

03/2010

# Petfood Industry

Guide to  
Petfood Forum

WATT

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Ingredients in  
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European  
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## LEADING THE PACK

Tim Callahan, CEO of WellPet, p. 24

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On the cover: Tim Callahan, CEO of WellPet, and Hope visit one of the many independent pet stores that carry the company's natural, superpremium products.

Photo by Geiger Photography ([www.billgeigerphoto.com](http://www.billgeigerphoto.com))



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[www.PetfoodIndustry.com](http://www.PetfoodIndustry.com) The online community for petfood professionals

## Community

### Petfood-Connection: MBA student looking for case study

<http://www.petfood-connection.com/forum/topics/mba-student-looking-for-case>

### Daily Tweets

[www.twitter.com/petfoodindustry](http://www.twitter.com/petfoodindustry)

### Stay Connected

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### Petfood Industry TV

[www.youtube.com/user/petfoodindustrytv](http://www.youtube.com/user/petfoodindustrytv)

## Online exclusives

### Q&A: What's happening with WellPet

Read the interview with CEO Tim Callahan at [www.petfoodindustry.com/WellPetTranscript.aspx](http://www.petfoodindustry.com/WellPetTranscript.aspx).

### Research: Novel ingredients

Read in-depth studies on hydrolyzed feather meal, beta-1,3/1,6-glucans and other novel ingredients at [www.petfoodindustry.com/NovelResearch.aspx](http://www.petfoodindustry.com/NovelResearch.aspx).

### PowerPoint: EU update

Find more information about new EU regulations in Dr. Wolfgang Trunk's Petfood Forum 2009 presentation at [www.petfoodindustry.com/TrunkPetfoodForum2009.aspx](http://www.petfoodindustry.com/TrunkPetfoodForum2009.aspx).

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## Something to Chew On

Debbie Phillips-Donaldson

### Share your thoughts

Comment on the new dog food from HSUS at [Petfood-Connection.com](http://Petfood-Connection.com).

# If you can't beat 'em ...



**HSUS is coming out with a line of dog food that it says is cruelty free, all natural and certified organic.**

**ACCORDING TO RECENT** reports from the American Pet Products Association and Packaged Facts, the US pet industry stared down the recession and won, gaining 5% last year to a total of US\$53 billion. (See Market Report, p. 84.) The US petfood category also grew 5%, to US\$17.56 billion.

It's no wonder, then, that companies continue to enter the market and existing petfood players keep introducing new products. For example, Tyson just announced that its new Tyson Pet Products subsidiary is launching a line of dog chews ([www.truechews.com](http://www.truechews.com)).

**YET I WAS** caught off guard by the news that the Humane Society of the United States (HSUS) is coming out with a line of dog food, Humane Choice ([www.humanechoice.com](http://www.humanechoice.com)), which it says is cruelty free, all natural and certified organic. The main protein source is soy.

I'm not shocked by the type of product HSUS is launching nor its professed reasons: "to offer consumers a wholesome and nutritious dog food that does not contain animal-based proteins or support the factory farming industry," according to a press release. "It's an opportunity to support our work confronting animal cruelty," a spokeswoman added.

But I have to confess surprise that an organization like HSUS would even enter this marketplace. Think about it: HSUS has consistently pursued an activist agenda targeting significant segments of the economy, including petfood in the wake of the 2007 US recalls. Yet now it's jumping into business itself, competing directly for a share of pet owners' wallets (over and above what it already gets from donations). Is HSUS following the cliché, if you can't beat 'em, join 'em—convinced it can do better?

**HSUS CLAIMS IT** is receiving 6% of the wholesale price of each bag sold "to help fund our critical life-saving programs to rescue animals from disasters, provide spaying and neutering and other veterinary services, conduct undercover investigations of animal cruelty and more." You can't argue with those first two programs, but I find it ironic that under the HSUS umbrella of "confronting animal cruelty" lies some of the foundations—agriculture and farming—the petfood industry is built on.

HSUS is going around those foundations by using a grower and manufacturer in Uruguay. The certifying body, Organizacion Internacional Agropecuaria, a member of the Organic Trade Association, is based in Argentina. Is this a sustainable business model?

And, has HSUS measured the carbon footprint of having a product manufactured in one country, certified by an organization in another country (both toward the farthest end of South America), then transported, to and via a distributor based in Vista, California (G&B Marketing, [www.gandbmarketing.com](http://www.gandbmarketing.com)) all over the US—but starting on the East Coast? (In select Petco and Whole Foods stores.)

**I WILL GIVE** the organization credit for transparency with its product website. And I imagine pet owners who truly believe in HSUS and its causes will appreciate having this option for feeding their dogs (possibly soon their cats, too, according to the site).

But I can't help wonder if HSUS—like many businesses—simply looked at the dynamic petfood industry, especially the rapidly growing natural and organic segments, and decided that getting a piece of that market could create a healthy funding boost. The fact that such funding will help fuel the organization's activism—including against elements of the very industry it is now joining—is just icing on the cake.

Watch for more information about Humane Choice and HSUS in the April issue. Meanwhile, what do you think about this development? ■

Debbie Phillips-Donaldson is editor-in-chief of *Petfood Industry* magazine. E-mail her at [dphillips@wattnet.net](mailto:dphillips@wattnet.net).

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## Industry News

### Quick Hits

- The website Organicpet-boutique.com launched with over 400 products ranging from organic petfood to organic pet supplements.
- Penford Food Ingredients Co. named Anita Oliver as director of pet sales and business development.
- Natural Balance Pet Foods Inc. announced Rick Rockhill as its new senior VP, international and national divisions; Heather Govea was promoted to senior VP, independent sales and corporate marketing divisions.

### Learn more

The latest news and updates are always on [www.PetfoodIndustry.com](http://www.PetfoodIndustry.com).

### Petfood Forum and Petfood Workshop only weeks away!

Think of it: more than 25 industry experts sharing their insights in just one-and-a-half knowledge-filled days. Plus numerous opportunities to meet with leading industry suppliers and peers, new and old!

You can still take advantage of all this by registering for Petfood Forum 2010 at [http://registeruo.niu.edu/iebms/wbe/wbe\\_p1\\_main.aspx?oc=40&cc=WBE4010611](http://registeruo.niu.edu/iebms/wbe/wbe_p1_main.aspx?oc=40&cc=WBE4010611).

The conference features keynote speaker Joel Silverman—author, TV host and dog trainer—plus David Lummis of Packaged Facts with a market outlook and a panel of industry executives—from leading organizations such as Mars Petcare US, CJ Foods, Wenger Manufacturing and the Pet Food Institute—discussing petfood safety from a strategic perspective.

You'll also learn during 16 concurrent sessions on topics ranging from nutrition to safety to marketing to packaging, plus find more than 100 companies in the exhibit hall. And if you also register for Petfood Workshop: Hands-on Nutrition, you'll save up to 20%.

For more information on these topics, see the Petfood Forum 2010 guide on page 28 and visit [www.petfoodindustry.com/petfoodforum.aspx](http://www.petfoodindustry.com/petfoodforum.aspx).

**PetfoodForum** 2010  
**PetfoodWorkshop** 2010

### Anido awards announced

At the Belgian pet product show Anido in Kortrijk, awards were given for the three most interesting new products in the petfood segment. Twenty-one firms took part in the competition.

First place went to Made for Dogs with its reward product Klik & Beloon, followed by the Benelux company with its new premium petfood line Dado Premium Dog food and Royal Canin with its cat food Exigent 33.

