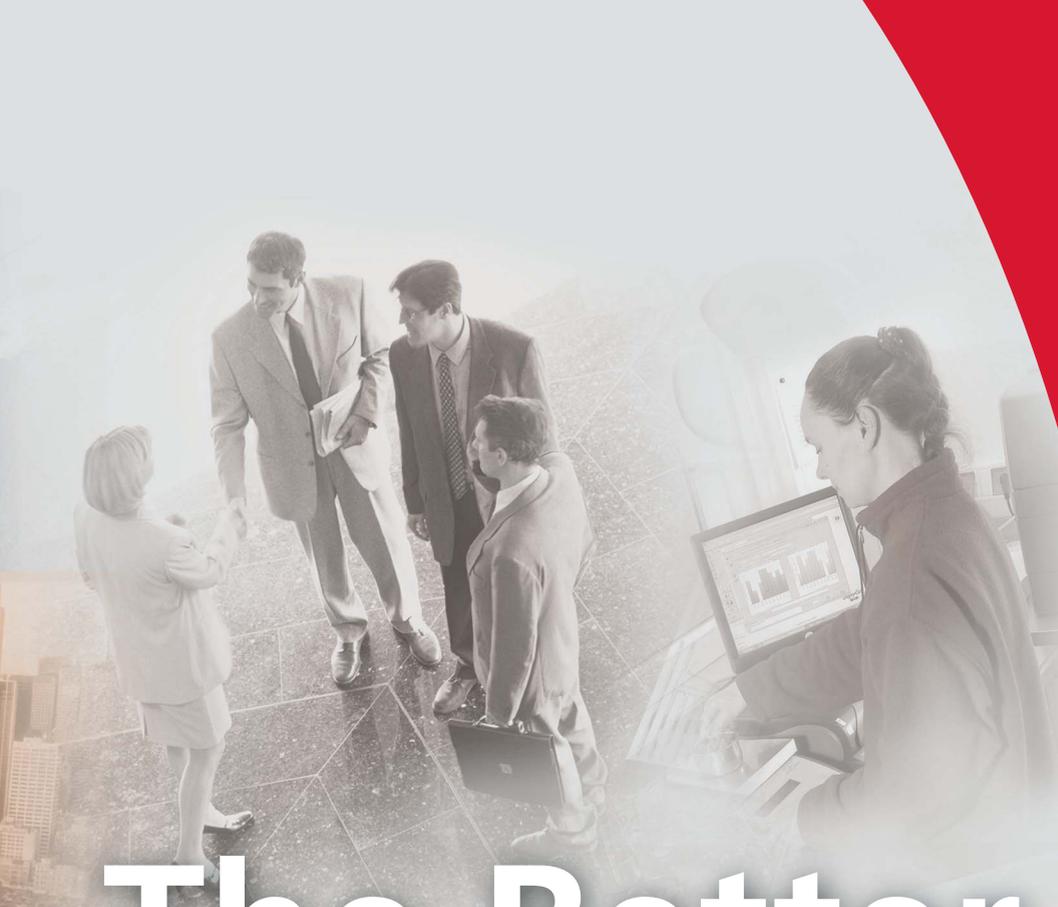
Innovation. That's How. That's Trouw.

Visit us at Booth 222



The Closer





The Better

Closer to you.

Closer to your business.

Closer to your goals.

The SPF North America team consistently provides the best customized palatability solutions : superior enhancers, optimized applications and reliable pal measurements.



The worldwide **palatability** company

NORTH AMERICA

SPF North USA
sales@spf-usa.com

SPF South USA
sales@spf-usa.com

EUROPE

SPF Spain

SPF France

SPF Hungary

SPF United Kingdom

ASIA PACIFIC

SPF Australia

SPF China

LATIN AMERICA

SPF Argentina

SPF Colombia

SPF do Brasil

SPF Mexico

www.spf-diana.com

Bil-Jac products are slender pellets that are much easier to dry than typical extruded petfoods.



Bil-Jac starts with fresh, chilled chicken and uses a unique low-temperature vacuum processing system

The art of processing

BY TIM PHILLIPS, DVM

Talk about being ahead of your time. Bil-Jac Foods has made frozen dog food since 1947. And, since the mid-1980s, the company Bill and Jack Kelly founded has made dry petfoods with a unique processing system. A system that does not use extrusion. “It costs substantially more than typical dry petfood processing systems,” says Bil-Jac president Bob Kelly, “but it is crucial to Bil-Jac’s success—it is really more of an art than a process.”

What is unique?

“No one comes close to making petfood the way we do,” contends Kelly. How is Bil-Jac’s processing unique? Let us count the ways:

1. Fresh chicken. Bil-Jac works closely with name-brand chicken processors and has control of the chicken from the time it is processed. The chicken ingredients are chilled immediately to maintain quality, and within hours

Business basics

Corporate headquarters: Medina, Ohio, USA

Annual sales: Bil-Jac is growing at a double-digit percentage rate per year. The company is privately held, total sales are not disclosed.

Manufacturing: Bil-Jac frozen is manufactured in Medina, Ohio, USA; Bil-Jac dry products are manufactured in Berlin, Maryland, USA. In addition, there are distribution centers in Tulsa, Oklahoma; Marietta, Georgia; Gardner, Massachusetts; Charlotte, North Carolina; and Dallas, Texas, USA.

Brands: Bil-Jac Dog Food (dry); Bil-Jac Frozen Dog Food; Bil-Jac Cat Food (dry); and Bil-Jac Pet Treats (for both dogs and cats).

Officers: William Kelly, chairman of the board; Robert Kelly, president; James and Ray Kelly are both executive vice presidents.

Exports: Bil-Jac exports its dry foods to Japan, Canada, Chile, Korea and Malaysia, with many other export opportunities pending.

Website: www.biljac.com.



Bill Kelly in front of the first delivery truck circa 1951, delivering the company's first product, Bil-Jac Frozen dog food.



Bill Kelly and his three sons, pictured from the left: Bob, Bill, Ray and Jim Kelly.

they are in a bag of Bil-Jac petfood. Most petfood companies rely on rendered chicken meals, processed at 280-300°F, for their primary protein source.

2. Low-temperature, vacuum processing. Bil-Jac products are first pasteurized at about 200°F to destroy harmful bacteria. Then, vacuum processing brings the boiling point of water down to 165°F (versus 212°F at normal atmospheric conditions). During processing at these lower temperatures, the amino acids in the protein are not overheated. The result: Protein denaturation is greatly decreased. Notes Kelly, "Bil-Jac is essentially a raw food that has been pasteurized and carefully dehydrated."

3. Starches cooked separately. Bil-Jac starches undergo a separate, slow-cooking process to make the carbohydrates more digestible—around 99%. "Most petfoods have carbohydrate digestibilities in the 75-90% range," says Kelly. "Sometimes people think their pet is allergic to certain grains, but what they may actually be reacting to is the way the grain is processed."

4. No added fat. The typical rendering process melts off much of the fat. The majority of petfood manufacturers then spray this rendered fat back on the extruded kibble to make it palatable. Bil-Jac does not add fat. Kelly points out, "The fat that occurs naturally in fresh chicken is preserved, retaining the nutrients necessary for a healthy skin and coat."

5. Low-temperature drying. After vacuum dehydration, Bil-Jac is made

"Word of mouth is sometimes better than going out and touting yourself."

into slender pellets that are easier to dry than the typical extruded chunks that are larger and crusted. Because these pellets are so slender, the final drying is accomplished at a much lower temperature, which enhances protein digestibility.

The Bil-Jac challenge

"A big part of what most petfood companies put into a marketing budget goes into processing at Bil-Jac," states Kelly. He acknowledges Bil-Jac doesn't spend a lot of money on advertising and promoting its products. "Word of mouth is sometimes better than going out and touting yourself," he says.

Getting breeders, show enthusiasts, pet owners and pet retailers to spread the word about Bil-Jac is of utmost importance. One way Kelly says the company achieves this goal is by getting potential customers to put Bil-Jac products to the test. "We want them to comparison feed; we want everyone to take the Bil-Jac challenge," he says.

Amino acids make life

Here's a phrase from biochemistry: "DNA makes RNA makes protein makes life." Since proteins are made from amino acids, it follows that amino acids make life. This concept runs deep at Bil-Jac. It is why the company uses fresh-chilled chicken ingredients and low-temperature cooking and drying.

The genetic information in DNA is stored as a sequence of nucleotides—the order of which determines the information. When a gene is activated, the DNA strands separate and one of them serves as a template for copying a messenger RNA (mRNA).

The mRNA, containing the information for a particular protein, is transported from the nucleus to the cytoplasm, where protein synthesis takes place. Amino acids are joined together as pearls on a string.

There are numerous amino acids, some of which are very susceptible to high heat damage. Their order in the protein molecule determines its structure and function. Proteins may serve as enzymes, hormones or structural components of a cell. The final protein molecule may consist of several hundred amino acids linked together according to the instructions encoded in the mRNA.

The challenge procedure is simple: “Take a bowl of Bil-Jac food and, at a regular feeding time, place it next to a bowl of the pet’s usual food,” Kelly suggests. “Then let your pet decide.”

Time travel

Let’s go back to what became the future. Bill and Jack Kelly grew up on a fox farm. After serving in World War II, they returned to their hometown of Medina, Ohio, USA. They advanced the experience they had formulating fox food into making dog foods. “Their products filled a nutritional gap in the dog food market,” says Kelly.

For 40 years, Bil-Jac was only available as a frozen product. In the 1970s, Bill was fielding questions from customers regarding dry dog foods. “People always asked my dad why he didn’t have a dry dog food, and I heard his answer many, many times,” Kelly says. “He said he wasn’t going to make a dry food until he was confident that he could present his customers with a

product of the same quality as his frozen foods.”

Over a 10-year period, the Kellys tested and developed a low-temperature, vacuum-drying process by which moisture could be eliminated from meat products without sacrificing nutritional value. With this new technology perfected, Bil-Jac released its line of dry petfoods.

Staying awake

Bil-Jac’s biggest opportunity: “A lot of people don’t yet understand the difference between Bil-Jac and other petfoods,” says Kelly. “We want trial.” I ask him about what keeps him awake at nights. He says, “The excitement about how we’re growing.” Not a bad way to stay awake. ●



Bil-Jac treats are the leading soft moist treats in the US pet specialty channel, according to Bob Kelly.



They rely on you for the nutrition they need.



www.carniking.com

Lonza



Lonza’s Carniking brand L-Carnitine is the only source of supplemental pure L-Carnitine currently available for use in the United States that meets the AAFCO ingredient definition.

90 Boroline Road
Allendale, NJ 07401
800-955-7426
carnitine@lonza.com

Recyclable

Recyclable and
Biodegradable



PAPER PACKAGING



GENPAK SUPERBAG® PACKAGING

Kind of makes you think twice about “Paper or Plastic” doesn't it?

Today, more than ever, retailers and consumers are concerned about our environment. Genpak Superbag® packaging gives you a solution that's both recyclable and biodegradable. This unique packaging offers the performance of plastic, increased moisture barrier for reduced wicking, full color print capabilities, flat-bottom design, and three re-closure options. A sustainable packaging solution that can easily be integrated into your existing packaging equipment. No matter how you think about it, Genpak Superbag® packaging does it all.



See us at Petfood Forum
April 16-18, Booth 919
For more information and
a package sample call
800.328.4556

GUIDE Petfood Forum Europe 2007

A symposium for European petfood manufacturers combined with supplier exhibits at Victam

Petfood Forum Europe 2007 is a unique event and the meeting place for European petfood professionals. It is an opportunity to learn, network and visit with suppliers. The symposium lectures are scheduled for May 8, 2007, at Jaarbeurs Halls, Utrecht, Netherlands, in association with Victam International.

At Victam Utrecht, you'll have the chance to visit many feed and petfood industry suppliers (equipment and ingredients). For a free online registration to the Victam exhibition, go to www.victam.com/international.php. Also at this site, you can find several hotel options.

Jaarbeurs Utrecht is easily accessible by train and car. There is a direct train from Schiphol Airport in Amsterdam to Utrecht, which stops just a short walk away from Jaabeurs. For cars, there are 5,800 parking places. The Jaarbeurs facility has several restaurants, the Beatrix Theater and the Holland Casino.

Following is the most accurate and up-to-date scheduling, topic and speaker information available at press time. For regular updates, bookmark www.wattnet.com/petfoodforum. If you have specific questions, contact Marcia Riddle (attendees) at E-mail: mriddle@wattnet.net; Tel: +1.815.734.5633.

Tuesday, May 8

10:00—10:40

Nutrition and longevity

Anton C. Beynen, PhD, from Utrecht University, Faculty of Veterinary Medicine, explains that caloric restriction may increase the quality and length of life in dogs. Furthermore, he covers how diet composition may decrease the signs of aging. For example, increasing vitamin E intake and lowering phosphorus intake may help.

10:40—11:20

Niche markets

Lee Linthicum, who manages the research program for the global pet care products industry at Euromonitor International, provides insight into trends driving niche market

opportunities. These trends include foods reflecting increased consumer awareness of pet health, functional offerings and ultra-premium products.

11:20—12:00

Regulations update



Thomas Meyer, secretary general of FEDIAF, the European petfood manufacturers trade association, discusses three major European Union (EU) regulations in the pipeline:

- ▶ The ongoing review of the animal by-products regulation;
- ▶ The complete revision of the labeling and claims rules; and
- ▶ New rules for the re-authorization



Petfood Forum Europe 2007 is an opportunity to learn, network and visit with suppliers.

of all existing petfood additives.

He also looks at efforts aimed at self-regulation, such as FEDIAF's *Guide to Good Practice on the Manufacture of Safe Pet Foods*—which received EU approval in 2007.

13:30—14:10

Advances in palatability testing

Martin Hoogewaard from Morgenstond Kennels focuses on what is new in the world of dog and cat palatability testing.

14:10—14:50

Global petfood market trends through 2012



David Lummis from Packaged Facts shares exclusive, primary research surveying hundreds of pet industry executives from around the world, with a focus on Europe. Key topics include globalization, cultural shifts, human population shifts, marketer shifts, product pricing factors, new product trends and the role of the Internet.

15:30—16:10

Production innovations



Galen Rokej, process manager at Wenger Manufacturing Inc., discusses improving energy efficiency and reducing recipe costs. In addition, he'll cover driving product properties via:

- Control of product density;
- Adjustment of SME inputs (specific mechanical energy); and
- Retention time control.

16:10—16:50

New and functional ingredients



John Lowe, PhD, Tuttons Hill Nutrition, looks at a range of ingredients from prebiotics through novel plant and animal products. He discusses handling, nutritional functionality and stability issues associated with these novel ingredients.



At Victam Utrecht, you'll have the chance to visit many feed and petfood industry suppliers (equipment and ingredients).

Petfood exhibitors at Victam International 2007

This year's Victam International, May 8-10, Utrecht, Netherlands, will be the 16th in a series that started in 1965, but the first to have a focus on petfoods alongside the event's regular theme of animal feed manufacturing. Besides Petfood Forum Europe, companies offering machinery, ingredients and control/QC systems for manufacturers of dry petfoods will be among the more than 350 exhibitors displaying their products and services. At press time, the following petfood-related companies were registered as Victam exhibitors. For an updated list, visit www.victam.com/international.php. Names in yellow and bold indicate advertisers in this issue.

Abraziv E.O. Machine Manufacturing.....	Hungary	Cargill Animal Nutrition	USA
Actemium	Netherlands	Celsius	Netherlands
Adifo.....	Belgium	Cetec Industrie	France
Aeroglide Corp., p. 32	United Kingdom	Chemoforma	Switzerland
Aerox Verder	Netherlands	Chief Industries UK	United Kingdom
Agromatic	Switzerland	Chronos Richardson	United Kingdom
Airconveyors International	Netherlands	Cima Nutrition	Belgium
Akzo Nobel Surface Chemistry	Sweden	Cimbria	Denmark
Almex BV, p. 37	Netherlands	Cletral	France
Amandus Kahl	Germany	Compound Feed Engineering	Ireland
Andritz Sprout, p. 12	Denmark	Concetti	Italy
Anitox	United Kingdom	Conforma Clad	USA
Applied Plasma Physics	Norway	CPM/Europe, p. 26	Netherlands
Arodo	Belgium	Crowley Engineering	Ireland
Ausloos Verpakkingstechniek	Belgium	Cusinato Giovanni	Italy
Bakker Magnetics	Netherlands	Danvaegt	Denmark
BMS Computer Solutions	United Kingdom	Datastor Systems	United Kingdom
Brabant van Opstal	Netherlands	Dinnissen BV, p. 13	Netherlands
Brock International.....	USA	Döschler & Döschler	Germany
Brokatech Ingenieursgroep	Netherlands	DSL Systems	United Kingdom
BTH Bag Treatment Holland	Netherlands	Dutch Milling Technology International	Netherlands
Bühler	Switzerland	E.F.S. Holland	Netherlands
Cal Software	United Kingdom	E.S.E. & INTEC & Tecnoimpianti	USA

Do you know where your feed has been?



We do.

Safety concerns are forcing everybody in the food industry to track the source and destination of all components.

Now more than ever, you need an automated system that provides traceability from Beta Raven, a provider of industry leading innovation for more than 35 years. Our cost efficient solutions will help you track your products from the farm to the fork.

So if problems arise, a touch of a button will help you find the source.



BETA RAVEN
Your Automation Partner

40 S. Corporate Hills, Ste.102 • St. Charles, MO 63301
(800) 552-2382

WWW.BETARAVEN.COM

Exhibitors/*continued*

- Endress + Hauser Netherlands
- Eresis France
- Extru-Tech, p. 41, 55 USA**
- Extrugroup Netherlands
- Feed Management Systems USA
- Fischbein Belgium
- Forberg International Norway
- Format International, p. 14 United Kingdom**
- Foss Analytical Denmark
- Fragola Fratelli Italy
- Fredrik Mogensen Sweden
- Friedrich Electronic Germany
- Ganapac
Zakkennaaimachines Netherlands
- Gebr. Ruberg Germany
- Geelen Counterflow Netherlands
- General Dies Italy
- GIP Germany
- Goudsmit Magnetic
Systems Netherlands
- Hansmeier
Steuerungstechnik Germany
- Högemann
Automatisierungstechnik Germany
- Imago Spain
- Imtech Food & Feed Netherlands
- Insta-Pro Europe United Kingdom
- Intelscan Iceland
- Inventech Benelux Netherlands
- Italpack Italy
- Jan Dekker International Netherlands
- Jesma Vejeteknik Denmark
- Jiangsu Muyang China
- KSE Protech Netherlands
- La Meccanica srl di Reffo Italy
- Lachenmeier Maskinfabrik Denmark
- Law-Denis Engineering .. United Kingdom
- Morillon France
- Muller Beltex Netherlands
- Mulmix Facco Italy
- Newtec Bag Palletizing France
- Norvidan Overseas Denmark
- Nutri-Ad International Belgium
- O.E.T. France
- Omega Protein USA
- Orafti, p. 59 Belgium**
- OSL United Kingdom
- Ottevanger Milling
Engineers Netherlands
- Pelleting Technology
Nederland Netherlands
- Perstorp Franklin Netherlands
- Perten Instruments Sweden
- Poeth Netherlands
- PRES-International Netherlands
- Prive France
- ProLeiT Germany
- Promtek United Kingdom
- Provimi Netherlands
- PTC+ Netherlands
- Radar Automation Belgium
- Rational Kornservice Denmark
- Rembe Safety & Controls Germany
- Rosal Instalaciones
Agroindustriales Spain
- Rotex Europe Belgium
- Société de Tôlerie
Industrielle Française France
- SABE France
- Salmatec Germany
- SAT Silo- und Anlagentechnik .. Germany
- Schouten Ceralco Netherlands
- Schrage Conveying Systems Germany
- Schrauben Trading
& Engineering Belgium
- Schulz Systemtechnik Germany
- Simatek Bulk Systems Denmark
- Skjold Denmark
- Skov Denmark
- Sogem France
- Solids Processing Benelux Netherlands
- Sommen Automatisering
+ Elektrotechnik Netherlands
- Sonac Netherlands
- Stable Micro Systems United Kingdom
- Stela Laxhuber Germany
- Stolz Sequipag France
- Symach Palletizers Netherlands
- Tapco United Kingdom
- Tebodin CCE Netherlands
- Tecnofood Italia Italy
- Tecnoimpianti Italy
- Tenso-M Weight Measuring Russia
- Tijdhof Persmatrijzen Netherlands
- TNL indústria Mecânica Ltda Brazil
- Unormak Mill Machinery Turkey
- V.A.V. Aandrijvingen Netherlands
- Van Aarsen International ... Netherlands
- Van Mourik Ede Netherlands
- VDL Agrotech Netherlands
- Vibronet Gräf Germany
- Vigan Engineering Belgium
- Watt Publishing Co. USA
- Welgro Netherlands
- Wenger Overseas, pp. 13, 60 Belgium**
- Wynveen International Netherlands
- ZhengChang Group China
- Zhenjiang Sanwei Conveying China

Winning Brands Dress for Success



It's a dog eat dog world where shelf appeal means life or death to your brand. Dress your best with high impact packaging, resealable convenience, and sustained freshness.

Your brand's success is in the bag with Peel Plastics.

Call: 1-905-456-3660

Visit: www.peelplastics.com

Organic & natural predictions

Industry segments look at the future of this hot category

BY JENNY KVAMME, DVM

The hottest trends in petfood these days are “natural” and “organic.” As pet owners are trying to eat healthier, their interest in these types of products for their pets continues to grow. In fact, sales of natural and organic petfoods are expected to outpace those in the overall petfood market soon.

This can be seen on the shelves, as 674 new SKUs tagged “natural” were brought to the US market in 2006, compared with 535 in 2005; while the number of “organic” SKUs rose from 62 in 2005 to 243 this past year (see Figure 1, p. 32).

Getting in the game

According to David Lummis, senior pet market analyst with Packaged Facts, sales of natural petfood in 2005 reached US\$520 million, and estimated sales for 2010 is US\$1.042 billion, with the organic segment approaching US\$100 million. This reflects compound annual growth rates of 15% and 25%, respectively. While much of this activity will remain centered among smaller marketers in the pet specialty channel, Lummis expects major mass marketers will also be firmly entrenched in natu-

ral/organic petfood within the next two years. Packaged Facts also expects to see leading natural petfood marketer Nutro Products primped up for sale to a major player in the market, with Mars as the top prospect.

Lummis notes that most of the new product activity in natural—and all of the activity in organic—continues to come from smaller marketers serving the pet specialty channel such as Castor & Pollux, Evanger’s and PetGuard. For more information, Packaged Facts offers several reports on the natural petfood market including *Natural, Organic and Pet Products*, which will be available in September.

Private label segment

AnimalPharm (January 2007) recently referenced a study by the Private Label Manufacturers Association (PLMA) which shows that US consumers are purchasing private label products in US supermarkets, drug stores and mass merchandisers in ever greater numbers. According to this article, almost half of the respondents in the PLMA survey said that up to a quarter of all food they bought was private la-



bel, while a fifth said that at least half of all items they bought were private label. The article also revealed that because of the popularity of private label, mass merchandisers are expanding into channels beyond the usual food stores.

The private label market captured a 17% share of the global market last year and is still growing. In the global private label petfood market in particular, growth was 11% (US\$978 million in 2005). In terms of percentage

Sales of natural petfood reached US\$520 million in 2005.



share, petfood ranked fourth at around 21%. This raises the question: What are private label petfoods doing to bring about such growth in this segment of the retail industry?

One way is to start producing premium-quality private label brand petfood products. According to Steve Rubow, a regular contributor/columnist for *Private Label Magazine*, "There is evidence of greater doting on pets with the advent of such things as pet insurance, gourmet foods, stylish clothing, etc. Retailers are not a group to invest very long in new items that don't sell, and we're seeing much more attention given to premium private label products (i.e., Ol' Roy Chicken Strips, Wegmann's Bruiser line, Safeway Select products) being brought into petfood."

Rubow also notes that future trends in private label brands will be led by retailers such as PetSmart. "They are a true innovator for petfoods and products and are a big player in private brands. Food stores can't go to the same extreme, but they watch PetSmart," he said.

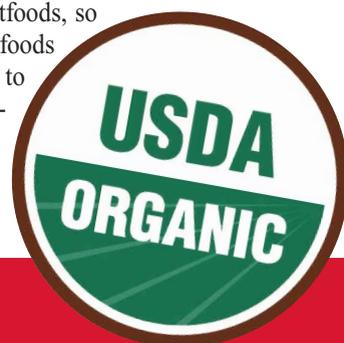
Organic trends

In the organic arena, petfood manufacturers are beginning to see the merits of branching out into this hot category.

According to the Organic Trade Association's 2006 Manufacturer Survey, organic petfood sales grew 40% to reach US\$46 million (representing 0.19% of all US petfood sales) in 2005. Barbara Haumann, OTA press secretary, notes that the survey projects that sales of organic petfoods are expected to grow by about 36% in 2006—and by at least 24% each year for 2007 through 2010.

As more companies embrace the notion of manufacturing organic products, issues regarding proper production practices come to the forefront. "There definitely is a growth in interest in certification," says Jessica Walden, a technical specialist with Quality Assurance International Inc. Currently, the organic regulation under USDA's National Organic Program (NOP) does not cover the manufacturing of organic petfood products, which has caused some frustration in the petfood industry. This is because certifiers have had to certify petfood products to the organic handling requirements for human food. However, growing interest has inspired the NOP and the National Organic Standards Board to set up a Pet Food Task Force.

The task force has addressed this issue by acknowledging the existing regulations for petfoods, so organic petfoods will be able to compete equitably with the rest of the non-



Organic petfood certification basics

The certification process begins by requesting a certification packet from the chosen certification agency. The application packet includes an organic plan questionnaire and resources such as sample recordkeeping forms, materials guidance documents, a certification program manual and educational materials. Certifiers will conduct an initial review of organic plan documents to determine apparent compliance and to clarify any preliminary concerns.

The organic plan materials then go to an organic inspector, who schedules an on-site inspection, from which a report is generated. The report, organic plan documents and often additional post-inspection communications are used to make the certification decision. The entire process

can take several months.

Sometimes this can be expedited, depending on inspector availability, geographical logistics and the operator's ability to be prepared for inspection. Most certifier fee schedules are dependent on the scope and complexity of the certification, and/or the size or projected product volume of the organic operation. Submission of organic plan information and fees, and on-site inspection, are required annually.

Additional information is available at www.ams.usda.gov/nop, which includes a list of accredited certifying agents worldwide. Individual certification agencies should be able to answer your specific certification questions.



Duke's bad breath sometimes made him an unwelcome companion. A specially formulated treat helps him get closer to those he loves.

north america 636.634.4160
bdunham@afbinternational.com

north america 636.634.4129
dkrestel-rickert@afbinternational.com

north america 330.474.1629
rvaudt@afbinternational.com

latin america 54.2322.480747
alusa@afbinternational.com.br

PALATANT PERFECTION

Duke Isn't Perfect. But With AFB's Expertise, His Favorite Snack Is.

Today, pet food manufacturers are providing more than treats and pet food. They're developing pet foods that address a growing number of conditions in dogs and cats. Making sure that these exciting new products taste great to pets is AFB's job and nobody does it better.

The Maker Of Optimizor[®] And BioFlavor[®] Operates A Unique Resource Center That Delivers Significant Benefits To Pet Food Manufacturers.

AFB's new resource center allows customers to more efficiently and effectively develop new products for companion animals. It enables them to test the application of palatant systems and alternative kibble formulations. Extruded products may be tested for texture and shape acceptance. Canned, semi-moist and dry products can be evaluated in terms of palatability. This unique new resource center is one of the many ways that AFB does more for the customers it so proudly serves.

To learn more about the capabilities of AFB's new resource center, contact a sales director listed below or visit www.afbinternational.com.

europa 31.73.5325777
j.vergeer@afbinternational.nl

asia/pacific 949.494.5917
db.afb@cox.net

australia 61.359.711105
jseletto@inghams.com.au



organic industry. The *Interim Report* of the NOP Organic Pet Food Task Force is available at www.ams.usda.gov/nosb/meetings/orgpetfood.pdf. Until the recommendations by the task force have been adopted by the NOP, and made regulation, organic petfood products can only be certified to the existing

NOP regulation.

According to Walden, the biggest challenge for manufacturers is being able to devise a formulation that meets current organic regulations. Other challenges are ensuring that organic ingredients maintain their organic integrity from the moment they arrive until they

The Difference Is In The Details!

DRIER SPECIALISTS

Ask anybody. Anywhere. When it comes to conveyor and rotary drying systems, Aeroglide is the name people know for heat and moisture removal technology. For experience. For knowledge. For custom-engineered solutions. The world's most demanding manufacturers return again and again to the one they trust for unmatched drying performance.

Raleigh, NC 27626 USA
 Raleigh +1 919 851 2000
 Philadelphia +1 215 464 6070
 England +44 1780 767 007
 China +86-21-5132-1880
 Malaysia +60 3 6411 9999
 e-mail: sales@aeroglide.com
www.aeroglide.com/petfood

AEROGLIDE[®]
 National • FEC • Sargent™
 Perfecting Thermal Processing Worldwide

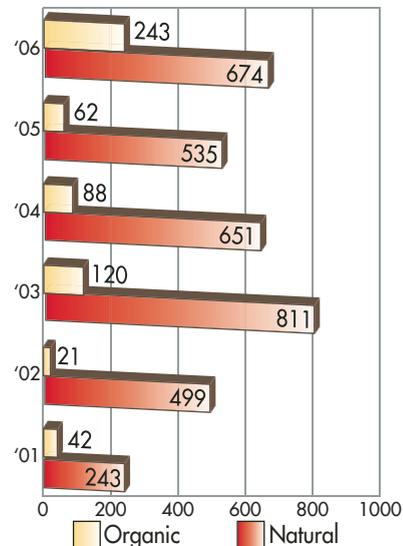


Figure 1. New US natural/organic petfood SKUs, 2001-2006. Source: Packaged Facts August 2006 report: *Pet Food in the US*. Figures reflect Datamonitor's Productscan Online data.

are made into the finished product and are distributed.