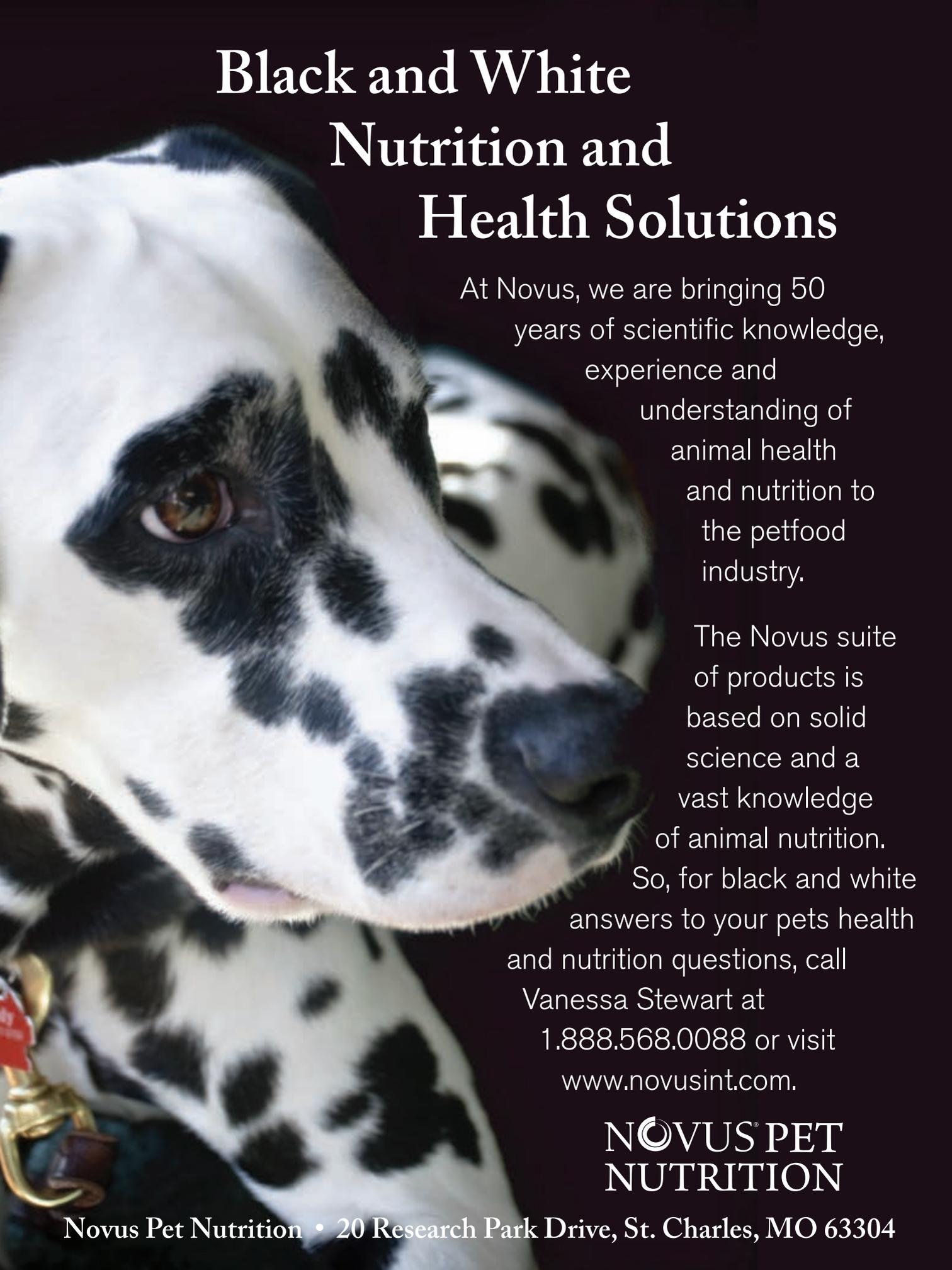
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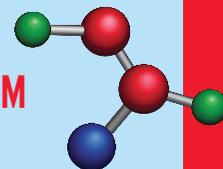
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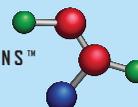
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## Proposed legislation to prevent petfood contamination

After the case of the melamine-laced petfood that killed or sickened thousands of pets three years ago, US Congress is stepping in to propose legislation that will help prevent petfood contamination from happening again.

The Food Safety Modernization Act is intended to amend the Federal Food, Drug and Cosmetic Act but is still awaiting debate in the Senate.

In the House, the Food Safety Enhancement Act of 2009 was passed July 2009 and would give the Food and Drug Administration more power to prevent contaminations.

Michael Markarian, chief operating officer at the Humane Society of the United States, told the *Scripps Howard News Service* that the bills will give the FDA additional authority to control recalls and to make sure poisonous materials don't come in from abroad.

## Pet industry grows 5.4% in 2009

The American Pet Products Association released its annual review of spending data and reports, which shows that overall spending in the pet industry grew by 5.4% from 2008 to 2009 and is projected to increase by 4.9% in 2010 to US\$45.4 billion.

The petfood sector was up by 3.6%, going from US\$16.8 billion in 2008 to US\$17.4 billion in 2009.

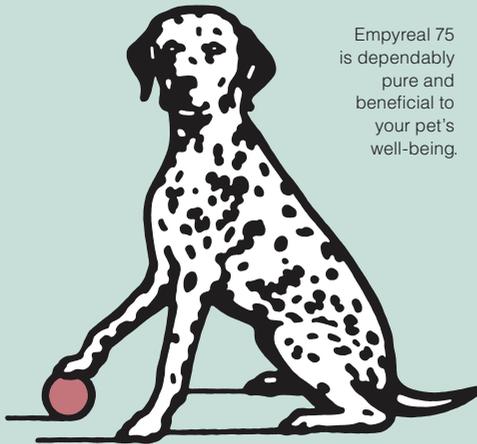
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# New Products

## Get more

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## For Consumers

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### High-protein treats

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### Pet health bars

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### Vegan dog treats

Max & Ruffly's offers a line of organic, vegan dog treats in three flavors: Molasses Explosion 1919, Wolf Peach & Herb and Mother Quinoa's



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Max & Ruffly's  
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### Joint formula for dogs

Mars' Pedigree + offers Healthy Joints Premium Ground Entrées that include beef, rice and natural sources of glucosamine, according to the company. The product is designed to promote healthy joints, maintain mobility and is suitable for any sized dog.

Mars Petcare US Inc.  
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[www.mars.com](http://www.mars.com)



### Holistic puppy recipe

Holistic Select from Eagle Pack Pet Foods offers the Nourish Puppy Health Anchovy, Sardine & Chicken Meals Recipe. The levels of protein, fat and calories are specialized for growing puppies. DHA is included to support brain development. (An incorrect photo of this product appeared in February; *Petfood Industry* regrets the error.)



Eagle Pack Pet Foods Inc  
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### Canned reptile food

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Attendees can participate in interactive sessions about the latest petfood trends and topics from industry experts, including:

- **Petfood market outlook 2010-2011**—David Lummis, Packaged Facts
- **Survey: state of the animal supplement, functional ingredient and treats market**—Patrick Rea, publisher and editorial director, *Nutrition Business Journal*
- **An outsiders' view of petfood: "human food" nutritionists weigh in**—Marion Nestle, PhD, New York University, and Malden Nesheim, PhD, Cornell University
- **And many more!**

Also, enjoy a keynote presentation by world-renowned dog trainer Joel Silverman, host of Animal Planet's *Good Dog U*. Joel will further discuss the important role the human-pet bond plays in his training methods.



## Petfood Workshop

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### LEARN ALL ABOUT NUTRITION—THE FOUNDATION OF THE INDUSTRY

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In addition to general sessions on product and ingredient trends, regulatory issues and communicating with consumers on pet nutrition, interactive breakout sessions will give you hands-on learning about:

- Feline and canine nutrition basics
- Key ingredient groups and their nutritional benefits
- Processing considerations for petfood ingredients
- Formulation overview

**For more information on Petfood Forum 2010 and/or Petfood Workshop: Hands-on Nutrition, visit**

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## For Manufacturers

### Swivel valve cooler

The Swivel Valve Cooler MkII from Geelen Counterflow has



been designed for customers with high food safety requirements. The cooler enables fast and effective cleaning, inside and outside, with minimum cleaning residue, according to Geelen. The hood of the

cooler has been redesigned to avoid horizontal surfaces. (An incorrect photo of this product appeared in the December issue.)

**Geelen Counterflow**

+31.475.592.315

[www.geelencounterflow.com](http://www.geelencounterflow.com)

### Educational programs

Silliker Inc. offers a range of educational programs. Class topics from the Winter/Spring 2010 Food Safety Education & Training catalog include HACCP, plant sanitation and customized, on-site training.

**Silliker Inc.**

+1.708.957.7878

[www.silliker.com](http://www.silliker.com)



### Sample adaptors

MicrOptix Technologies has a family of sample adaptors for the patented i-Lab handheld analyzing spectrometer. The i-Lab performs measurement and analysis of liquids and solids in the visible light range of 400–700 nanometers, according to the company.

**MicrOptix Technologies LLC**

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### Color, blend ingredients

D.D. Williamson offers an array of colors and blends. Ingredient categories include caramel color, burnt sugar, caramelized fruit, caramelized

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## For Manufacturers

### Filling, portioning depositors

NuTec's C-frame portioning depositors are designed for weight control and clean, accurate filling placement, with up to 45,000 deposits

per hour, according to the company. NuTec's feed system uses a rotating spiral that moves the product to the rotary vane pump. Deposit sizes of up to 1



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### Rotating vacuum coater

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**Forberg International**  
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### Spray-dried liver

American Dehydrated Foods has spray-dried liver hydrolysate for adding protein, enhancing palatability and hypoallergenic diets. The ingredient is made with product obtained from a USDA-inspected facility, according to the company. It can be used in dog and cat foods and treats.