Currently, the scope of the NOP does not cover petfoods. So, petfoods can make an “organic” claim without being certified. Walden notes, “Certification gives the consumer the assurance that the organic claim is a truthful one. Once the regulation is adopted by the NOP, the certification of organic petfoods will no doubt explode, because the demand is endless.” ●

Sources include:

- ▶ **David Lummis**, senior pet market analyst, Packaged Facts (www.marketresearch.com).
- ▶ **Steve Rubow**, *Private Label Magazine* contributor/columnist and consultant with Leo J. Shapiro & Associates (www.ljs.com).
- ▶ **Barbara Haumann**, press secretary, the Organic Trade Association (www.ota.com).
- ▶ **Jessica Walden**, technical specialist with Quality Assurance International, Inc. (www.qai-inc.com).
- ▶ **Stephen Walker**, certification program manager, Midwest Organic Services Association (www.mosaorganic.org).

Put Your Product in the Spotlight.



Visit us at
Petfood Forum
April 16-18, 2007
Chicago, IL

Contact us
for a copy of the
NORDENIA Virtual Tour!
www.nordenia-cd.com

Partnering for Success Worldwide

Your product must stand out.

NORDENIA's innovative FlexZiBox® will do just that. It delivers high impact graphics, consumer-preferred convenience features and the protection of an all plastic package. Supporting the new FlexZiBox® is a wide range of innovative packaging solutions for all your pet food packaging needs.

Your product deserves a "STANDING OVATION!"

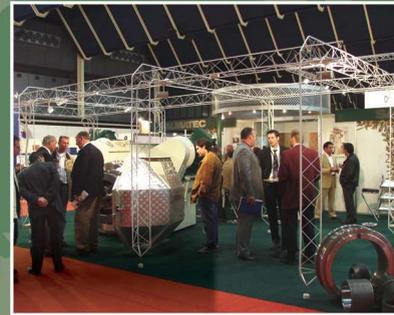


A Company of the NORDENIA Group
14591 State Highway 177 • Jackson, MO 63755
Tel (573) 335-4900, ext. 2030 • Fax (573) 335-6172

www.nordeniausa.com
contactnordenia@nordenia.com

New products, new opportunities Register now for Petfood Forum Europe 2007!

May 8, Jaarbeurs Halls, Utrecht, Netherlands



This conference will be the exciting petfood portion of the Victam International Conference—the world's premier agrifeed show. **Petfood Forum Europe** connects you with other leaders in the global petfood industry.

You will learn about:

- New and functional/healthy ingredients.
- Debate: nutrition and longevity.
- Advances in palatability testing.
- European sales trends.
- Niche markets.
- Production innovations.



PETFOODForum
EUROPE
New Products. New Opportunities.

Registration is €195 and includes all educational sessions plus breakfast, lunch and an afternoon refreshment break.

Petfood
Industry

To register, turn the page or visit
www.wattnet.com/petfoodforum/forumeurope.cfm.

WATT

To find out more about Victam International and available hotels, visit www.victam.com.

VICTAM 

Registration Form

(Or register online at www.wattnet.com/petfoodforum/forumeurope.cfm)



Petfood Forum Europe 2007

Tuesday, 8 May, 2007

Jaarbeurs Halls

Utrecht, Netherlands

Rate: €195.

This includes all educational sessions plus breakfast, lunch and an afternoon refreshment break.

Please type or print CLEARLY, IN CAPITAL LETTERS (as you would like it to appear on your name tag):

Name (last, first) _____ Company name _____

Address _____ City _____

State _____ Zip/postal code _____ Country/province _____

Phone _____ Fax _____ E-mail _____

Additional attendees: _____

Method of payment:

- Check Money order MasterCard VISA
 American Express Discover

Personal name on credit card _____ Card number _____

Signature _____ Expiration date _____

Please return this form with full payment (payable to Watt Publishing Co.—Petfood Forum Europe 2007) to:

Petfood Forum Europe 2007
122 S. Wesley Ave.
Mt. Morris, IL 61054-1497 USA
Fax +1.815.734.5631

NOTE: Registrations will not be processed without payment. Substitution of registered personnel is available at no charge. Watt Publishing Co. reserves the right to substitute speakers and change schedule as necessary. If you or anyone in your party requires special assistance, please contact Marcia Riddle at mriddle@wattnet.net or +1.815.734.5633

Note: Please register separately for Victam International at www.victam.com. Registration for Victam International is free if made online prior to May 8, 2007.

Be sure to also book your hotel at www.hotelpartner.nl/victam soon!

Are you interested in exhibiting at Victam International 2007?

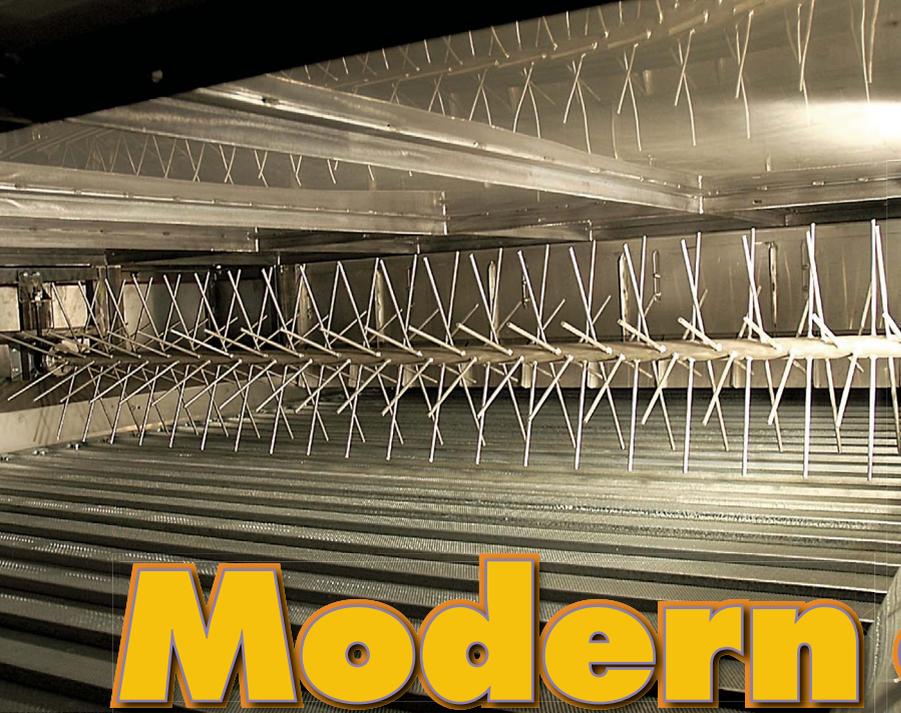
Please provide the following information:

Name _____ Company name _____

Telephone _____ E-mail _____

Or contact Ginny Stadel at +1.815.734.5691 or gstadel@wattnet.net.

For more information, visit www.wattnet.com/petfoodforum/eurexhreg.cfm.



Specific processing line improvements and procedures can significantly reduce cross-contamination.

Modern equipment



New technologies can reduce energy costs, make products safer and improve nutritional value

BY HENK VAN DE BUNT

Many factors are increasing demands on petfood producers: changing market conditions, more rigorous product specifications and operating requirements, added regulations and intensified competition. Fortunately, new technologies can improve plant performance by:

- ▶ Reducing costs;
- ▶ Reducing downtime as a result of longer machine life, longer maintenance intervals and improved operational safety.
- ▶ More easily producing high-quality and safe products.

Many petfood enterprises increasingly recognize that the use of modern equipment improves profits. Victam International 2007 is a good place to learn about new technologies for petfood processing. It will take place in Utrecht, the Netherlands, from May 8-10, 2007 (www.victam.com). In conjunction with this year's Victam, Petfood Forum Europe will be held on May 8, 2007 (www.wattnet.com/petfoodforum).

Reducing energy consumption

An effective means of cost reduction is to lower energy consumption—which also lessens the environmental impact. Big price increases in the last two years and a general fuel shortage suggest high costs can be expected to continue for the energy-intensive petfood plants. In some countries, higher taxation for energy-intensive industries will also impact the bottom line.

Because of relatively low energy costs in past decades, many petfood plants need to catch up with operational investments that can help offset increased energy costs. In particular, modern air-pressure systems, frequency-controlled electric motors and reduced steam production can help reduce energy use. Seemingly small measures should not be overlooked; they add up quickly. An example is the use of energy-saving lamps that can lead to a noticeable reduction in costs.

Greater savings should always be sought with the desired particle size re-

duction and raw material characteristics in mind. Besides familiar measures for saving thermal energy, new concepts have been developed to recover thermal energy from dryers and coolers. These systems can sometimes be combined with a closed exhaust air circuit with an integrated odor reduction system. Electrical consumption can also be lowered significantly by suitable conveying solutions. The same goes for the selection of the most suitable particle-size reduction or a combination of particle-size reduction systems.

Preventing cross-contamination

A significant trend in petfood processing is just-in-time production in multi-product plants. The increased number of recipes creates logistic and technological challenges in the production process. The frequent product changes necessitated by the variety of formulations increase the risk of carry-over of essential micro-ingredients and therefore cross-contamination becomes problematic. Older plants are often unable to meet the greater flexibility and safety demanded for accuracy.

Specific processing line improvements and procedures can significantly reduce cross-contamination. Elevator boots that require minimal cleaning, the substitution of screw conveyors, shorter conveying distances, correct dimensioning of pneumatic conveyor systems and complete-emptying mixers are some

improves profits



important measures that can considerably reduce cross-contamination.

End-of-line ingredient additions

Ingredient additions at the end of the process, by bulk blending or post-extrusion applications, offer several

Many petfood plants need to catch up with operational investments that can help offset increased energy costs.

advantages. End-of-line ingredient addition can overcome some of the disadvantages of just-in-time production by minimizing:

- Complex logistics—which are susceptible to mistakes;
- Increased wear and power demand by frequent starting and stopping of machines; and
- Damage to sensitive additives (e.g. enzymes, probiotics and vitamins).

The range of different application possibilities provides improved accuracy and greater flexibility in production planning.

Hygienic plant designs

Excellent product safety is now a basic requirement of petfood production. Special consideration must be given to eliminating bacteria, pathogenic germs and mold and to preventing contamination and recontamination. Interesting concepts have been created by machine and plant builders specifically for this purpose: applying hygienic design principles at the concept stage of equipment and devices, creating defined treatment conditions and avoiding germ-laden cooling air.

The traceability, demanded by legislation in some countries, for all raw materials coming into a petfood plant and for finished products is clearly simplified by modern information technol-

MADE IN HOLLAND

ALMEX
—extrusion techniques

The AL series. High capacity extruders and expanders.

Almex b.v., extrusion techniques, Postbus 150, 7200 AD Zutphen, The Netherlands.
tel. +31 (0)575 572666, fax +31 (0)575 572727, e-mail info@almex.nl, www.almex.nl

VICAM
Proven Results,
Time-Tested Service®

RAPID MYCOTOXIN & PATHOGEN TEST KITS WORLDWIDE

Selected by the USDA and AOAC-approved, VICAM test methods offer you proven results vetted by industry leaders. Time-tested service means an unparalleled commitment to onsite training, worldwide distribution, and commodity-specific protocols.

VICAM's test kits deliver:

- Accuracy – Quantitative results
- Speed – Results in minutes or hours
- Flexibility – Fluorometric, HPLC, or antibody detection

For information on our rapid Aflatoxin, AflaOchra, AOZ, DON, Fumonisin, Ochratoxin, T-2, Zearalanone, and NEW WB test kits and Combination Columns, as well as our Microbiological line, call +1.617.926.7045, fax +1.617.923.8055, or e-mail vicam@vicam.com. **Se habla español.**

VICAM, 313 Pleasant St., Watertown, MA 02472 USA | www.vicam.com

ogy systems. These systems also create the transparency in the supply chain required by some legislation.

Reliable sampling

It is highly beneficial to control product quality and safety during processing. A condition for this is reliable sampling

procedures in the receiving area, as well as in the production area that guarantees representative samples are taken. Because sampling is the basis for further investigation, for negotiation with trading partners and for traceability, sources of error should be minimized as much as possible.

Petfood plants are increasingly using

automatic or semi-automatic sampling equipment in the receiving area and in processing. In addition, a huge number of possibilities exist for obtaining essential information about the composition, structure and moisture content of mixes and single ingredients by quick analysis. Meanwhile, on-line NIR systems are used in petfood plants for controlling the moisture levels and/or for determining essential ingredients.

Preventing dust explosions

In these intensely competitive times, minimizing downtime through the application of modern technology takes on even greater importance. The European Union ATEX Directive (from the French "ATmospheres EXplosibles") aims to prevent potentially explosive concentrations of gas, vapor, mist or dust in the air. Zones as designated by ATEX categories must be followed for devices and protective systems according to the law. Moderate investment can lead to improved operational safety that meets both legal and insurance requirements. Examples include modified aspiration designs, metal separation before critical elevators and applying certain minimum standards for conveyors, sifters and storage.

Improved products

Adding value entails improvements to products' physical characteristics and nutritional value. Detailed targeted improvements are often necessary. Research indicates that vacuum technology can raise product fat content and reduce product abrasion. The result is a new product that can provide competitive advantages.

Modern technology improves efficiency and reduces risk. Whether the investments required are worthwhile can only be determined by weighing the predicted benefits against the costs. ●

Problems? We solve 'em daily for petfood manufacturers worldwide

"We've too many particles left in the machine when we emulsify bones"

"Our emulsifier begins to struggle when materials are 20°F or colder"

"We're spending too much time dismantling and cleaning"

"We need output capacity of 500 to 2,000 pounds or more per minute"

If any of these comments sound familiar, call us now at 313-873-1800. You will talk with a person who actually knows petfood manufacturing, understands your problem, and will offer a solution. You will find that our flagship products are stainless steel, sanitary, heavy duty, low maintenance and made in the USA.

The Pappas 225 DPE Emulsifier features our unique "floating knives." It works equally well with the driest and the wettest inputs.



575 E. Milwaukee • Detroit, MI 48202 • 1-800-521-0888
Outside US: 313-873-1800 • Fax: 313-875-7805
Email: sales@pappasinc.com • Website: www.pappasinc.com

Henk van de Bunt is general manager of Victam International, the Netherlands, Tel: +31.33.246.4404; Fax: +31.33.246.4706; E-mail: expo@victam.com; Website: www.victam.com.

RECORDED
SESSION NOW
AVAILABLE.
LOG-IN TODAY!

FREE ARCHIVE

PRESENTED BY
**Petfood
Industry**



PETFOOD Forum
SPONSORED BY



If you missed the LIVE presentation of "Using non-traditional ingredients in unconventional petfoods" on March 6, 2007, a recorded archive is now available at <http://www.wattnet.com/seminars/home.htm>.

Viewing the archive is FREE, however registration is required. View the recorded webinar over the Internet — a high-speed Internet connection, such as cable modem or DSL, is required.

Using non-traditional ingredients in unconventional petfoods

Fresh, real, meat, holistic, and raw are all terms used in profusion to describe the many new products emerging onto the scene in the petfood aisle. These are all a part of the movement underfoot in the petfood industry to create more humanized foods that use meaningful language to consumers and take advantage of new approaches to dog and cat nutrition.

Join pet market analyst, David Lummis of Packaged Facts and consultant, Dr. Greg Aldrich from the Pet Food & Ingredient Technology, Inc. for a discussion on the types of ingredients that are being used in the next generation of petfoods. These ingredients include fresh/frozen meats, whole animal/bird parts, and fruits and vegetables.

IN THIS WEBINAR, YOU WILL HEAR:

- What are the key ingredients in the next generation of pet foods?
- What are the opportunities for new products using these ingredients?
- What are the challenges for manufacturers who choose to use these ingredients?

To view the recorded archive,
[go to www.wattnet.com/seminars/home.htm](http://www.wattnet.com/seminars/home.htm)

Speakers



DAVID LUMMIS
PET MARKET ANALYST,
PACKAGED FACTS



GREG ALDRICH
CONSULTANT,
PET FOOD & INGREDIENT
TECHNOLOGY, INC.

Biofuel co-products: do they have a place in petfoods?

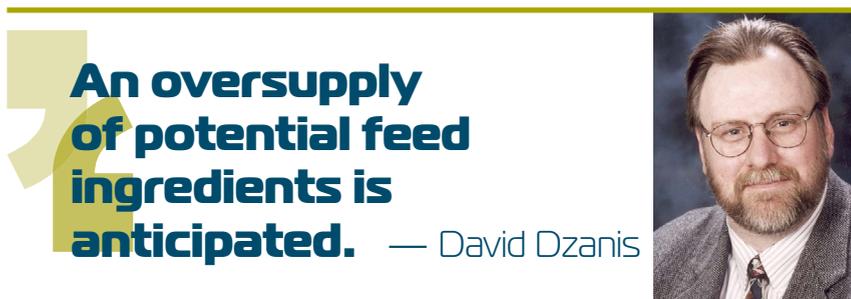
The development of alternatives to fossil fuels in meeting the United States' energy needs truly is a commendable goal. Both biodiesel and ethanol have great potential in this regard, and the energy industry is rapidly expanding production of both products. However, this increased production is accompanied by the increased generation of co-products.

An oversupply of potential feed ingredients such as glycerin and distillers grains is anticipated in coming years, resulting in lower costs of these ingredients as well. To address what this may mean for the animal feed and petfood industries, the Association of American Feed Control Officials (AAFCO) held a special session entitled "Fitting Biofuel Co-products Into Feed: Symposium on Process, Definition & Utility" at its January midyear meeting in Savannah, Georgia, USA.

Glycerin

Contrary to the assumptions of some, biodiesel is more than simply filling your gas tank with spent French fry oil. Rather, it is produced by breaking up the triglycerides in fats and oils with an alcohol such as methanol. This reaction results in the formation of fatty acid methyl esters, which becomes the biodiesel fuel. The co-product of this reaction is glycerol (or glycerin). For every triglyceride molecule, three molecules of fatty acid esters and one molecule of glycerin is produced.

That glycerin has to go somewhere. Potential destinations include use as fuel, in de-icers and dust control agents, as a substrate for fermentation and for synthesis of chemical compounds such



as propylene glycol. However, it also has significant potential for use in feed.

Glycerin is presently AAFCO-defined and codified as generally recognized as safe (GRAS) for use in animal feed (including petfood) in Food and Drug Administration (FDA) regulations. As reported by some of the presenters at the symposium, it has good energy value (equivalent to corn, better than molasses), is water soluble, has a pleasant odor and sweet taste. Its inclusion in feeds can also have preservative properties while helping the product retain moisture. Recommended inclusion rates in feed range from 5-20% depending on intended species. Use in petfoods specifically isn't mentioned, though.

Distillers grains

When fermented, one bushel of corn (54 pounds) yields about 2.6 gallons of ethanol fuel. However, a sizable portion of the corn is not fermentable. About one-third (17 pounds) of that same bushel ends up as "distillers dried grains with solubles" (DDGS). Again, that material has to go somewhere.

Distillers grains are also AAFCO-defined and have long been used as a good source of energy and protein in animal feed. In fact, presenters reported

that this co-product is better than that derived from fermentation to produce potable alcohol and exceeds existing National Research Council (NRC) data for nutritive value. For example, the estimated metabolizable energy value of DDGS from fuel ethanol production for swine is 3828 kcal/kg, while NRC reports only 3032 kcal/kg. In addition to DDGS, there are other potential co-products that may be suitable for use in feed. For example, corn germ removed from the corn "up front" (prior to fermentation) is higher in protein and amino acids while lower in fat.

Regulatory concerns

While data to demonstrate the potential use of these co-products in feed appear promising, FDA still has some significant issues with feed ingredients derived from fuel production versus traditional sources. For example, while glycerin is codified as GRAS, there is still question as to whether glycerin from this source would meet the Food Chemicals Codex or United States Pharmacopeia standards. FDA is also concerned about potential residues in glycerin from production of biodiesel, especially methanol residues. While there is precedent for establishing limits on methanol residues for feed ingredients in the FDA regulations, the concentrations of methanol in

glycerin most often would be higher than previously allowed.

With respect to distillers grains, FDA is concerned about the types and amounts of antibiotics used in the fermentation process for fuel ethanol production and the potential for residues to form toxic metabolites or create antibiotic resistant strains of microorganisms. Another potential issue is the fact that any mycotoxins that may be in the corn become concentrated in the DDGS portion. FDA is also concerned about the use of "next generation" grains, yeasts and enzymes in the production of fuel ethanol that might not be acceptable for use in feed and the potential effects of processing aids like defoamers.

Future in petfoods?

As I understand it, industry is responding to FDA concerns with submission of safety data. Assuming the regulatory issues can be successfully addressed, what does the anticipated market glut of glycerin and distillers grains mean for the petfood industry? Glycerin is often used in soft-moist petfoods as a humectant. Its popularity for this purpose increased when regulations prohibiting use of propylene glycol in cat food were enacted in the mid-1990s. While soft-moist foods are not as popular on the market as they once were, perhaps a readily available, less-expensive source of glycerin will prompt new growth in this category.

Glycerin is often used in soft-moist petfoods as a humectant.

Distillers grains have never been extremely popular for use in petfoods, but there's no compelling reason why they can't be used for that purpose. Perhaps the unappealing character of the ingredient name has hindered use. Regardless, maybe the economic, plentiful source that's predicted to be available in the near future as a result of in-

creased ethanol production will spark new interest in this ingredient.

Copies of the slides used in the symposium presentations were not available on the AAFCO website (www.aafo.org) at the time of this writing. For those interested, they may be posted by the time this appears in print. ●

Dr. Dzanis is a writer and independent consultant for the petfood and animal feed industries on matters related to veterinary nutrition, labeling and regulation. He can be reached at Tel: +1.661.251.3543, Fax: +1.661.251.3203, E-mail: dzanis@aol.com.

IMPROVE QUALITY WHILE MAXIMIZING CAPACITY.

- Extrusion Systems
- Horizontal Dryers & Coolers
- Vertical Coolers
- Feeding Systems
- Conditioning Systems
- Control Systems
- PDU (Product Densification Unit)
- SAS™ (Sphere-izer Agglomeration System)
- Liquid/Powder Coating Systems
- Pneumatic Conveying Systems
- Multi-Color Extrusion Die Assemblies
- Replacement parts for major brands of extruders
- Re-manufactured extruders and dryers
- Re-conditioning Services



It's a bold statement that very few can make. Dramatically increasing the hourly petfood production rates while improving the overall quality of the finished product. It's all possible when you partner with Extru-Tech®.

While the competition focuses on individual components, Extru-Tech® delivers comprehensive solutions that elevate the overall productivity of your operation. Isn't it time you investigate the true potential of your operation with someone who truly understands the petfood industry? Contact Extru-Tech® today for a confidential consultation.



CORPORATE OFFICE Extru-Tech, Inc.

P.O. Box 8 • 100 Airport Road
Sabetha, KS 66534, USA
PHONE 785-284-2153 • FAX 785-284-3143
extru-techinc@extru-techinc.com
www.extru-techinc.com

Mars' response to opportunity

The US petfood industry is one of the few parts of the US food industry undergoing sustained growth. The US petfood, supplies and services market was valued at US\$38.4 billion in 2006 and has experienced 12% inflation-adjusted growth between 1998 and 2003. Growth continues, with a 3.4% inflation-adjusted increase in sales mainly attributed to sales growth from pet owners' increasing demand for premium products.

The key market drivers continue to be humanization of pets and the impact it has on consumer lifestyles. According to one survey, 83% of pet owners call themselves "mommy" or "daddy," and 59% celebrate their pet's birthday (Mintel). Now we see this attitude has strengthened, at least in terms of money spent on food with quality ingredients, healthy snacks, services and health care.

With rampant discounting and shrinking margins, there is also an increased focus on health and quality. Pet product marketers are charting new courses of growth via premium and natural products—including organic and eco-friendly items—which are at the center of the new product explosion. As a result, manufacturers have been able to compete more on the quality, taste and function of food—rather than putting primary emphasis on a low price.

The Goodlife Recipe

A case in point is Mars PetCare US, which has launched a high-end petfood brand called the Goodlife Recipe. Marketing for the brand plays up its premium ingredients and mainstream price.

On the brand's website (www.

Pets offer real life benefits above and beyond affection and companionship.

— Huntley Manhertz Jr.



goodliferecipe.com), you'll see this paragraph: "At the Goodlife Recipe Pet Care Co., a division of Mars Inc., we choose to get more out of life. A life filled with everything we love balanced with everything we need. To us, that's what a good life is all about. And we don't just want it for ourselves, we want it for our cats and dogs, too."

The humanization of pets is nothing new, and the relationship continues to evolve as pets further prove their importance in our lives. A recent survey conducted for the Goodlife Recipe brand shows celebrating life with pets is increasingly based on a more shared relationship because people are finding pets offer real life benefits above and beyond affection and companionship.

"The Goodlife Recipe food," reads the promotional material, "was developed to offer pets a variety of foods, snacks and treats that achieve the perfect balance of taste and nutritional value—without compromising on either." Its tag line is, "inspired by cat- and dog-loving people like you."

"We developed the Goodlife Recipe products to ensure the food we give our pets provides more than just the basics for good health and taste. Our philosophy involves a balanced approach and focuses on adding enjoyment to their lives. The Goodlife Recipe is all about

feeding pets nutritional, great-tasting foods that embody the love we feel for them," says Fiona Tomlin, the Goodlife Recipe brand vice president.

The cat litter market

Some months ago, I received a product from one of our readers called Pet Proof. This product claims to remove stains and eliminate unwanted pet odors from "you know what." I found the product to be amazing and it prompted me to talk a bit about the cat litter segment in my column this month.

Trends in this segment seem to mirror those we're seeing in the petfood market. In 2002, the size of the cat litter market was in the range of US\$1.2 billion to US\$1.5 billion and the overall growth rate of the category was 2-3% per year. This market is segmented into three groups: clay, clumping clay and alternative (litters that are not made from clay or minerals).

The clay segment accounts for about one-third of sales, the clumping clay segment about 60% of sales, and so that leaves 7-10% for the alternative segment. However, this segment is the fastest growing segment at 6% annually. Although the market for cat litter seems to be maturing, the trend toward premium products and other factors will contribute to modest sales

Petfood

petfoodindustry.com

Industry

Online Opportunities & Services

Keeping you informed with our:

Digital edition of *Petfood Industry* magazine

www.petindustry-digital.com

E-newsletters

- *Petfood Industry E-news*
- *Nutrition News*

And coming soon, our new website, offering:

- Updated news, new products, research and articles
- Online Buyers Guide
- Webinars and a webinar archive
- White papers
- Archive of Petfood Forum and Petfood Focus presentations and proceedings

Visit www.petfoodindustry.com!

Contact Your Representative Today!

US Sales

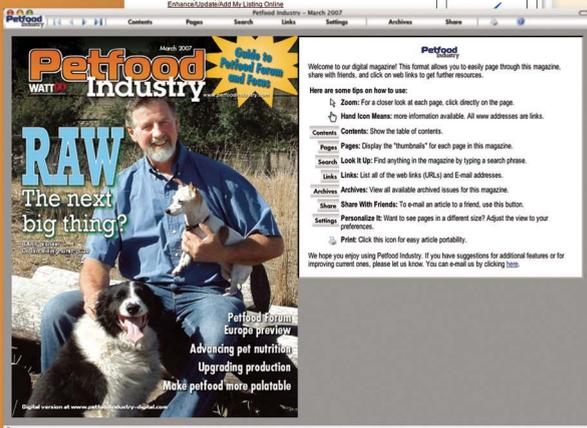
Steve Akins, Publisher +1.919.387.7961 sakins@wattnet.net

Ginny Stadel, Sales Associate +1.815.734.5691 gstadel@wattnet.net

International Sales

Europe: Tineke van Spanje +31.495.526155 tvanspanje@wattnet.net

Asia: Sunny Li +86.21.64474625 lddg75@163.com



CSI: Petfood

Fighting oxidative crimes to your bottom line.



Heather Wilson and Bob Colescott

 **Ameri-Pac**[®]

800.373.6156

www.Ameri-Pac.com

St. Joseph, Missouri



Don't be a victim
of low-quality
or higher-priced
antioxidants.

Help prevent
environmental
assault of your
pet food and
ingredients by
specifying



and



Our antioxidants
will help protect
both your
product and
your bottom line.

And that's the
TRUTH.

growth for years to come. In 2005, cat litter sales at the retail level were up by 3.2% to US\$1.22 billion.

This modest growth trend will continue, as more pet owners become concerned about the global environment. New product introductions that tap into environmentally aware consumers and new information about the health risks of both traditional clay-based litters and newer silicone-based litters are combining to drive consumer interest in alternative (and more expensive) litter products.

The popularity of private label litters, which are undergoing a transformation along with the rest of the pet products segment, is another emerging trend seen in this segment. Private label cat litter is benefiting from its perceived value by consumers, as well as from the higher margins it offers

**In 2005,
cat litter
sales
were
US\$1.22
billion.**

to retailers. IRI reports that the average private label price per unit was US\$2.67, versus the branded product average of US\$4.22.

For the 52 weeks ending March 19, 2006, IRI reported that private label cat/dog litter and deodorant sales in food, drug and mass merchandisers (excluding Wal-Mart) was US\$103.1 million, up 3.8% versus 2005. At Wal-Mart, private label petfoods/supplies is the third-largest private label sales category, with an estimated US\$967 million in sales value. ●

Dr. Huntley Manhertz Jr. is a consumer product goods market researcher and an independent writer. He can be reached at Tel: +1.813.310.0237, E-mail: info@consumerlinkageresearch.com.