**American Dehydrated Foods Inc.**  
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### Analysis systems software

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## For Manufacturers

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### Tray erector

Eagle Packaging Machinery has the Vassoyo Air tray erector for showcase trays, which incorporates a method to form double-walled side panels and a triple-wall end panel from a flat corrugated blank. The Vassoyo Air forms cartons from 6-11 inches deep at speeds up to 20 trays per minute, according to the company.

**Eagle Packaging Machinery**  
+1.305.622.4070  
[www.eaglepm.com](http://www.eaglepm.com)

### Flexible screw conveyor



A flexible screw conveyor from Spiroflow Systems that moves dry bulk solids and ingredients features a direct electric motor-driven spiral screw. It is designed for speed, low maintenance and gentle handling. The conveying systems can be configured to operate in any direction and elevation

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### Resealable packaging

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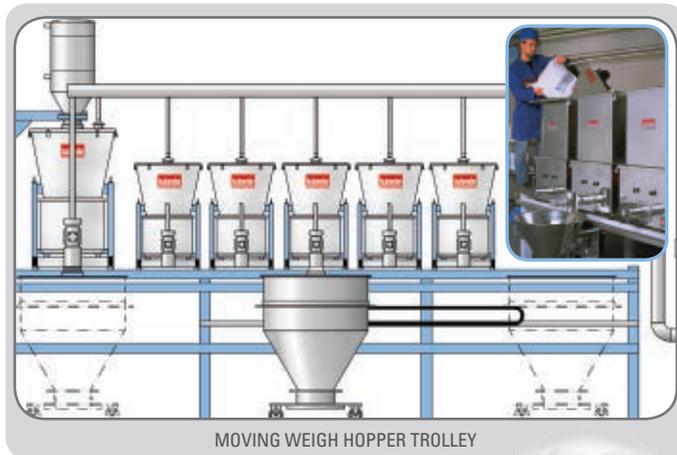
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## For Manufacturers

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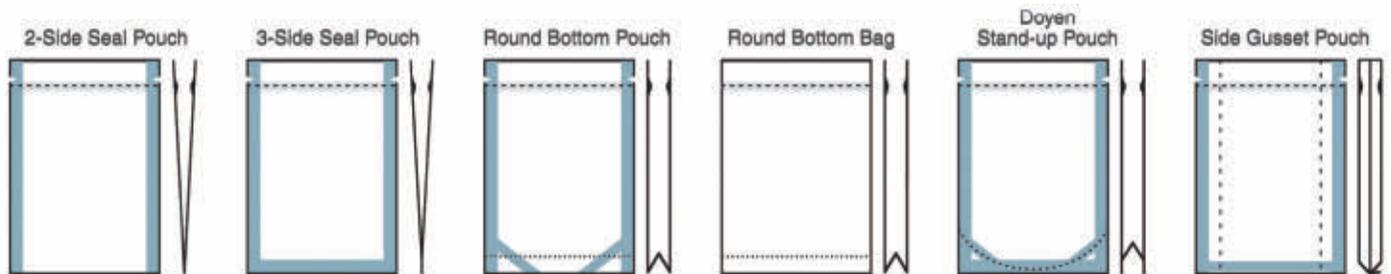
## Correction

Contact information for Marshall Ingredients in February "New products" (p. 22) was incorrect. The correct information is +1.800.796.9353, [www.marshallingredients.com](http://www.marshallingredients.com).

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**Online exclusive!**

Read the Q&A with Tim Callahan of WellPet at [www.petfoodindustry.com/WellPetTranscript.aspx](http://www.petfoodindustry.com/WellPetTranscript.aspx).

Since joining WellPet in 2008, CEO Tim Callahan has overseen the merger of two companies and significant investments in consumer research, sales training, manufacturing quality and new product development.

## JUST THE FACTS

**Headquarters:**

Tewksbury, Massachusetts, USA

**Officers:** Tim Callahan, CEO; Mark Shuster, VP of marketing; Jean Lizotte, VP of product development; Greg Kean, VP of R&D; Nick Delton, CFO; Steve Harris, VP of sales; Beth Wilson, VP of operations

**Sales:** about US\$200 million

**Brands:** Holistic Select, Wellness, Eagle Pack, Old Mother Hubbard

**Distribution:** US and Canada in the pet specialty channel, plus select natural stores

**Facilities:** Mishawaka, Indiana, USA

**Websites:** [www.wellpet.com](http://www.wellpet.com), [www.wellnesspetfood.com](http://www.wellnesspetfood.com), [www.eaglepack.com](http://www.eaglepack.com), <http://holisticselect.com>, [www.oldmotherhubbard.com](http://www.oldmotherhubbard.com)

# Leading the pack

By Debbie Phillips-Donaldson

Building on the foundation of its legacy companies, WellPet grows by continuing their leading-edge natural nutrition

**IN THE DYNAMIC** petfood industry, few companies have undergone more change in a short period than WellPet. Built on the foundation of two petfood stalwarts—Wellness (in turn built on Old Mother Hubbard) and Eagle Pack—WellPet has integrated separate staffs and cultures, formed a new leadership team, conducted in-depth consumer research, implemented new sales and training tools, relaunched a brand and developed several new products—all in only about a year.

But just as important, says CEO Tim Callahan, is what has not changed since he joined the company in late 2008. “When I spoke with the people from both the Wellness and Eagle legacy

companies, we talked about the entrepreneurial founders, the passion those folks had for pets and pet nutrition and how they really got people committed to that.

“So frankly, the first thing we focused on was making sure we don’t lose the essence, the foundation of what has made both companies great,” Callahan continues. “And the reason this is also important is because to me that’s a common link. When you bring two companies together, as you know, it can be a challenge. We had that common heritage, so even though they were different companies with different brands and products, there was a similar path in terms of how we got to where we are

today, and that brought some connection to the company.”

**FOR WELLPET, THE** challenges Callahan refers to included the fact that some of its brands were competing against each other. “One of the very first things we did was conduct extensive consumer research, making sure we were very clear on how we positioned our products, how we talked to consumers and that the attributes and messages about our brands were very clear,” Callahan says. That research led to changes in packaging and marketing for the Holistic Select and Wellness brands.

Callahan professes great pride in the thoroughness of research WellPet does. “I don’t mean academic, brainy research; I’m talking about real world, talking to consumers,

relaunch the venerable Old Mother Hubbard brand this year, along with launching a weight management product for Holistic Select and a line of Wellness stews. “We’re also looking at some things farther down the road that are rooted very much in natural nutrition,” Callahan says. “I’ll go back to what’s made the company great—being on the leading edge of good, natural nutrition.”

**THANKS TO ITS** innovation and products, WellPet has grown more than 20% a year, even during the recession. The growth also comes partly because of the company’s large sales force; nearly half the employees are salespeople, and they all receive in-depth training.

“We’ve put a tremendous amount of effort into taking some of the learning

aspect in terms of sharing the insights that we’ve learned and helping our customers build their businesses, not just our brands. It’s a support that’s really unmatched in the industry.”

## Educating pet retailers

WellPet considers educating the pet retail channel part of its mission. “We have really invested heavily in the last six to eight months to give our salespeople tools to be more effective business partners with our independent pet specialty channel to help drive their overall business,” says Tim Callahan, CEO.

To WellPet, that means helping retailers understand not only the company’s brands but also the industry. “I think it’s important for the pet specialty channel to rededicate itself to what it does,” Callahan says. “There are great examples of retailers that compete very effectively against Walmart, for example. How do we work with them around that knowledge of the industry, knowledge of pets and knowledge of the food?”

Callahan views the aggressive movement into the petfood market by large mass retailers like Walmart as a looming threat. “I also see confusion between natural and holistic and some of those descriptions, and I think there’s an opportunity to reinforce what they mean and bring more clarity to consumers,” he adds.

To that end, WellPet is in discussion with various retail partners and industry organizations about a potential education program, not only for retailers but possibly for consumers, too. “The question becomes, can we be an enabler, because we’re a company that has resources around marketing and consumer messaging,” Callahan explains. “I think it would be time and money well spent.”



WellPet is built on the foundation of two legacy companies, Eagle Pack and Wellness (formerly Old Mother Hubbard).

talking to customers, thinking about how people shop this industry, this category, what’s on their minds, what their unmet needs are,” he says. “It focuses our company on things that matter. For a company of our size, and focused very specifically on this superpremium, natural space, I’m hard pressed to see anyone who does as much research as we do.”

Similar research will be applied to

from the research we had done and not only sharing that with our sales team so they’re more knowledgeable about the industry and what consumers are telling us but also sharing that information with our retailers and distributors,” Callahan says.

“When you call it a sales force, it sounds like it’s just selling,” he continues. “Obviously, that’s part of what they do, but there’s also a service

**CALLAHAN ALSO CONSIDERS** WellPet’s quality and safety standards as part of the service and support behind

WELLPET

its products. "From just a supply chain standpoint, we made a more than US\$1 million investment over the past six months in our facility in Mishawaka, Indiana, USA, to continue to make sure it has outstanding product quality," he says.

WellPet has also taken a very active role and position on the new Reportable Food Registry established by the US Food and Drug Administration, Callahan adds. "We've pushed very hard into factories and our full

manufacturing world and have taken a very clear and direct stance about quality and how we're going to be proactive. There's no ambiguity about that."

**DESPITE ITS MANY** successes, WellPet is not likely to rest on its laurels. "Sometimes companies that are successful can get complacent," Callahan says. "One of the best things you can have is what I call constructive dissatisfaction. That means, in a constructive way, challenging what we're not doing well. I think there's still very much that mentality here. It keeps everybody energized.

"We've spent a lot of time bringing these companies together,"



Some of WellPet's innovations include extensions to its current lines, including Holistic Select.

he continues. "I think we're at a point now where there will be a great opportunity for us to engage even more substantially with our retailer and distributor communities. On the marketing end, we're doing some very interesting things with pet communities and social media. I think it will be a very interesting year, and we'll continue to earn retailers' and consumers' trust."

**Online extra!**

Find more WellPet products online at <http://petfoodindustry.com/ListConsumerProducts.aspx>.

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**Online extra!**

For event updates and a full schedule, visit [www.petfoodindustry.com/forum2010schedule.aspx](http://www.petfoodindustry.com/forum2010schedule.aspx).



Julie Lenzer Kirk and Greg Aldrich, PhD, will moderate Petfood Forum 2010 and Petfood Workshop: Hands-on Nutrition.



# Guide to Petfood Forum 2010

Find out why this event—along with Petfood Workshop—is the hotspot for industry business and knowledge

**WHILE GROWTH OF** the global petfood industry slowed in 2009, most experts project expansion to pick up nicely this year. Make sure your company is an active player in that growth by attending Petfood Forum and Petfood Workshop 2010, where you can learn new ideas, network with colleagues and do business with new and longtime contacts.

Petfood Forum, April 12-14 at the Hyatt Regency O'Hare near Chicago, Illinois, USA, features plenty of receptions, meals and other opportunities for networking, an exhibit hall packed with leading industry suppliers and dozens of experts sharing their insights and expertise.

Keynote speaker Joel Silverman—author, TV host and dog trainer—starts

everything with a demonstration of his training philosophy and how that translates to other areas. Pet market expert David Lummis of Packaged Facts provides an outlook on the industry, and a panel of industry executives offer their strategic perspective on petfood safety and some of the new legislations on the horizon.

You'll also learn from experts on nutrition, safety, marketing, processing and packaging, plus find further information via a poster reception featuring research on spray-dried plasma, biogenic amines, liquid direct fed microbials and more.

On these pages you'll find speaker and topic information as of press time. If you have questions, please contact Ginny Stadel, [gstadel@wattnet.net](mailto:gstadel@wattnet.net) or +1.815.966.5591.

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# Petfood Forum

## Schedule of events

### Tuesday, April 13

10:00-10:40 am

**General session: Petfood market outlook 2010-2011**—David Lummis, senior pet market analyst with Packaged Facts, discusses the strengths and opportunities of the US petfood market, along with challenges for



petfood marketers. He'll also share exclusive research on sustainability trends in petfood.

10:45-11:45 am

**General session: Executive round-table**—Why is safety the most critical issue for the petfood industry? Panelists include Lafe Bailey, VP of Wenger Manufacturing; Duane Ekedahl, president of the Pet Food Institute; Jill Franks, director of scientific and regulatory affairs in R&D for Mars Petcare US; John Kuenzi, president of CJ Foods; Jim Marsden, PhD, regents distinguished professor, food safety and security, Kansas State University; and Angele Thompson, PhD, president of Thompson Pet Tech.

1:30-2:10 pm

**Nutrigenomics: recent advances in dogs and cats**—Kelly Swanson, PhD, associate professor, Department of Animal Sciences at the University of Illinois, explains the basic concepts of nutrigenomics, how the science may be applied to petfood and provides recent pet-related examples.



**Convenience trends in petfood packaging**—Alexander Mikolasek, managing director of Mondy, explores why convenience has become so important to petfood consumers and some of the innovative



concepts in flexible packaging.

2:15-2:55 pm

**Prebiotic and probiotic supplements in petfood: impact on immunity**—Sara Cutler, R&D manager of

### Tuesday, April 13

8:00-9:15 am

**Keynote: Joel Silverman, dog trainer, host of Animal Planet's *Good Dog U* and author of *What Color Is Your Dog?* explains his Companions for Life philosophy and how that translates to not only working with pets but also how petfood manufacturers can communicate with pet owners.**



the functional ingredient and supplement group for Kemin Nutrisurance, addresses the expanding world of pre- and probiotic supplementation and shares the latest research.

**Dry petfood manufacturing and the carbon footprint**—



Jacques Wijnogst, owner of Tema and Partners, offers options for reducing energy and inefficiencies in the dry production process while also diminishing

carbon dioxide emissions.

3:30-4:10 pm

**An outsider's view of petfood:**



**"human food" nutritionists weigh in**—Marion Nestle, PhD, professor of nutrition, food studies and public health at New York University, and Malden Nesheim, PhD, professor emeritus of nutrition at Cornell University, look at the petfood industry from the perspective of professors of animal and human nutrition, presenting recommendations for the industry, government and consumers.



**Controlling contaminants using high pressure processing**—James Marsden, PhD, regents distinguished professor, food safety and security at Kansas State University, explains an upcoming technology, high hydrostatic pressure, for controlling pathogens in cooked and raw petfood products.

4:15-4:55 pm

**Sustainability and CSR: from whim to a matter of strategy**—



Jan Hoijsink, consultant, discusses corporate social responsibility, which has transformed from an ideal for do-gooders to a strategy for world and market leaders. What does it mean for your company's future?

**Impact of process hardware on petfood safety**—



Galen J. Rokey, process manager of the Petfood Applications Group for Wenger Manufacturing, explores key equipment that can directly impact safety, plus how to

use sanitary design and recycle under-processed material to reduce product and dust accumulation and emissions.

### Wednesday, April 14

8:00-8:40 am

**Making private label super-premium petfoods competitive**—



Serge Boutet, agronomist/manager of petfoods and nutrition at Mondou Ltd., discusses how large retailers have developed their own brands, including super-premium products. How can they compete nutritionally and economically with national brands?



**HACCP: where did we go wrong?**—David Rosenblatt, DVM, director

of training at Sher Consulting and Training, shares the essentials on HACCP to better understand why food safety measures sometimes fail, plus how to identify and correct weaknesses in your own safety program.

**8:45-9:25 am**

**Petfood and the importance of a balanced diet**—Karen Wedekind, PhD, scientist in the pet nutrition division of Novus International, explores the detrimental effects of excess protein, macro and micro-nutrients

and how petfood formulations should be balanced rather than driven by palatability and niche marketing concepts.



**US regulatory update**—

David Dzanis, PhD, co-owner of Regulatory Discretion Inc., explains new FDA regulations for petfood labeling, processing and ingredients and potential new AAFCO



rules for calorie content statements and carbohydrate-related claims.

**10:15-10:55 am**

**Marketing petfood with emotional firepower: how to build brand preference and sales**—Bob Wheatley, CEO of Wheatley & Timmons, shares best practices in building brand equity, constructing a compelling value proposition and understanding the emotional triggers that drive purchase decisions.



**Mycotoxin control in grain-based petfood ingredients**—Gene Peters, PhD, principle research microbiologist, and Don Shandera, PhD, feed ingredients development manager, both with Cargill, discuss key challenges and opportunities in controlling this common petfood contaminant, including during grain



screening, processing, measuring and testing.

**11:00-11:40 am**

**Survey: state of the animal supplement, functional ingredient and treats market**—Patrick Rea, publisher and editorial director, *Nutrition Business Journal*, presents proprietary animal nutri-



tion market size estimates, reviews emerging product trends and forecasts market expansion.

**Profitable moisture and water activity control**—John

Robinson, owner of Drying Technology Inc., explains how to safely maximize moisture control during petfood drying to prevent or recover significant



financial losses.