Pet Food Testing and Feeding Trials for Cats and Dogs

- Dental Protocols (as per VOHC)
- Palatability Testing
- Digestibility / Metabolism Testing
- Stool Quality Analysis
- Blood Level Protocols
- AAFCO Nutritional Adequacy
- Urine pH
- Weight Loss Protocols
- Customized Tests Available
- Product Safety Testing



**SUMMIT RIDGE
FARMS**



**Setting the Standard
for Pet Food Testing**

(570)756-2656
RD 1, Box 131 • Susquehanna, PA 18847
Fax: (570)756-2826 • Email: srf@epix.net

Research Notes

Natural source vitamin E chemistry and metabolism

Vitamin E is the generic name for lipid-soluble tocopherols and tocotrienols. Natural source vitamin E is derived from vegetable oils and is comprised of RRR-alpha-tocopherol, with very small amounts of beta, gamma and delta tocopherols and tocotrienols. Synthetic vitamin E, or all-racemic-alpha tocopherol (formerly known as dl-alpha tocopherol), consists of eight stereoisomers.

All eight alpha-tocopherol isomers of synthetic alpha-tocopherol appear to be absorbed in the intestine and

transported to the liver. In the liver, RRR-alpha-tocopherol is preferentially incorporated into very low density lipoproteins by alpha-tocopherol transport protein (alpha-TTP). The alpha-TTP preferentially binds RRR-alpha-tocopherol over the other RXX alpha-tocopherol forms, with minimal binding of SXX isomers.

A rat fetal resorption assay was used to determine the relative biological value of synthetic and natural source vitamin sources. In this assay, based on 1949 data, d-alpha-tocopheryl acetate had a biological value of 1.36

as compared to dl-alpha-tocopheryl acetate. Recent data suggests that the biological value of d-alpha-tocopheryl acetate is at least two times that of dl-alpha-tocopheryl acetate, likely due to the rat fetal resorption assay overestimating the value of the synthetic vitamin E source and underestimating the value of d-alpha-tocopheryl acetate. This 2:1 ratio is derived from the alpha-tocopherol binding protein and net tissue retention.

Source: D.A. Hill, ADM Alliance Nutrition Inc., 2007.

Key Concepts

► Natural source vitamin E chemistry and metabolism

(Hill, D.A., 2007): Recent data suggests that the biological value of d-alpha-tocopheryl acetate is at least two times that of dl-alpha-tocopheryl acetate, likely due to overestimation of the value of the synthetic vitamin E source and underestimating the value of d-alpha-tocopheryl acetate.

► Probiotics in health and disease of dogs and cats

(Beynen, A.C., 2007): This literature review suggests that administration of probiotics is beneficial in dogs and cats under stressful conditions.

► Linseed cake effect on digestibility

(JAPAN OnlineEarly articles): Working and racing dogs can utilize up to 4.2% linseed cake of diet DM as a fiber source without severe reductions in nutrient digestibility or feed consumption.

► Food intake effect on ileal digesta

(JAPAN OnlineEarly articles): Ileal digesta viscosity of dogs appears to increase with increased diet intake and increased ileal DM concentration. More digestible diets result in less ileal DM and lower viscosity constants.

Probiotics in health and disease of dogs and cats

This study presents an overview of the literature on the effects of probiotics in dogs and cats. Probiotics survive passage through the gastrointestinal tract, diminish proliferation of *Clostridia* and stimulate the immune system. Probiotic administration in the form of *Lactobacillus acidophilus* or *Enterococcus faecium* at a daily dose of 10^9 colony-forming units may be an effective adjuvant in the treatment of infectious diarrhea and may also prevent the development of diarrhea. It is suggested that administration of probiotics is beneficial in dogs and cats under stressful conditions such as weaning, change of home and situations of high animal density and variable



Brandenburch

producer of easily digestible cereal products



www.brandenburch.com

group composition such as occurring in large colonies, kennels and pet shops. Literature reviewed indicated administration of probiotics has no adverse effects. No definite conclusion from the literature can be drawn as to the type, mixture and dose of probiotics that will be most beneficial. It is likely that multi-species probiotics will be more effective than a monostrain probiotic consisting of one strain of a certain species.

Source: Beynen, A.C., 2007. Literature review.

Linseed cake effect on digestibility

This experiment was conducted with a 6X4 cyclic changeover design. Six adult Alaskan Huskies were assigned to diets containing 0%, 2%, 4%, 6% and 8% linseed cake. A linear decrease in the apparent digestibilities of organic matter (OM) ($P < 0.020$), ether extract (EE) ($P < 0.003$), neutral detergent fiber ($P < 0.015$), nitrogen-free extract (NFE) ($P < 0.001$) and crude carbohydrates ($P < 0.001$) was noted. Digestibilities of dry matter (DM) and crude protein (CP) were unaffected by the treatment.

Wet weight of feces increased ($P < 0.001$) and DM of feces decreased ($P < 0.001$) linearly as the percentage of dietary linseed cake increased. Serum cholesterol concentration tended to decrease ($p = 0.094$) as the proportion of linseed cake increased. Apparent OM, EE, CP and NFE digestibility coefficients for linseed cake were 52%, 77%, 54% and 37%, respectively, and the digestible energy (DE) value was 13.22 MJ/kg DM.

Results showed that working and racing dogs fed the extruded and kibbled diet can utilize up to 4.2% linseed cake of diet DM as a fiber source without severe reductions in nutrient digestibility or feed consumption. Even higher levels of linseed cake, up to 8.5% of diet DM, can be used for normal or obese dogs, but more feces will be excreted.

Source: Kempe, R. and Saastamoinen, M., 2007. *Journal of Animal Physiology and Animal Nutrition* (OnlineEarly Articles).

Food intake effect on ileal digesta

Two experiments were conducted to determine dietary factors affecting digesta viscosity. In experiment 1, six ileal-cannulated dogs were either full ($607.1 \text{ kJ/BW}^{0.67}$) or restricted ($303.5 \text{ kJ/BW}^{0.67}$) fed. In experiment 2, four dog foods were surveyed for effects on digesta viscosity based on protein source [animal protein (AP) or plant protein (PP)] or dietary fiber source [soluble dietary fiber (SDF) or insoluble dietary fiber (IDF)].

Dry matter (DM) intake was higher ($P < 0.05$) when dogs were full (11.4 g/kg)

compared with restricted fed (5.98 g/kg). Ileal digesta viscosity tended to be higher ($P = 0.07$) for full fed [$10,251$ centipoise (cP)] compared with restricted-fed dogs ($6,677$ cP). Ileal digesta viscosities were $6,561$, $11,074$, $13,830$ and $15,967$ cP for dogs consuming IDF, SDF, AP and PP treatments respectively.

DM digestibility coefficients were lowest (71.2%) for the PP treatment and highest (88.7%) for the IDF treatment. Ileal digesta viscosity of dogs appears to increase with increased diet intake, and increased ileal DM concentration. More digestible diets result in less ileal DM and lower viscosity constants.

Source: Dikeman, C.L., Murphy, M.R. and Fahey, Jr., G.C., 2007. Food intake and ingredient profile affect viscosity of ileal digesta of dogs. *Journal of Animal Physiology and Animal Nutrition* (OnlineEarly Articles).

Dog Palatability Testing



- Automated Data Acquisition, Analysis, and Reporting
- All Panels are Trained and Validated
- Groups for Dry Foods and Canned, Semi-moist and Pouched Foods, Treats and Toys
- Comprehensive Treat Analysis
- Time-Event-Consumption Data Collection Available
- Animal Enrichment Team
- Large Outdoor Puppy Parks
- Socialization / Exercise Programs
- One-On-One Attention
- Proven Colony Veterinary Care



Setting the Standard
for Pet Food Testing

(570)756-2656

RD 1, Box 131 • Susquehanna, PA 18847
Fax: (570)756-2826 • Email: srf@epix.net

Product News



Generic case printing systems

Iconotech offers equipment that prints shipping cases, wraparounds, die cuts and multi-wall kraft bags, contributing to the sustainability bottom line. On-demand printing eliminates or reduces pre-printed inventory, according to Iconotech. The level of purchasing complexity and going generic eliminates small run orders, may consolidate case sizes and frees a company to shop its generic inventory. Iconotech systems also eliminate printing plates and pre-printed case obsolescence.

Iconotech, P.O. Box 918, One Heritage Park Road, Clinton, CT, 06413 USA, Tel: +1.800.521.0194, Fax: +1.860.669.5109, E-mail: lbertelsen@iconotech.com, Website: www.iconotech.com.

Centrifugal impact mill grinds, de-lumps wet or dry solids

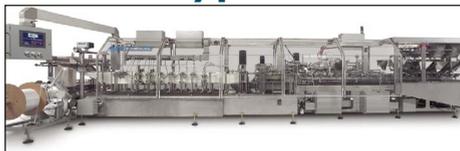


A new 24-inch (610 mm) sanitary stainless steel centrifugal impact mill Model CIM-24-SS from Munson Machinery provides coarse to fine grinding (325 mesh) of friable materials into controlled particle sizes, as well

as lump breaking and conditioning of fibrous materials. High-speed rotation of the inner disc creates centrifugal force that accelerates bulk material entering the central inlet of the opposing stationary disc. Setting the variable rotor speed between several hundred rpm and 5,400 rpm provides the flexibility to use the machine for coarse grinding and de-agglomerating as well as for fine grinding, says the company.

Munson Machinery Co. Inc., 210 Seward Ave., Utica, NY 13503 USA, Tel: +1.800.944.6644, E-mail: info@munsonmachinery.com, Website: www.munsonmachinery.com.

Stand-up pouch machinery platforms



The Robert's new generation C-series stand-up pouch packaging systems offer production outputs of up to 200 pouches per minute for popular stand-up style packaging targeted for a wide variety of products. The C-Series systems may be configured for press-to-close or slider zipper reclose features. According to the company, the new generation Robert's C-Series models incorporate new rapid change tooling modules for improved changeover. The new C-series models utilize advanced servo technology, improved operator interface (HMI) and new standard stainless steel construction for both dry and USDA production environments.

Alliedflex Technologies Inc., 8586 Potter Park Drive, Sarasota, FL 34238 USA, Tel: +1.941.923.1181, Fax: +1.941.922.0035, E-mail: dlc@alliedflex.com, Website: www.stand-up-pouch.com; www.robertspackaging.com.

VPL-400 packaging machine

The VPL-400 continuous motion machine is Rovema's latest develop-



ment incorporating modern linear servo drive technology. The VPL-400 is now available for the production of flat-bottom bags and Stabulo Seal bags. The VPL-400 allows users to set functions such as sealing time, sealing pressure, cooling time, speed and all jaw movements, both vertical and horizontal, for highest performance, flexibility and top seal quality, according to Rovema.

Rovema Packaging Machines, Tel: +1.770.513.9604, Fax: +1.770.513.0814, E-mail: ldelamora@rovema.com, Website: www.rovema.com.

Stackers for plants or warehouses

Stackers from Southworth Products allow workers to lift, transport and position up to 3,000 pounds at a time. Available with manual or electric drives, Southworth Stackers feature battery-



powered electric lift with lifting heights of up to 80 inches. Designed to handle any type of pallet or skid, they are available in two basic configurations. According to Southworth, the “fork over” design works with any type of open-bottom pallet or skid, and the “straddle” style accommodates any pallet or skid, even those with “closed” bottoms.

Southworth Products Corp., P.O. Box 1380, Portland, ME 04104 USA, Tel: +1.207.878.0700, Fax: +1.207.797.4734, E-mail: salesinfo@southworthproducts.com, Website: www.southworthproducts.com.

500-gallon double planetary mixer



Charles Ross & Son Co. recently introduced its improved 500-gallon Double Planetary Mixer. The mixer is equipped with special high viscosity (HV) mixing blades. The HV blade design permits the mixing of extremely viscous materials. Most of the heavy-duty double planetary mixers are used for non-flowing materials that require deaeration to ensure an air-free product before packaging. Designs are available from 1 pint through 750 gallons capacity. A variety of options, including complete control packages, discharge systems and sanitary designs, are available.

Charles Ross and Son Co., P.O. Box 12308, Hauppauge, New York 11788 USA, Tel: +1.800.243.ROSS, Fax: +1.631.234.0691, E-mail: sales@mixers.com.



Packaging machines offer simple reliability

Fully automatic Rollstock vacuum packaging machines are readily available and provide reduced cost of ownership, according to the company. Available in a variety of web widths from 285 mm to 459 mm, all Rollstock machines feature programmable PLC controls with readable diagnostics and a vacuum leak check program. The

chain system is guided and has an auto-tensioning system to reduce stretch and wear. Dies are manufactured in Rollstock’s facility from solid aluminum block and lifted by a triple knee lever system, driven by a 4-inch air cylinder with variable height control.

Rollstock Inc., Craig McBee, 8600 N.E. Underground Drive, Kansas City, MO 64161 USA, Tel: +1.888.314.2152, Website: www.rollstock.com.

Have you heard the latest news?

Petfood Industry offers an E-mail newsletter with the latest industry info. Contact petfoodindustry@wattnet.net to start receiving your copy or register online at www.petfoodindustry.com.

Cat Palatability Testing



- Large Open Community Housing
- Cageless Testing Available
- Time-Event-Consumption Data Collection for Singles and Groups
- Enriched Environment For Singles and Groups
- Socialization Activities for all Cats
- Large Window Areas Overlooking Outdoor Courtyards
- Screened Panels for Performance
- Groups for Dry Foods and Canned, Semi-moist and Pouched Foods, Treats and Toys



Setting the Standard for Pet Food Testing

(570)756-2656
RD 1, Box 131 • Susquehanna, PA 18847
Fax: (570)756-2826 • Email: srf@epix.net



DDC preconditioner No. 600 produced

Wenger Manufacturing recently announced the production of the 600th differential diameter cylinder (DDC) preconditioner since the product was patented and introduced in 1987. Sizes range from 56 liters to 3,060 liters, which can process meal throughputs ranging from 50-24,000 kg/hr. Retention time of the recipe in the DDC preconditioner can be controlled from 30 seconds to 8 minutes. The product offers several advantages to users.

Wenger, 714 Main St., Sabetha, KS 66534 USA, Tel: +1.785.284.2133, Fax: +1.785.284.3771, E-mail: info@wenger.com, Website: www.wenger.com.

High-speed palletizer

A-B-C Packaging has introduced a high-speed palletizer with a low-level construction that gives packagers the convenience and economy of floor-level operation with the performance most often associated with high-level machines. The palletizer features a novel automatic grouping module that



allows layer transfer during product accumulation, effectively staging and stacking layers every 15 seconds (four layers per minute). Products are repositioned to any required orientation during high-speed operation with the servo-operated overhead orienter.

A-B-C Packaging, 811 Live Oak St., Tarpon Springs, FL 34689 USA, Tel: +1.800.237.5975, Fax: +1.727.938.1239, Website: www.abcpackaging.com.

Trouble-free palletizing

Schneider Packaging Equipment Co. Inc. introduces the Schneider Bag Palletizer, available for single and multiple line systems. According to Schneider, it is ideal for bag palletizing of heavy or industrial sized bags of product. Schneider's state-of-the-art Bag Palletizer offers consistent throughput where well-packed unit loads are essential.

Throughput of up to 20 bags per minute can be achieved depending on product and pack pattern requirements. Schneider customizes the end of arm gripping tools on each machine for optimal performance based on your specific environment and product characteristics.



Schneider Packaging Equipment Co. Inc., P.O. Box 890, 5370 Guy Young Road, Brewerton, NY 13029 USA, Tel: +1.315.76.035, Fax: +1.315.676.2875, Website: www.schneiderequip.com.

Petfood Industry REPRINTS

Take Advantage of Your Editorial Exposure

Customized reprint products of articles from *Petfood Industry* create powerful marketing tools that serve as instantly credible endorsements.

Reprints create a strong message for:

- Sales Aids
- Tradeshow Handouts
- Media Kit Supplements
- Educational Programs
- Direct Mail Campaigns
- Recognition/Investor Confidence

Call us today to learn more about how you can benefit from this cost-effective method of personalizing your marketing content.



FosteReprints
866.879.9144
sales@fostereprints.com



SK FOOD
INTERNATIONAL

Product of USA

Identity Preserved Ingredients

Certified Organic & Conventional Non-GMO

- Beans
- Grains
- Seeds
- Flours
- Meals
- Brans/Germs
- Oils/Vinegars
- Cocoa Products
- Fibers: Soy ProFiber
- Instant Powders/Flakes
- Split/Dehulled Soybeans

Brown & Golden
Flaxseed and Flax Meal

Let us be your
Best Value - Quality, Service, Price -
ingredient supplier!

4749 Amber Valley Parkway Suite 1 • Fargo, ND 58104 USA
skfood@skfood.com • 701.356.4106 TEL • 701.356.4102 FAX
Visit www.skfood.com for our complete product listing!

Meeting Planner *events*

APRIL 2007

➤ **Japan Pet Fair**, March 29-April 1, 2007, Pacifico Yokohama, Tokyo. Contact: Tomo Miura, Tel: +81.3.3512.5674, E-mail: jpf2007@smj.co.jp, Website: www.jpjpm.or.jp/2007jpf/e/index.html.

➤ **H.H. Backer Spring Trade Show**, March 30-April 1, 2007, Atlantic City Convention Center, Atlantic City, New Jersey, USA. Contact: H.H. Backer Associates Inc., 200 S. Michigan Ave., Suite 840, Chicago, Illinois 60604 USA, Tel: +1.312.663.4040, Fax: +1.312.663.5676, E-mail: hhbacker@hhbacker.com, Website: www.hhbacker.com

➤ **Petfood Forum**, April 16-18, 2007, Hyatt Regency O'Hare Hotel, Chicago, Illinois, USA. Contact: Marcia Riddle, Watt Publishing Co., 122 S. Wesley Ave., Mt. Morris, Illinois 61054 USA, Fax: +1.815.734.5631, E-mail: mrriddle@wattnet.net, Website: www.wattnet.com/petfoodforum.

➤ **Petfood Focus on Treats**, April 18-19, 2007, Hyatt Regency O'Hare Hotel, Chicago, Illinois, USA. Contact: Marcia Riddle, Watt Publishing Co., 122 S. Wesley Ave., Mt. Morris, Illinois 61054 USA, Fax: +1.815.734.5631, E-mail: mrriddle@wattnet.net, Website: www.wattnet.com/petfoodforum.

➤ **DeZooFa**, May 4-6, 2007, Wiesbaden, Germany. Contact: De-ZooFa, Tel: +49.611.144.295, Fax: +49.611.144.6295, E-mail: dezoofa@rhein-main-hallen.de, Website: www.dezoofa.com.

➤ **Petfood Forum Europe**, May 8, 2007, Utrecht, Netherlands. Contact: Marcia Riddle, Watt Publishing Co., 122 S. Wesley Ave., Mt. Morris, Illinois 61054 USA, Fax: +1.815.734.5631, E-mail: mrriddle@wattnet.net, Website: www.wattnet.com/petfoodforum.

➤ **Victam International**, May 8-10, 2007, Utrecht, Netherlands. Contact: Henk van de Bunt, Victam International B.V., P.O. Box 197, 3860 AD Nijkerk, Netherlands, Tel: +31.33.246.4404, Fax: +31.33.246.4706, E-mail: expo@victam.com, Website: www.victam.com.

➤ **Zoomark International**, May 10-13, 2007, Bologna, Italy. Contact: Piesse srl, via Rezzonico 23, 22100 Como, Italy, Tel: +39 31 301059, Fax: +39 31 301418, E-mail: vimax@zoomark.it, Website: www.zoomark.it.

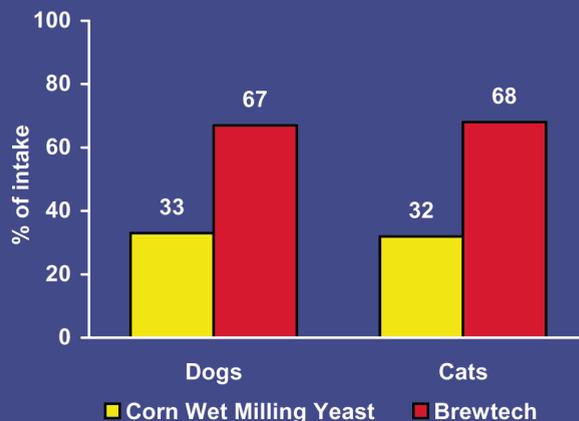
➤ **Alltech's 23rd International Feed Industry Symposium**, May 20-23, 2007, Lexington, Kentucky, USA. Contact: Paulo Rezende, events manager, Alltech, 3031 Catnip Hill Pike, Nicholasville, KY, 40356, USA, Tel: +1.859.887.3328, Fax: +1.859.881.2237, E-mail: symposium@alltech.com, Website: www.alltech.com/symposium.

➤ **VIV Russia**, May 21-23, 2007, Crocus Expo Exhibition Center, Moscow, Russia. Contact: Richard de Boer, VNU Exhibitions Europe, P.O. Box 8800, 3503 RV Utrecht, Netherlands, Tel: +31.30.295.2714, Fax: +31.30.295.2809, E-mail: richard.de.boer@vnuexhibitions.com, Website: www.vnuexhibitions.com or www.viv.net.

For a complete list of 2007 events, visit **Petfood Industry Online** at www.petfoodindustry.com

Send meeting dates to Jenny Kvamme at jkvamme@wattnet.net. Include dates, location, contact name, address, phone, fax, E-mail and website.

Brewtech® Dried Brewers Yeast Palatability for Pet Foods



Dogs and cats preferred Brewtech® 2:1.

(research available upon request)

INTERNATIONAL INGREDIENT CORPORATION

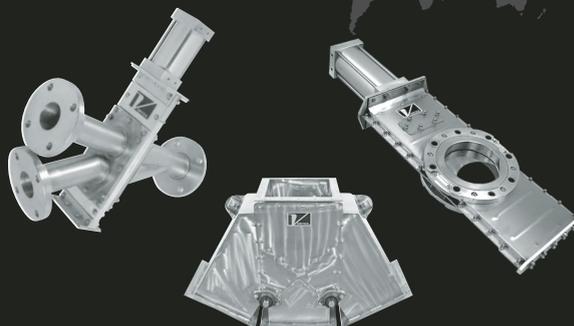


St. Louis, Missouri
Ph: 636-343-4111
iicag@iicag.com
www.iicag.com



Valves

Handling the world's dry bulk solids™



www.vortexvalves.com

Salina Vortex® Corporation
1725 Vortex Avenue - Salina, KS 67401 - USA
Tel: 785.825.7177 - Email: vortex@vortexvalves.com

> **ACVIM Annual Forum**, June 6-8, 2007, Seattle, Washington, USA. Contact: ACVIM, 1997 Wadsworth Blvd., Suite A, Lakewood, Colorado 80214-5293 USA, Tel: +1.303.231.9933, Fax: +1.303.231.0880, E-mail: acvim@acvim.org, Website: www.acvim.org.

> **ZDS Petfood Update**, June 18-19, 2007, Solingen, Germany. Contact: ZDS, De Leuw-Str. 3-9, 42653 Solingen, Germany, Tel: +49.212.59.610, Fax: +49.212.59.6161, E-mail: info@zds-solingen.de, Website: www.zds-solingen.de.

> **VIV Turkey**, June 28-30, 2007, Istanbul, Turkey. Contact: Richard de Boer, VNU Exhibitions Europe, P.O. Box 8800, 3503 RV Utrecht, Netherlands, Tel: +31.30.295.2714, E-mail: richard.de.boer@vnuexhibitions.com, Website: www.vnuexhibitions.com or www.viv.net.

> **Animals Science/Poultry Science 2007 Joint Annual Meeting**, July 8-12, 2007, San Antonio, Texas, USA. Contact: Poultry Science Association, 1111 N. Dunlap Ave., Savoy, IL 61874 USA, Tel: +1.217.356.5285, Fax: +1.217.398.4119, Website: www.poultryscience.org.

> **AVMA/AAAP Annual Convention**, July 14-18, 2007, Washington, D.C., USA. Contact: AVMA, 1931 N. Meacham Road, Suite 100, Schaumburg, Illinois 60173 USA, Tel: +1.847.925.8070, Fax: +1.847.925.1329, E-mail: avmainfo@avma.org, Website: www.avma.org.

> **IFT Annual Meeting and Food Expo**, July 26-30, 2007, Chicago, Illinois, USA. Contact: Institute of Food Technologists, 525 W. Van Buren, Suite 1000, Chicago, Illinois 60607 USA, Tel: +1.312.782.8424, Fax: +1.312.782.0045, E-mail: info@ift.org, Website: www.ift.org.

> **AAFCO Annual Meeting**, August 1-4, 2007, Amway Grand Plaza Hotel, Grand Rapids, Michigan, USA. Contact: Gina Davis, Tel: +1.517.241.2084, E-mail: DavisG9@michigan.gov, or Tina Salisbury, Website: www.aacomichigan2007.com.

> **PIJAC Canada**, September 16-17, 2007, Toronto, Ontario, Canada. Contact: Pet Industry Joint Advisory Council – Canada (PIJAC), 2442 St. Joseph Blvd., Suite 102, Ottawa, Ontario K1C 1G1 Canada, Tel: +1.613.834.2111, Fax: +1.613.834.4854, E-mail: executiveoffice@pijaccanada.com, Website: www.pijaccanada.com.

> **GLEE Petindex**, September 16-18, 2007, Birmingham, England. Contact: Adam Ash, Tel: +1.609.921.0222, E-mail: reg@whitehoundadv.com.

> **SuperZoo West**, September 18-20, 2007, Mandalay Bay Convention Center, Las Vegas, Nevada, USA. Contact: World Wide Pet Industry Association (WWPIA), Tel: +1.800.999.7295, Website: www.wwpia.org.

> **Sizoo**, September 20-23, 2007, Barcelona, Spain. Contact: Tel: +34.93.233.2000, Website: www.sizoo.com.

> **Pet South America**, September 26-28, 2007, Transamerica Expo Center, Sao Paulo, Brazil. Contact: VNU Business Media, Tel: +55.11.4613.2000, Fax: +55.11.4613.2001, E-mail: pet@vnu.com.br, Website: www.vnu.com.br.

> **AACC Annual Meeting**, October 7-10, 2007, San Antonio Convention Center, San Antonio, Texas, USA. Contact: American Association of Cereal Chemists, 3340 Pilot Knob Road, St. Paul, Minnesota 55121-2097 USA, Tel: +1.651.454.7250, Fax: +1.651.454.0766, E-mail: aacc@scisoc.org, Website: www.aaccnet.org.

> **PetExpo**, October 10-16, 2007, Melbourne Exhibition & Convention Center, Melbourne, Australia. Contact: Pet Industry Association of Australia Ltd (PIAA), P.O. Box 7108, Baulkham Hills Business Center, Baulkham Hills N.S.W. 2153, Australia, Tel: +61.2.9659.5811, Fax: +61.2.9659.5822, E-mail: info@piaa.net.au, www.piaa.net.au.

> **H.H. Backer Christmas Trade Show**, October 12-14, 2007, Donald E. Stephens Convention Center, Rosemont (Chicago), Illinois, USA. Contact: H.H. Backer Associates Inc., 200 S. Michigan Ave., Suite 840, Chicago, Illinois 60604 USA, Tel: +1.312.663.4040, Fax: +1.312.663.5676, E-mail: hbacker@hhbacker.com, Website: www.hhbacker.com.

> **PFI Annual Meeting and Supplier's Mart**, October 15-16, 2007, Omni Shoreham Hotel, Washington, D.C., USA. Contact: PFI, 2025 M St. N.W., Washington, D.C. 20036 USA, Tel: +1.202.367.1120, E-mail: info@petfoodinstitute.org, Website: www.petfoodinstitute.org.

> **Pack Expo International Conference 2007**, October 15-17, Las Vegas, Nevada, USA. Contact: Packaging Machinery Manufacturers Institute (PMMI), 4350 N. Fairfax Drive, Suite 600, Arlington, Virginia 22203 USA, Tel: +1.703.243.8555, +1.888.275.7664, Fax: +1.703.243.3038, E-mail: expo@pmmi.org, www.packexpo.com.



Trusted by Pet Food Manufacturers for over 40 years!

MECHANICAL
DRY PALATANTS
KIBBLE BLENDING
EXTRUDER FEEDING

FAST DISASSEMBLY
EASY CLEAN-OUT



Do you risk inconsistent flavor and quality using inaccurate feeders? Schenck AccuRate's MECHATRON® handles even difficult-to-feed dry materials with superior accuracy. Disassembly from the non-process side allows for easy cleaning and quick product changeovers.



schenckAccuRate

(877) 498-2670

mktg@accuratefeeders.com

we make processes work

www.accuratefeeders.com

©2006 Schenck AccuRate

Marketplace

TOMATO POMACE

High Quality
LaBudde Group
262-375-9111

The Vibrationless GENTLE ROLL™

for sifting & conditioning pet food
www.gentleroll.com

EBM Manufacturing, Inc.
 1014 Sherwood Rd. Norfolk, NE 68701
 402-370-4949 • 877-370-4948 • Fax: 402-371-9117
www.ebmmanufacturing.com



3D & 4D
 MDB
 Hand deboned beef
 Semi load lots
 Satisfaction Guaranteed
 800-826-2341 Fax: (715) 267-7214

TipTrak bucket elevators

- quiet
- spillage free
- gentle handling
- low maintenance



905.885.8168 www.unitrak.com

de Rosier, inc.