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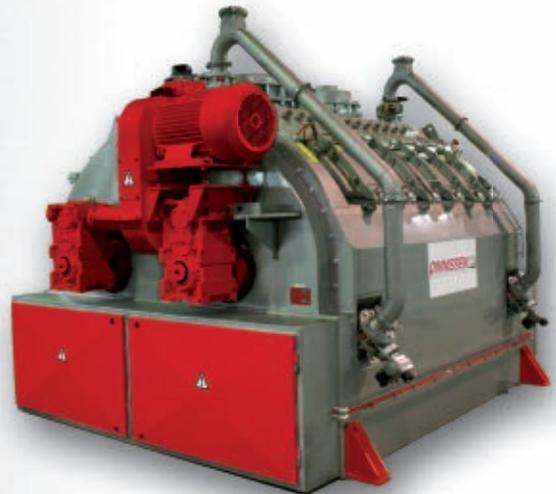
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# PetfoodWorkshop 2010

## Schedule of events

### HANDS-ON NUTRITION

#### Wednesday, April 14

2:00-3:00 pm

**General session: Products and ingredients driving today's global petfood market**—Lee Linthicum, head of global food research for Euromonitor International, shares key nutrition and ingredient trends affecting the development of petfood products.



3:20-4:35 pm

**First round of breakout sessions** (each an interactive workshop on a key area of nutrition):

■ **Basics of feline and canine**

**nutrition**—Kelly Swanson, PhD, associate professor, Department of Animal Sciences at the University of Illinois, covers the metabolic similarities and differences of cats and dogs, and

how they relate to current nutrient recommendations.

■ **Key ingredient groups and how they provide nutritional benefits**—

Sean Delaney, DVM, MS, ACVN, chief nutrition, scientific and medical officer, and Sally Perea, DVM, MS, ACVN, senior nutritionist, both with Natura Pet Products, discuss the key ingredient groups for providing essential nutrients and maintaining health



Immediately following Petfood Forum, on April 14-15 also at the Hyatt Regency O'Hare in Chicago, Petfood Workshop: Hands-on Nutrition features pet nutrition experts sharing their insights during interactive sessions on the science behind companion animals' nutritional needs and the most beneficial, efficient and cost-effective ways to formulate ingredients into a product that can be processed, packaged and sold.



in pets, including how to use them in petfoods to provide additional nutritional benefits.

■ **Processing considerations for petfood ingredients**—Galen Rokey, process manager of the Petfood Applications Group for Wenger Manufacturing, reviews major petfood ingredients and how they affect the extrusion process, focusing on processing parameters and their impact on ingredient prop-



erties and nutritional contributions.

■ **An overview of formulation**—

Andy Watland, formulation services consultant for Creative Formulation Concepts, provides an overview of key petfood formulation concepts, including a hands-on demonstration on how to use formulation software.



#### Thursday, April 15

8:00-8:40 am

**General session: Regulatory requirements for substantiating nutritional adequacy**—David Dzanis, DVM, PhD, co-owner of Regulatory Discretion Inc., explains the accepted methods for properly substantiating adequacy:



formulating to meet established nutrient profiles, conducting feeding trials or using "product family" criteria.

8:40-9:25 am

**General session: Ask the nutrition experts panel**—direct your specific nutrition questions to experts including Greg Aldrich, PhD, president of Pet Food & Ingredient Technology; Brittany Vester Boler, PhD, postdoctoral research associate at the University of Illinois; Serge Boutet, agronomist/manager of pet foods and nutrition at Mondou Ltd.; Kerry Cramer, PhD, companion animal nutritionist at Trouw Nutrition; and Thomas R. Willard, PhD, owner of TRW Consulting.

9:50-11:05 am

**Third round of breakout sessions** (attendees rotate among the four rooms)

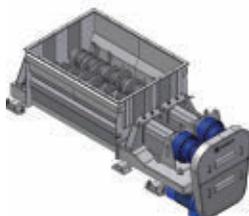
11:10 am-12:25 pm

**Fourth round of breakout sessions** (attendees rotate among the four rooms)



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As of press time, the following companies are registered to exhibit at Petfood Forum 2010, listed first by category. Starting on p. 36, you'll find contact information received as of press time (listed by company alphabetically), with advertisers in this issue indicated. For updates to the list as well as booth numbers, visit [www.petfoodindustry.com/Forum2010exhibitorlist.aspx](http://www.petfoodindustry.com/Forum2010exhibitorlist.aspx).

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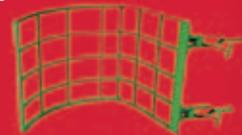
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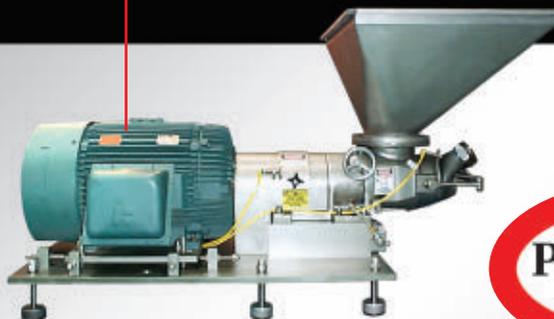
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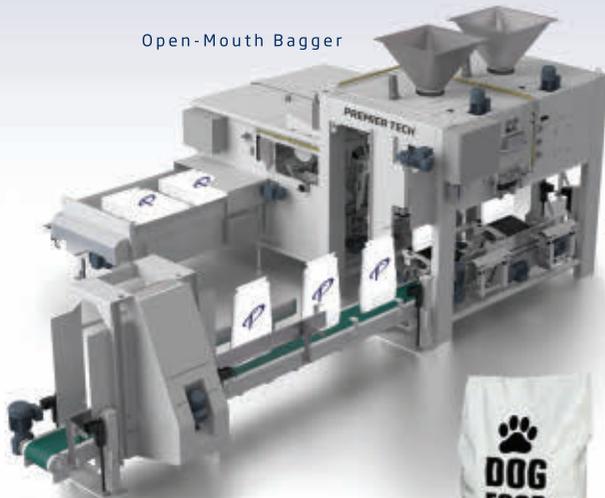
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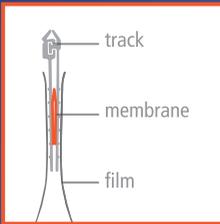
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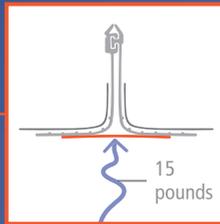
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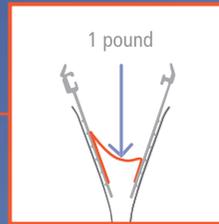
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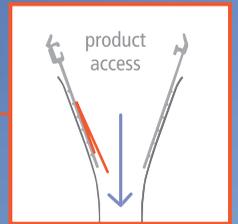
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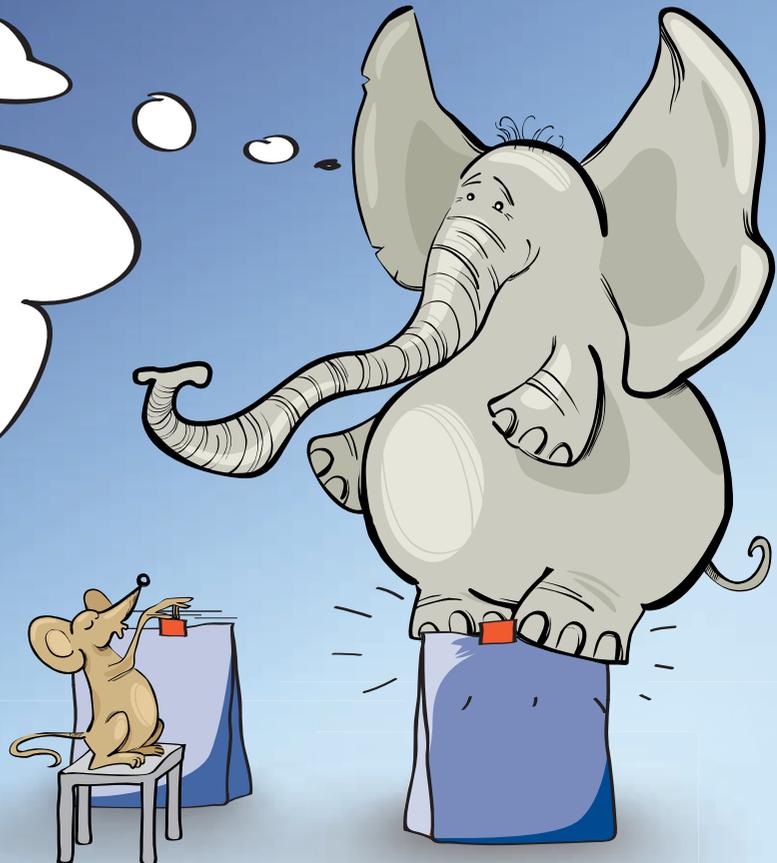


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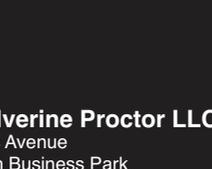
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View the Virtual Petfood Forum: Target on Nutrition presentation on other exotic ingredients, by *Petfood Industry* Ingredient Issues columnist Greg Aldrich, at [www.petfoodindustry.com/ExoticNutrition.aspx](http://www.petfoodindustry.com/ExoticNutrition.aspx).

A few novel ingredients aren't necessarily foreign to consumers, but they may not expect to find them in their pet's bowl.



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# In plain sight

by Jessica Taylor

The next marketable, novel petfood ingredient is just waiting to be discovered and utilized

**THE PETFOOD AISLE** is a sea of brightly-colored packaging and dozens of kibble shapes. Consumers have proven that familiar "humanized" petfoods and treats are what they are after when it

comes to feeding their pets. Some manufacturers may fear that promoting their food with an unfamiliar ingredient may cause consumers to reach for something more recognizable; other companies choose to take a bold approach, making the health benefits

of these unusual ingredients the appeal. A few novel ingredients aren't necessarily foreign to consumers, but they may not expect to find them in their pet's bowl.

If the pomegranate was 2009's most talked about superfood, the blueberry is set to claim the position for 2010. Recently, *Health* magazine named blueberries high on its list of "America's Healthiest Superfoods." The magazine's January/February 2010 issue singled out blueberries' impressive variety of potential health benefits, including preventing memory loss, improving motor skills, lowering blood pressure, and fighting age.

A native North American berry, blueberries grow abundantly in Maine and Canada. Blueberries have been found to have a higher level of antioxidants than

**Nutrition Facts**  
Serving Size: 1 Treat (2.3g)  
Servings Per Pouch: about 60

Amount Per Treat	
Calories 7.4**	
<b>Guaranteed Analysis</b>	
Crude Protein (Min)	10.0%
Crude Fat (Min)	8.0%
Crude Fiber (Max)	8.0%
Moisture (Max)	10.0%
Vitamin A (Min)	10,000 IU/kg
Beta Carotene (Min)	11.0 mg/kg

**Ingredients:** Pumpkin, Organic Oatmeal, Pearled Barley, Whole ground Potatoes, Oat Fibers, Carrots (Ovens mixed), Tocopherols, a natural preservative, Organic Cane Molasses, Blueberries, Cinnamon, Vanilla.

**2009 Winner**

According to Fruitables, makers of Pumpkin and Blueberry Treats for Dogs, blueberries are a good source of dietary fiber and can help aid digestion.

most other fruits by US Department of Agriculture (USDA) research findings and by such publications as the *Journal of Agriculture and Food Chemistry*. When Tufts University researchers at USDA's Human Nutrition Research Center on Aging reviewed disease-fighting antioxidant activity of 40 fruits and vegetables, blueberries beat the pack by a wide margin. Study results indicated that the benefits of eating just one serving of blueberries equaled those of eating two to three servings of other fruits and vegetables, such as spinach, apples, and broccoli.

Blueberries are already being utilized in several petfoods and treats distributed in North America, such as Fruitables Pumpkin and Blueberry Treats for Dogs and FirstMate Pet Food Chicken with Blueberries Dog Food. According to Fruitables, blueberries are a good source of dietary fiber for dogs and can help aid in digestion.

**PERHAPS THE NEXT** novel ingredient isn't something as easily recognized by consumers as a blueberry but an ingredient whose health benefits are just as easy to notice. According to Anton C. Beynen, PhD, of Vobra Special Petfoods BV and Pauline Paap of Orffa Additives, those super ingredients may very well be beta-1,3/1,6-glucans.

What exactly are beta-glucans? Beta-1,3/1,6-glucans are polymers of glucose with glucose molecules linked together by beta-1,3-bonds and "branches" of glucose molecules through beta-1,6-linkages, Beynen and Papp explain. These glucans can be isolated from the cell walls of baker's yeast (*Saccharomyces cerevisiae*).

Research in pigs has demonstrated that the feeding of beta-1,3/1,6-glucans reduced the plasma concentrations of pro-inflammatory cytokines and



Although utilizing goat's milk protein in dog foods may sound like a new idea, many manufacturers seeking to develop nutritious and wholesome foods have successfully created such products.

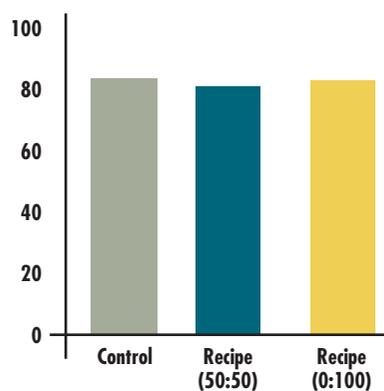
raised that of an anti-inflammatory cytokine. Researchers speculate that the intake of beta-1,3/1,6-glucans may reduce inflammation in canine and feline disorders such as osteoarthritis, atopy and inflammatory bowel disease. The effect of ingested beta-1,3/1,6-glucans on cytokine production may also inhibit the degradation of cartilage collagen, which would be an additional advantage in the treatment of canine osteoarthritis.

According to Beynen and Papp's abstract *Beta-1,3/1,6-glucans as*

### Figure 1

Crude protein digestibility of petfood: This in-vivo test on adult dogs was conducted using petfood manufactured with regular poultry meal (control), a petfood mix of poultry meal and GoldMehl FM (blue bar) and GoldMehl FM only (gold bar).

In-vivo protein digestibility (%) (dogs)



functional ingredient for petfoods, in a double-blind, placebo-controlled trial with privately owned, osteoarthritic dogs, a complete dry food with 800 ppm beta-1,3/1,6-glucans was fed; as a placebo, the same diet without supplement was used. When compared with the placebo treatment, dogs ingesting beta-1,3/1,6-glucans showed a greater improvement in the scores for activity, stiffness, lameness and pain.

In a separate study, it was found that the intake of purified beta-1,3/1,6-glucans improved the clinical signs of dogs with chronic skin disorders. "Given the anti-inflammatory action of beta-1,3/1,6-glucans, it would be anticipated that atopy in dogs and cats may be managed by feeding a diet containing the functional ingredient," conclude Beynen and Papp.

**ALTHOUGH BETA-GLUCANS AND** superfood berries may add something extra to a petfood formula, a key component in both canine and feline diets is the protein source. "Today's petfood industry is growing rapidly with pet owners demanding high-quality diets for their pets," say Franz-Peter Rebafka and Ashish Kulshrestha of GePro Gefluegel-Protein. "This demand creates a search for alternative protein sources that may be included in diets to meet the amino acid requirements of the pets. As costs for animal proteins increase and availability decreases, processed by-products have become an important primary protein source for the industry."

Rebafka and Kulshrestha propose that hydrolyzed, poultry-based proteins—in other words, hydrolyzed feather meal—are economically interesting protein sources already being used in specific areas of the feed business like aquaculture, so why not

**NOVEL**

in petfoods? While these proteins are economically interesting and free of anti-nutritional factors, the use of (processed) feather meal in petfood has been limited for reasons such as poor digestibility and issues related to marketing—particularly in areas like ingredients declaration.

Several factors are known to modify digestibility of protein and amino acids, however. Among the process conditions, drying seems to play a major role with respect to digestibility and nutritional quality of hydrolyzed feather meal. Realizing the beneficial effects of a lower temperature (LT) fishmeal drying system, a new product—GoldMehl LT feather meal specifically for petfood—has recently been launched.

In a feeding trial conducted at

**Online extra!**

Read in-depth studies and the latest research on hydrolyzed feather meal, beta-1,3/1,6-glucans and other novel ingredients at [www.petfoodindustry.com/NovelResearch.aspx](http://www.petfoodindustry.com/NovelResearch.aspx).

Ideopet Pet Panel, it could be demonstrated that LT feather meal had no negative impact on palatability (no food refusals during the trial were recorded). All diets reached high dry matter digestibility above 85%, comparable to other premium dry petfoods. Researchers concluded that in dogs LT feather meal has feeding values similar to that of poultry meal.

**BIOLOGICAL VALUE OF** proteins is another key aspect of petfood nutrition that must be considered. Although

utilizing goat's milk protein in dog foods may sound like a new idea, many manufacturers seeking to develop nutritious and wholesome foods have successfully created such products. Mt. Capra Wholefood Nutritionals is currently the largest goat's milk protein manufacturer in the country.