SPECIALIZING IN PET FOOD
 INGREDIENTS MILLED FROM:

- corn • wheat • rice
- barley •
- flax • rye • oats

John M. de Rosier 612-339-3566
 E-Mail: jderosier@derosierinc.com

Roberto Bari 612-339-3599
 E-Mail: rbari@derosierinc.com

Fax: 612-339-3568

Fast/Friendly Service

HIGH QUALITY WEAR PARTS

For most common Extruders

- * Cast D-2 Knives
- * Wear Rings
- * Insert Dies
- * Knifeholders
- * Die Plates
- * Misc. Machined Parts

Manufactured to OEM or Customers Specifications.
 Over 15 years experience supplying precision parts
 to the Feed & Petfood Manufacturing Industry.

New Technology Inc.

11063 Highway 59 North, Gravette, AR 72736
 Telephone: 479-787-6772 Fax: 479-787-9957
 1-800-684-0042
 Home page: www.newtechnology.com



We supply "super clean" organic and conventional
 whole and processed grains including:
 Wheat, flax, durum, barley, oats, rye, triticale and fiber



Contact Brad Hennrich at 800-243-7264
www.hesco-inc.com • www.dakotaorganicproducts.com



INDUSTRIAL DRIED GOODS
**Your Complete Source
 for Dried Fruit Products**

Producing High Quality,
 Dehydrated Fruit and
 Vegetable Ingredients
 for Pet Food Manufacturers!

**Specializing in Alternative
 Fiber Sources.**
 Apple, Blueberry and Cranberry.

**100% Natural
 No Preservatives**
1-800-796-9353

5740 Limekiln Rd. • Wolcott, NY 14590
 Ph: 315-594-1760 • Fax: 315-594-1956
www.orchardsweets.com



Van Drunen Farms

Premium Dried Fruit Products
 for the Pet Food Industry
 Available in powders, flakes and pieces

**Apple • Mango • Cherry
 Pomegranate • Cranberry
 Blueberry • And More**

CONVENTIONAL AND ORGANIC

Tel: 815-472-3100 • Fax: 815-472-3850

idorn@vandrunen.com • www.vandrunenfarms.com

Batching Systems • Extrusion Automation
 Manufacturing Execution Systems

Booth #115
 Petfood Forum 2007

BCI BATCH ENGINE™
 MES Solution Suite for Batching Applications

BCI AUTOPILOT™
 Automated Extrusion Control

Bachelor Controls, Inc.

Systems Integration for Manufacturing

785.284.3482 • www.bachelorcontrols.com

Marketplace

MIDWEST AGRI-COMMODITIES

Sugar Beet Pulp suppliers to the pet food industry representing 4 farmer-owned co-operatives with 12 factories across the U.S.

MIDWEST AGRI



www.mwagri.com
Tel: 1-800-842-2133

Romer Labs, Inc. offers:

- Mycotoxin Detection Test Kits: Fluorometric, ELISA, and Lateral Flow - offered in Qualitative and Quantitative Formats
- Using HPLC and TLC Official Reference Methods
- Laboratory Equipment

Our "Total Quality Assurance & Mycotoxin Risk Management Program" is what makes us the Worldwide Leader in Providing Mycotoxin Solutions.



Stephanie Tinsley, Sales Manager
Romer Labs, Inc.
1301 Stylemaster Drive, Union, MO 63084
636-583-8600 www.romerlabs.com
email: stephanie.tinsley@romerlabs.com

- **Hammermills**
- **Pellet Mills**
- **Conditioners**
- **Crumblers**
- **Counter Flow Coolers**



1415 W. Summit Ave, P.O. Box 910
Ponca City, OK 74602 USA
Ph: 580-765-7787 • 800-569-7787
Fax: 580-762-0111
www.bliss-industries.com

LANSING

TRADE GROUP, LLC

SPECIALIZING IN:

- POTATO FLAKES
- SWEET POTATO FLOUR
- GRAPE SEED EXTRACT

LANCE LAUGEN
800-227-8237

lance@lansingtradegroup.com

Ingredient Supply



Potato Protein • Brewer's Dried Yeast

1-800-984-4460

www.ingredientsupply.com



CARTONERS
EXTRUDERS
FILLERS
FORM/FILL/SEAL
LABELERS
METAL DETECTORS
MILLS
WRAPPERS
& MORE

Frain Group QUALITY PRE-OWNED

PROCESSING & PACKAGING MACHINERY

- 7000+ Machines IN-STOCK
- ALL Equipment Available for Rent
- Full Engineering Consultation & On-Site Engineering Service Center

Visit www.fraingroup.com
or Call 630.629.9900

Nestlé Purina PetCare



FOR SALE

- Cascade Model 30A Layer Picker, 950 lb capacity
- Kronos Canmatic 73 Labeler for 300 x 405 Cans
- Autokinetics 42" round Roto-Feeder (accumulation table)
- Container Handling Side-by-Side Metering Belt Conveyor
- ACSI 12" wide x 8' long roller conveyer - Never Used
- Kaufman Model SXPA-30H Automatic Spin Wrapper
- Todd Burner Package for Natural Gas Fired Boiler

Visit our website to view entire inventory or contact:

Nestlé Purina PetCare, Investment Recovery Group
5100 Columbia Ave., St. Louis, MO 63139
314/982-5115 or FAX 314/982-5159
e-mail: sandra.schroeder@purina.nestle.com
website: www.investmentrecovery.com



QUALITY INGREDIENTS FOR PET NUTRITION

Chicken Meal
Chicken Fat (EU Approved)
Chicken By Product Meal
Low Ash Chicken By Product Meal (EU Approved)
Poultry By Product Meal

QUALITY FRESH & FROZEN INGREDIENTS FOR PET NUTRITION

Chicken Livers
Chicken Heart and Livers
Chicken Heart, Liver, and Lungs
Chicken Hearts
Chicken By Products Viscera
Chicken Mechanical Debone Meat
Chicken Eggs
Contact: Michael Gammel
mgammel@pilgrimspride.com
903.575.3924 • 972.290.8354

Jedwards International, Inc.
Leading supplier of Omega-3 Oils
Supplier of Bulk Specialty Oils to the Food, Dietary Supplement and Cosmetic Industries



tel: 617-472-9300
fax: 617-472-9359
www.bulknaturaloils.com

Malted Barley • Barley

Whole kernel, flour & custom grinds:



- Malts
- Black Malt (colorant)
- Liquid & Dry:
 - Malt Extracts
 - Black Malt Extract (colorant)
- Flour, flakes & custom grinds:
 - Pregelatinized Pearled Barley

Briess Malt & Ingredients Co.
Chilton, WI, (800) 657-0806, www.briess.com



Product of USA

Identity Preserved Ingredients

- Beans
- Grains
- Seeds
- Flours
- Meals
- Brans/Germs
- Oils/Vinegars
- Cocoa Products
- Fibers: Soy ProFiber
- Instant Powders/Flakes
- Split/Dehulled Soybeans

Certified Organic & Conventional Non-GMO
**Brown & Golden
Flaxseed and Flax Meal**

Let us be your
Best Value - Quality, Service, Price -
ingredient supplier!

4749 Amber Valley Parkway Suite 1 • Fargo, ND 58104 USA
skfood@skfood.com • 701.356.4106 TEL • 701.356.4102 FAX
Visit www.skfood.com for our complete product listing!

Pizzey's Milling

Angusville, MB. Canada

Enhance the nutritional
Value of your feed with

PIZZEY'S MILLED FLAXSEED

Premium Quality
Consistent Nutrient Composition
Cost Effective Source of **OMEGA 3**

1-800-804-6433

Ph. (204) 773-2575

Fax (204) 773-2317

Web Site: www.pizzeys.com
email: linda@pizzeys.com

DANISCO

Providing a Wide Range
of Solutions For All
Types of Pet Food
Gum Blends
Functional Systems
Texturants
Specialty Sweeteners
Antioxidants
Emulsifiers
Cultures
Enzymes

Contact:
fizul.bacchus@danisco.com
Tel: 416-757-4126
Fax: 416-757-9243
Mobile: 416-896-4487

bi-pro

The Best Pet Food Ingredients
The World Has To Offer.



65 Massey Road, Guelph, Ontario
Canada N1H 7M6 • Toll Free: 1.800.263.7430
Phone: 519.824.2381 Fax: 519.824.9472
web: www.bi-pro.com
e-mail: marketing@bi-pro.com

WILBUR-ELLIS

WE SPECIALIZE IN:

EU Certified Lamb Meal, Lamb MDM, Lamb Organs
Import and Domestic Fishmeals
Venison, Pork, Beef & Poultry Products
Spray Dried Brewers Yeast
Dehydrated Potatoes, Potato Protein & Potato Fiber
Peas, Pea Fiber and Pea Flour
Tallow & Vegetable Oils
Tomato Pomace & Organic Ingredients

VALUE ADDED SERVICES:

Custom Blending & Formulations
Custom Packaging & Antioxidant Applications
Just-In-Time Deliveries from International Markets

CONTACT US:

613 649-2031 (ph) 613 649-2034 (fx)
dafelski@wecon.com

Visit us on the web:

WWW.WILBUR-ELLISFEED.COM

VEGETABLE BLEND

Unique blend of carrots, celery, beets,
parsley, lettuce, watercress and spinach

LaBudde Group Inc
800-776-3610
262-375-9111

Product solutions from concept to completion

NATURAL & ORGANIC MEATS FROM MAVERICK RANCH

Beef • Pork • Lamb
Buffalo • Chicken • Turkey

Chicken Neck, Back & Breast Bones
Beef & Buffalo Bones & Offal



Contact:
David Kantar
Denver, Colorado
(303) 408-9166
www.maverickranch.com

*Natural: Minimally processed. No artificial ingredients or preservatives.
USDA permits no preservatives in this product.



Title: Account Manager (NA Sales)

Department: Sales
Location: St. Charles, MO

Major Responsibilities:

- Manage current account assignment, defend and grow the business
- Project management, forecasting, account planning
- Attend trade and industry shows and events

Additional Expectations:

- Leader, team oriented, strong planning, execution and organizational skills
- Willingness to travel
- Comfortable with technical/team sales approach
- Strong presentation skills
- Ability to interact with Research and Development

Education/Experience Requirements:

- Bachelor's degree
- 5-10 years experience in ingredient, flavor or related field
- Confident calling on R&D, purchasing and marketing decision makers

Submit resumes to Tami Hefner,
email: thefner@afbinternational.com
or fax: 636.634.4623

Creative Formulation Concepts LLC

CFC's Petfood Formulation Model
is an uncomplicated approach
to complex recipes
www.creativeformulation.com
888-787-0014

KENNELWOOD INC.

Twenty-five years of pet food testing for
palatability and nutritional adequacy.

217 356-3539
email: dowatts@aol.com



Soy based protein
products for
The Pet Food
Industry

LEGACY FOODS LLC

TSP® (textured soy protein)
Canned dog and cat food applications

Additional product offerings
Flavored analogs, soy protein isolates, soy
protein concentrates, soy flour as well as
TWP® (textured wheat protein)

LEGACY FOODS LLC

2701 East 11th Ave • Hutchinson, KS 67504-1099
1-800-835-5006

www.legacyfoods.com

DRIED EGG PRODUCT

Excellent quality protein.
Our Dried Egg Product
contains **NO** hatchery waste.
Plant Approved For EU Export.

Manufactured and sold by:

VAN ELDEREN, INC.
Martin, MI

Tel: (269) 672-5123
Fax: (269) 672-9000

Deamco Bucket Elevator, Vibratory Conveyors Feeders and Bulk Storage Systems Handle Tons of Dry & Semi Dry Pet Food Daily.



Deamco Bucket Elevator fed by Vibratory Feeder
and Infeed Hopper.

Deamco Vibratory Conveyors Feeders, Natural
Frequency – Isolated and Balanced Design
run Quietly and Gently moving Bulk Material
continuously through processing lines.

(800) 933-2620 - (888) 933-2620
www.deamco.com



DESIGN, ENGINEERING & ASSOCIATED MANUFACTURING COMPANY
6520 East Washington Blvd., City of Commerce, CA 90040-1822

Deamco offers a
full line
of Parts and
Components
interchangeable
with most
Bucket Elevators

Marketplace

DIE ROLLS
800.343.7655

weidenmiller.com

**Looking for a New Job?
Visit a New Web Site**

See
www.PetFoodIndustryJobs.com

FIBER SOLUTIONS

Apple
Blueberry
Cranberry

LaBudde Group Inc
800-776-3610
262-375-9111

Product solutions from concept to completion

WE BUY AND SELL USED FEED AND GRAIN EQUIPMENT

- Pellet Mills • Coolers • Dryers • Roller Mills
- Flakers • Cleaners • Sewing Lines • Mixers
- Legs • Dust Filters • Air Pumps • Complete Feed Mills
- All replacement parts for Instapro extruders
- New Conex extruders & replacement parts for Instapro Model 2000 & 2500 rebuilt extruders.



LARGE INVENTORY IN STOCK

CONTINENTAL-AGRA
EQUIPMENT, INC.
1400 S. Spencer Rd., Newton, KS 67114
Ph: 316-283-9602 • Fax: 316-283-9584
E-mail: gary@continentalagra.com
Web: www.continentalagra.com



Cereal Byproducts Company

- DRIED WHOLE EGGS
- RICE PRODUCTS
- DRIED BREWERS YEAST
- DRIED WHEY • BEET PULP
- STABILIZED FLAXSEED MEAL

55 E. Euclid Ave., Suite 410
Mt. Prospect, Illinois 60056
PH: 847-818-1550 FAX: 847-818-1659
Web Site: www.cerealbyproducts.com

Wild Alaskan Salmon Oil

Salmon Protein Hydrolysate

Private Label
Opportunities Available

Veterinary Resource Group
1-253-581-1880
email: sales@vrg-usa.com

Manufacture Quality Product with the

Best Altima Hammermill

*Proven, Trouble Free Performance
In difficult grind applications.*

Mill Technology Company, Inc.



763-553-7416
888-799-5988

gary@mill-technology.com

Blue Ridge Kennel

USDA registered research
facility performing petfood
testing since 1975.

Traditional and in-home
panels available.

Contact: Paul Plessner
telephone: 334/567-8195



AUTOMATED PROCESS EQUIPMENT CORPORATION
MANUFACTURERS OF:

AUTOMATED BATCHING SYSTEMS
MICRO INGREDIENT SYSTEMS
BATCH MIXERS
LIQUID COATERS

WE PROVIDE TOTAL SYSTEMS WITH SINGLE POINT
RESPONSIBILITY, DOMESTIC AND INTERNATIONAL.

1201 FOURTH AVE. • LAKE ODESSA, MI 48849 USA
PH. 616-374-1000 • FAX 616-374-1010
www.apecusa.com
e-mail sales@apecusa.com



Call: 218-435-1997
www.mdvcorp.com

Minnesota Dehydrated Vegetables, Inc.