Mt. Capra says Caprotein is an ideal powder additive for products appealing to health-conscious consumers. Caprotein is described as "a premium quality goat-milk protein powder providing a balanced combination of whey protein and milk protein." The product contains all amino acids essential for optimal health, according to the company. Caprotein is lacto-fermented to assist digestion and absorption while delivering beneficial probiotics and enzymes. ■



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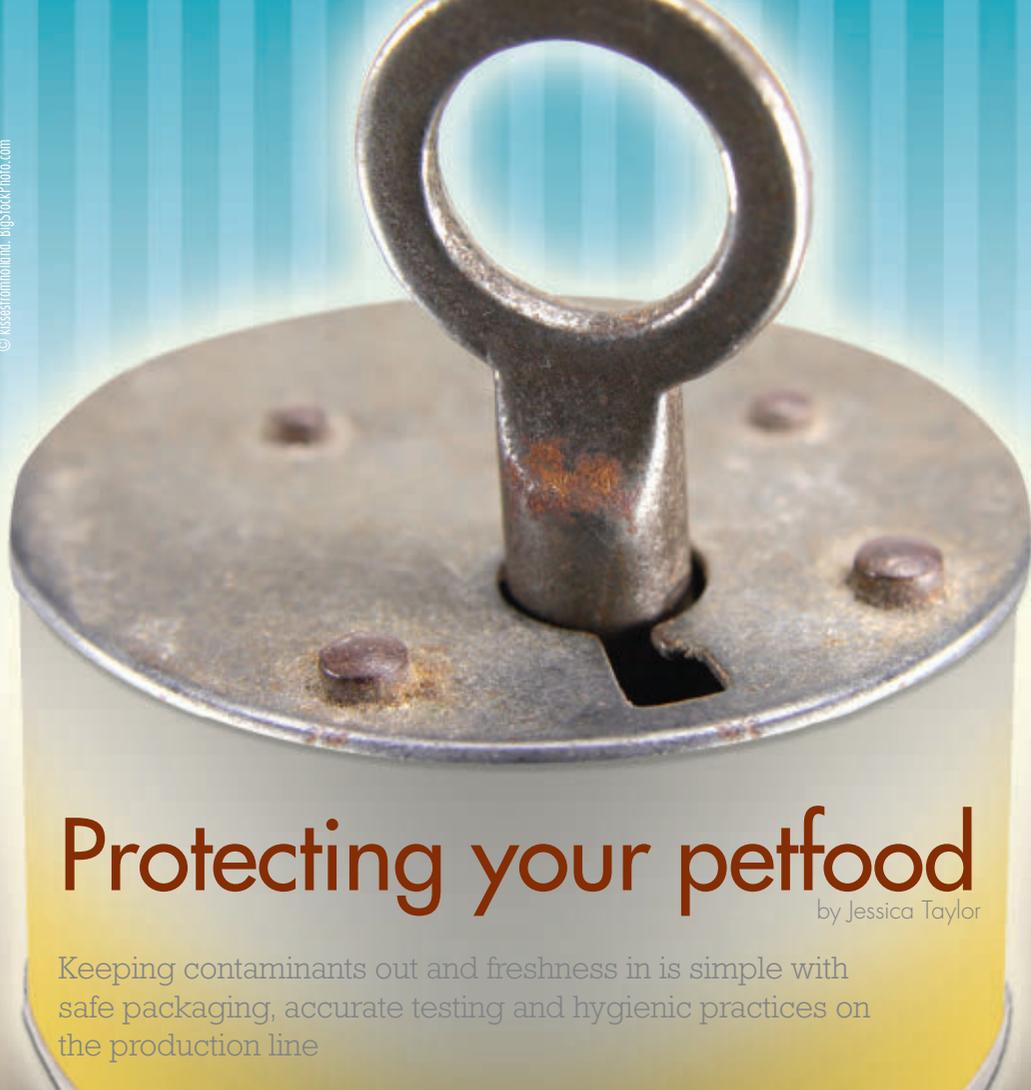
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# Protecting your petfood

by Jessica Taylor

Keeping contaminants out and freshness in is simple with safe packaging, accurate testing and hygienic practices on the production line

The recently updated Spiroflow FSC has a more sanitary modular design for greater flexibility in adapting to new applications. This is made possible by upgraded spiral screws that are centralized in the conveying tube by material, so little or no degradation occurs.



**“AS CONSUMERS START** to tighten purse strings they naturally become more sensitive to food waste, especially when considering premium purchases,” says Hella Neffati, marketing manager for Crown Food Packaging USA. “Packaging plays an even more vital role in both preserving and promoting the products at point of sale.”

Even if your petfood and treat products claim to have natural, functional ingredients and promise a laundry list of health benefits, consumers still want a shelf life that reflects the price they are paying for quality food for their pets. That means from initial production to the grocery aisle, your packaging needs to be strong, durable and safe.

Beginning at the production line, Spiroflow Systems Inc. recommends its Spiroflow Type 3 Bulk Bag Discharger and Flexible Screw Conveyor (FSC) to ensure your petfood products are handled with care and dispensed as accurately and hygienically as possible.

The Spiroflow Type 3 Bulk Bag Discharger accurately dispenses bulk ingredients and/or minor additives from 20 lb. to 3,500 lb. batches by using electronic load cells directly below the top bag holding frame. This ensures the bag and load cells are safely off the floor out of the way of facility hazards, according to the company.

As an option, an integral transfer conveyor such as an FSC can be suspended from the holding frame for

a self-contained discharge and loss-in-weight dispensing system. The recently updated Spiroflow FSC has a more sanitary modular design for greater flexibility with new applications. Dust- and contamination-free, the bulk bag is loaded into the frame by hoist or forklift, and its bottom spout is sealed within the dust cabinet of the discharge chute, Spiroflow explains. [www.spiroflowsystems.com](http://www.spiroflowsystems.com)

**WHAT IF YOUR** product is organic, natural or preservative-free? How can you guarantee a longer shelf life while maintaining product quality? According to *Sustaining the Organic Revolution*, preservative-free product protection, recyclability and convenience favor next-generation metal packaging for organic goods.

“Frequently overlooked is the manner in which organic foods are packaged and presented to this growing consumer market,” says Neffati. “Packaged organic (pet) products appeal to a wider audience than do fresh organic products, and metal packaging, in particular, has benefits over other



formats.” Neffati says metal offers total product protection and consumer convenience alongside well-established environmental credentials. “Simply put, it is an excellent packaging solution for the organic (petfood) industry.”

When evaluating packaging options, organic petfood companies must consider and balance a few key elements. For example, does the packaging preserve nutrients and the freshness of the product itself? “A key advantage of metal packaging is its superior barrier characteristics,” explains Neffati. “By providing the perfect oxygen barrier, metal cans retain all the freshness and nutrient levels of the product.” Once cans are sealed and processed, the quality and nutritional value of the food is maintained for long periods through transport and storage on the retail shelf and in the home, according to Crown. [www.crowncork.com](http://www.crowncork.com)

**AFTER TAKING PRECAUTIONS** in the assembling and packaging of your products, how can you be certain your petfood has remained unadulterated after the production process? Mocon Inc. has established Advanced Packaging Solutions, designed as a first-of-its-kind, one-stop approach for the analysis of food packaging from raw material to transport to shelf life.



Crown's Easylift easy-open ends for metal petfood cans improve on existing easy-open technologies, while providing superior barrier characteristics.

The Advanced Packaging Solutions service includes:

- **Food deterioration**—determines which factors (water, oxygen, temperature, light, molds, etc.) accelerate shelf life degradation;
- **Modeling studies**—real time and accelerated determination of product shelf life;
- **Microbial studies**—mold growth impact on shelf life/food safety issues;
- **Accelerating aging studies**—product/package evaluations to predict shelf life;
- **Chemical and physical analysis**—food products and packaging are reviewed for components, presence of contaminants and physical properties;
- **Polymer evaluation**—detailed analysis of polymers used in packaging materials, including structure and physical property attributes;
- **Gas mix optimization**—determining the optimum gas mixture to meet modified atmosphere packaging (MAP) objectives;
- **MAP system audits**—on-site evaluation of MAP system/equipment;
- **Shelf life optimization**—in-depth study of product, process, package to help extend/maximize shelf life;
- **Sensory panels**—trained human testers to evaluate taste, color, aroma, texture, etc.; and
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Find more information about the new EU regulation in Dr. Wolfgang Trunk's Petfood Forum 2009 presentation at [www.petfoodindustry.com/TrunkPetfoodForum2009.aspx](http://www.petfoodindustry.com/TrunkPetfoodForum2009.aspx).