- Special pricing on carrot granules and powders
- Dehydrated potatoes & carrots, other dehydrated vegetables also available
- Domestic & Imported products
- Custom blending & granulating

FOR SALE

Reconditioned Cooking
Extruders & Dryers
Single & Twin Screw Designs

▪ CLEXTRAL ▪ WENGER
▪ EXTRU-TECH ▪ AEROGLIDE

EXTRU-TECH, INC.
100 Airport Road
Sabetha, KS 66534

extru-techinc@extru-techinc.com



Phone: 785-284-2153

Fax: 785-284-3143

Attn: Equipment Sales Group

Petfood Industry REPRINTS: Take Advantage of Your Editorial Exposure



Reprints create a strong message for:

- Sales Aids
- Tradeshow Handouts
- Media Kit Supplements
- Educational Programs
- Direct Mail Campaigns
- Recognition/Investor Confidence

Customized reprint products of articles from *Petfood Industry* create powerful marketing tools that serve as instantly credible endorsements.

Call us today to learn more about how you can benefit from this cost-effective method of personalizing your marketing content.



FosteReprints
866.879.9144

sales@fostereprints.com

Ad Index

Company Name	Page No.
3D Corporate Solutions LLC	6-7
1.417.236.9602 www.3dcorpsof.com	
ADF-Amer Dehydrated Foods	5
1.417.881.7755 www.adf.com	
Aeroglide Corp	32
1.919.851.2000 www.aeroglide.com	
AFB International	30-31
1.636.281.0040 www.afbinternational.com	
Almex BV	37
31.575.572666 www.almex.nl	
Ameri-Pac Inc.	44, 45
1.816.233.4530 www.ameri-pac.com	
Andritz Sprout A/S	12
45.72.160469 www.andritz.com/ft/	
Brandenburch BV	46
31.493.693784 www.brandenburch.com	
CPM - Beta Raven	26
319.232.8444	
Dinnissen BV	13
31.77.4673555 www.dinnissen.nl	
Extru-Tech Inc.	41
1.785.284.2153 www.extru-techinc.com	
Format Intl Ltd	14
44.1483.726081 www.formatinternational.com	
Genpak LLC	23
1.518.798.9511 www.genpak.com	
GTC Nutrition	11
1.303.216.2489 www.gtcnutrition.com	
Intl Ingredient Corp.	51
1.636.343.4111 www.iicag.com	
Kemin Nutrinsurance Inc.	15
1.515.559.5100 www.kemin.com	
Lonza Group	22
1.800.955.7426	
Nordenia USA	33
1.573.335.4900 www.nordeniausa.com	
Orafit Animal Nutrition	59
32.16.801.582 www.orafit.com	
Pappas Inc.	38
1.313.873.1800 www.pappasinc.com	
Peel Plastic Products Ltd.	27
905.456.3660	
The Peterson Co.	10
1.269.979.1600 www.thepetersoncompany.com	
Royal Canin SA	3
33.4.730601 www.royal-canin.fr	
Salina Vortex	51
1.785.825.7177 www.salinavortex.com	
Schenck AccuRate	52
1.262.473.2441 www accuratefeeder.com	
SK Food Intl.	50
1.701.356.4106 www.skfood.com	
SPF North America	2, 18-19
1.715.926.3841 www.spf-diana.com	
Summit Ridge Farms	45, 47, 49
1.570.756.2656	
Trouw Nutrition USA LLC	9, 17
1.618.654.2070 www.trouw-nutritionusa.com	
VICAM	37
1.617.926.7045 www.vicam.com	
Wenger Manufacturing Co.	13, 60
1.785.284.2133 www.wenger.com	

Bruce Plantz, Vice President, Director of Content
bplantz@wattnet.net

EDITORIAL STAFF

Debbie Phillips-Donaldson, Editor-in-Chief
dphillips@wattnet.net
Tim Phillips, DVM, Editor
tphillips@wattnet.net
Jenny Kvamme, DVM, Managing Editor
jkvamme@wattnet.net
Peter Best, European Editor
best@watt-4.demon.co.uk
Liz Crosby, Art Director

EDITORIAL & SALES OFFICE

PETFOOD INDUSTRY, 122 S. Wesley Ave.,
Mt. Morris, IL 61054-1497 USA. Tel: +1.815.734.4171,
Fax: 1.815.734.5649 (Editorial), 1.815.734.5663 (Sales).

USA ADVERTISING SALES

Steve Akins, Publisher
sakins@wattnet.net
Jim Francis, Sales Manager
jfrancis@wattnet.net
Ginny Stadel, Sales Associate
gstadel@wattnet.net

EUROPE ADVERTISING SALES

Tineke van Spanje, European Regional Sales Manager
spanje@xs4all.nl
Tel: +31.495.526155, Fax: +31.495.525126
Sunny Li (CHINA only)
Lddg75@163.com
Tel: +86.21.64474625

PUBLISHING SERVICES

James Wessel, Circulation Director
For subscriptions, address changes, past copies—
jwessel@wattnet.net
Robert Portillo, Production Manager
For advertising material, deadlines and processing—
rportillo@wattnet.net

ADMINISTRATIVE STAFF

Leslie A. Watt, Chairman Emeritus
James W. Watt, Chairman/CEO
Gregory A. Watt, President/COO
Tim Smith, CFO, VP Finance, Corp. Secretary/Treasurer
Steven Slakis, VP/Director of Sales & Product Development

SUBSCRIPTION INQUIRIES/ CHANGE OF ADDRESS

Contact the Circulation Department at 122 S. Wesley Ave., Mt. Morris, Illinois 61054-1497 USA. Tel: +1.815.734.4171; Fax: +1.815.734.7021; E-mail: jwessel@wattnet.net. Subscription print edition prices: USA \$84.00/yr, Canada \$102.00/yr, Outside USA & Canada via Airmail \$144.00/yr; \$14.00 per copy unless marked. Digital edition sent by email: \$36.00/yr. Prices in US dollars. Business or occupation information must accompany each subscription order. For change of address, contact the circulation department listed above and give BOTH old and new address.

Photocopy Permission: Permission is granted by the copyright owner, Watt Publishing Co., provided the appropriate fee is paid directly to Copyright Clearance Center, Inc., 222 Rosewood Drive, Danvers, MA 01923 USA, tel +1.978.750.8400, fax +1.978.750.4470.

Bulk Reprints: Contact FosteReprints, +1.866.879.9144 or www.fostereprints.com.

© Copyright 2007, Watt Publishing Co. All rights reserved

**AMERICAN
BUSINESS MEDIA**

The Association of Business Media Companies

71 million strong— and growing

In case you needed confirmation that the petfood industry is a good one to be part of, new research provides just that. According to the 2007-2008 APPMA National Pet Owners Survey, just released by the American Pet Products Manufacturers Association, the number of US households that own some kind of pet has increased by 2 million since 2004, the last time the survey was conducted.

Those 71 million pet-owning households in 2006 represent 63% of the US population, a percentage that has held steady for several years now. The households own a total of about 74.8 million dogs, 88.3 million cats, 16 million birds, 24.3 million small animals, 13.4 million reptiles, 13.8 million horses and nearly 150 million fish. Those numbers represent a slight increase for dogs (1.2%) and fish (2.2%), a slight decrease for cats (-2.4%) and birds (-3.6%) and whopping growth for small animals (33.5%) and reptiles (21.8%). (Horse ownership was not previously measured.)

Most importantly for the makers of pet products, those households spent US\$38.5 billion on their pets in 2006—US\$15.4 billion of that on petfood, according to the survey. Based on the increase in these numbers since 2004, APPMA projects them to reach US\$40.8 billion and US\$16.1 billion, respectively, by the end of this year.

Health: powerful trend

Where specifically is that growth coming from? For one thing, US owners are increasingly pampering their pets with treats; at least 69% of US pets receive them, with a full 90% of

Those households spent US\$38.5 billion on their pets in 2006—US\$15.4 billion of that on petfood.

— Debbie Phillips-Donaldson



dogs enjoying them. For birds, treat usage increased from 73% in 2004 to 82% in 2006.

Judging by the number of new treats on display at the Global Pet Expo—held in February in Orlando, Florida, USA, and where APPMA first released the survey results—many of you are contributing to and capitalizing on that trend.

Besides food and treats, another large product category is pet health, according to the survey. This includes veterinary care, pet insurance, pharmaceuticals and over-the-counter medications, as well as specialty and functional food products: weight management foods, sports drinks, energy treats, treatments, supplements and natural and organic offerings.

In fact, APPMA cites pet health as the “most powerful trend across the industry.” Pet owners can afford to feed this trend thanks partly to their healthy incomes, reported to be higher than those of the total US population. Dog owners, for example, have an average annual income of US\$49,000 compared with the overall US average of US\$43,000, according to the survey. The average annual income of all US pet owners is US\$47,000.

Looking globally

Currently, North America owns 38% of the total global pet market of US\$58.2 billion, according to Euro-monitor International. (These are 2005 numbers, the most recent global figures available.) Experts expect that developed regions like the US and Western Europe will gradually lose market share to developing areas like Asia (especially China), Latin America and Central and Eastern Europe, but all will still continue to grow. And that’s certainly good news.

For more information on the future of the global petfood market, watch for the May issue of *Petfood Industry*, which will feature a report on exclusive research we’ve conducted with Packaged Facts. Highlights of this research will also be presented at Petfood Forum this month (April 18) in Chicago, Illinois, USA, and at Petfood Forum Europe on May 8 in Utrecht, Netherlands. Check out www.wattnet.com/peffoodforum for details. ●

Phillips-Donaldson is editor-in-chief of Petfood Industry magazine. E-mail her at dphillips@wattnet.net.

BENEO™

HEALTHY PETS, HAPPY OWNERS



Pets and people have always had a special bond, which is based on a feeling of trust and an understanding of each other's needs throughout life. Good nutrition is essential for healthy living. Prebiotic BENEOTM, an all-natural chicory extract, offers a healthy solution for every life stage – from newborn, to mid-age, to senior. Our scientists and veterinarians at ORAFTI are experts in prebiotics and understand the important role of good digestive health in a pet's wellbeing.

Good digestive health, through the power of prebiotics, contributes to improved nutrient absorption, increased immunity, shiny coat, healthy stools and improved nitrogen metabolism. Furthermore, our scientifically trained staff can inform you of ORAFTI's latest scientific results and share upcoming trends so you can offer the best and most advanced pet nutrition in your products.

Call Piotr Janowicz, our companion animal manager, at +32 16 801 486 or send an e-mail to piotr.janowicz@orafti.com for an appointment with one of our sales managers in your region.

ORAFTI Animal Nutrition, your partner in product innovation.



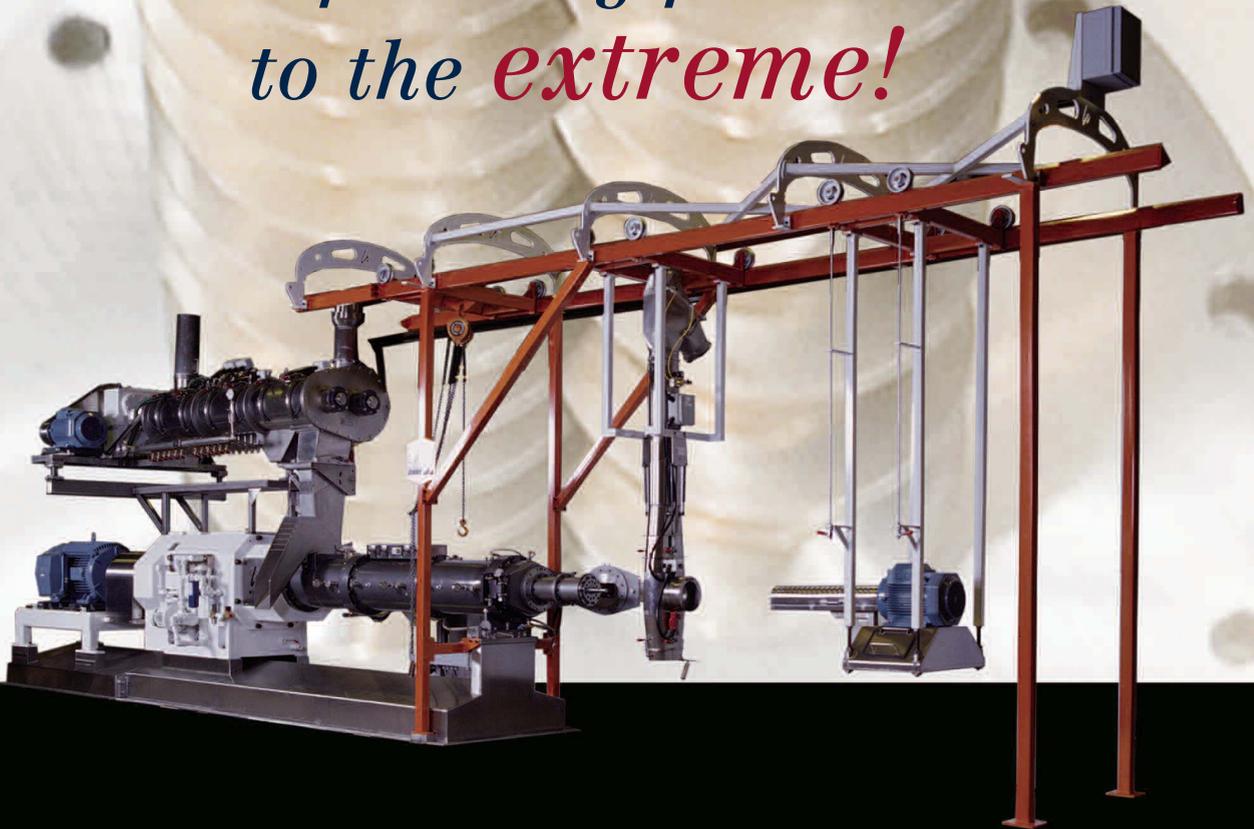
ORAFTI Animal Nutrition
Aandorenstraat 1 - B-3300 Tienen - Belgium
Phone: +32 (0)16 801 301 – Fax: +32 (0)16 801 308
E-mail: info@orafti.com



New!



Wenger Magnum ST Extruder takes operating parameters to the extreme!



You've been waiting for a machine like the new Wenger Magnum ST twin screw extruder. Now, it's time to put it to work!

Use its Magnum-level Speed and Torque to step down to a smaller extruder without giving up capacity. Or use the higher SME capabilities to provide the unique physical properties that your product requires.

With maximum speeds up to 1,200 rpm and power levels to 165 kWhr/t SME at volumetric capacity, the new Magnum ST extruders are ideal for meeting an extreme range of operating parameters.

Build One to Your Specs

Available in four sizes, Magnum ST Series extruders

can be custom designed to fit your specific needs with a broad list of features and options. Build your configuration to include new shear and kneading elements, with flighting from 0.5 to 1.5 pitch, for precise control of product shape, texture, density and cooking time.

Then choose from a range of complementing process tools, including Wenger's patented DDC preconditioner, our unique mid barrel and back pressure valves, an external density management system, a new overhead rail system and a manual or automatic control system.

No matter the product or how you choose to set it up, you owe it to yourself to check out the new Wenger Magnum ST soon. You've never experienced so much potential.