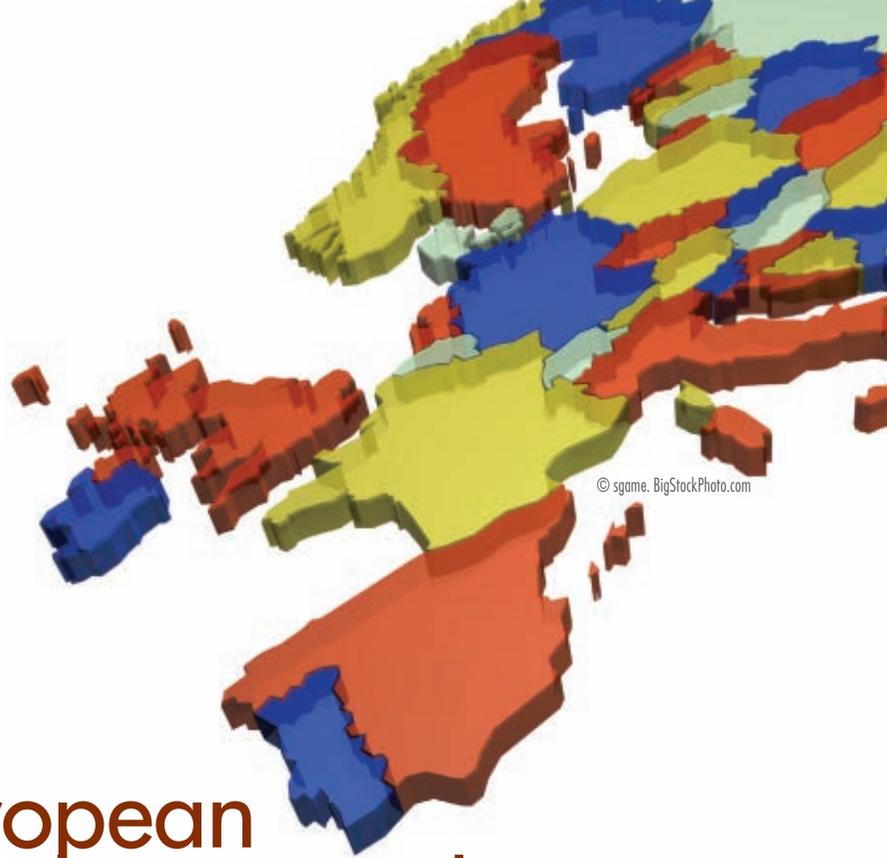
Evolution of feed legislation focusing on safety has been intense, just as it has been in the US after the 2007 recalls.



Since 1998, Thomas Meyer has been the secretary general of FEDIAF, representing the European Petfood Industry.



Dr. Wolfgang Trunk is a representative from the European Commission. He covered new European petfood regulations at Petfood Forum 2009.



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# European regulatory update

by Jessica Taylor

The EU has launched a new regulation for the labeling and marketing of petfood, among other changes

**IN A RECORD** time of just over one year since first proposed, the new European Union (EU) regulation on Marketing and Use of Feed (767/2009/EU), including petfood, was adopted and published in the *Official Journal of the EU*

in September 2009. Circulation of feed materials and compound feed is regulated by four main directives and some 50 amending or implementing acts, making this turnaround a surprisingly fast one. Some of the relevant legislative requirements date back more than 25 years. For simplification and consolidation, these four directives governing animal feed were combined in the new regulation:

- 96/25/EC**—Circulation of feed materials;
- 82/471/EEC**—Bio-proteins;
- 93/74/EEC**—Dietetic feed; and
- 79/373/EEC**—Circulation of compound feeding stuffs

**EVOLUTION OF FEED** legislation focusing on safety has been intense, just as in the US after the 2007 recalls. Less attention on the conditions for the circulation of feed—e.g., concerning marketing condi-

## Regulatory update: China

What's new for petfood regulation in China? According to Steve Traylor, PhD, global director of regulatory affairs, Alltech Inc., in a presentation at the American Feed Industry Association Pet Food Conference:

- **Additional Chinese product registration requirements**—provides guidance on the examination, registration, approval and re-registration procedures for imported feed and feed additives into China.
- **Animal feed and feed additive registration requirements**—provides guidance on the application documentation and procedures for registration of a feed and feed additive for import into China.
- **Categories of feedstuff additives**—contains list of feed additives approved for use in China, including widely used ones, and defines the scope of use for enzymes and live microorganisms. When all components of the product are included on this list, you can eliminate parts of the registration packet.
- **Regulation on labeling for imports of feed and feed additives**—these include scope of application, definition of label, label check and legal basis.

tions, labeling or advertising—has been paid until the past year. The developments both in the feed business and in the legislative environment revealed the need to modernize and simplify the current law.

**WHAT ARE THE** main new elements?

- New rules on how to label additives;
- Some new terminology;
- Category labeling and consumer information on request;
- Clarification of current practice that all claims must be scientifically substantiated;
- Explanation and recognition of multipacks;
- Extension to all kinds of communication (e.g., the Internet), not only the label;
- Industry to develop a Code of Good Labeling Practice;
- A new catalog of existing feed materials and a register of new feed materials;
- Involvement of the European Food Safety Authority for claims and dietetic feed; and
- Safety and traceability rules and informing authorities in case of a hazard.

The biggest effect this new regulation has on petfood labeling is improving the appropriateness of the petfood labels to prevent the purchaser of petfood from being confused or misled. The new regulation states that the labeling and presentation of feed shall not mislead the user and that the labeling particulars given are in at least the language or one of the official languages of the member state or region in which it is placed on the market.

All additives having a legal maximum level in EU legislation, all zootechnical additives and urea (and

derivates) must be labeled preceded by the term “Additives,” followed by their category or functional group, identification (E-number) and/or their specific name and their added amount. However, it is allowed for

colorants, antioxidants and preservatives that have a maximum level just by their functional group.

**THE LABELING OF** additives is one of the major changes subject to some

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## REGULATORY

uncertainties. Terminology on labels and packaging will also change.

Some terms will be required to be used on the label, such as "Composition" for the list of ingredients, "Additives" for the list of additives

and "Analytical constituents" for the typical analyses. Alternative terms are permitted for the analytical constituents: "protein" instead of "crude protein," "fat content" instead of "crude fats and oils" and "crude

ash" may be replaced by "incinerated residues" or "inorganic material."

Multipacks, which have long been popular and successful in Europe, especially for wet cat foods, have



The new regulation states that the labeling and presentation of feed shall not mislead the user.

finally become regulated as well. The industry practice of grouping several single servings or daily rations in one combined pack was never legally recognized. The new regulation clarifies that this is permitted, and the single-serve packs have reduced labeling requirements provided the total sales unit does not exceed 10 kg.

**SELF- OR CO-REGULATION** is also recognized by the new regulation. The European Pet Food Industry, known as FEDIAF, has drawn up a "Code for Good Communication on Pet Food" available at [www.fediaf.org](http://www.fediaf.org). The community catalog of feed materials will list all ingredients used in farm feed and petfood. Although some issues still need clarification, the FEDIAF code will be instrumental in finding a common understanding and application of the new rules. ■

All information for this article was taken from Thomas Meyer's "Not revolution, but evolution" article, originally appearing in PET Worldwide. Additional information was taken from Dr. Wolfgang Trunk's Petfood Forum 2009 presentation, "The new marketing rules for petfood in the European Union."

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## Petfood Insights

David A. Dzanis, DVM, PhD, DACVN

### Get more

For updates from AAFCO's 2009 annual meeting, see [www.petfoodindustry.com/InsightsAAFCO2009.aspx](http://www.petfoodindustry.com/InsightsAAFCO2009.aspx).

# AAFCO votes on specialty foods, more



**During its meeting in “sunny” California, AAFCO also considered calorie statements, a wheat gluten definition and other issues.**

The Association of American Feed Control Officials (AAFCO) “mid-year” meeting was held on January 19-21 in Redondo Beach, California, USA (near Los Angeles). Attendees expecting mild, sun-drenched weather were instead met with an atypical onslaught of extended rain and strong winds. In fact, the area received more precipitation during the week of the meeting than collectively over the entire previous year! Despite the inconvenience imposed by the storms, people appeared to enjoy themselves.

The meeting started with a general session, which for many years has been held only during the summer annual meetings. AAFCO plans to continue holding a general session during the mid-year meeting, which will allow the membership to vote on matters twice a year instead of just annually. Also, starting next year, newly elected officers

to the board of directors will begin their terms in January rather than August.

**AFTER MORE THAN** four years of deliberation, the PF9/PF10 (aka calorie statement) working group submitted its recommendations to the Pet Food Committee. Briefly, the regulatory members of the group reached a consensus in agreement with the amendments to the AAFCO Model Regulations for Pet Food and Specialty Pet Food as proposed by the American College of Veterinary Nutrition.

The proposal would, among other things, require calorie content statements on all—not just “lite” or weight management—dog and cat food labels, with minor specified exemptions. The proposal also streamlines the current method to calculate and report calories to make it easier for both manufacturers to comply and regulators to

verify. The committee accepted the report of the group but will not vote on the actual recommendations until the annual meeting.

The committee did vote on and pass a proposal to change the order and units of guarantees on specialty petfood labels (i.e., products for birds, reptiles, fish and other species) to make them similar to that required for dog and cat foods rather than like livestock feeds as currently required. For example, under the amendment, vitamin A would be declared in IU/kg instead of IU/lb and iron in mg/kg vs. ppm.



AAFCO's Pet Food Committee voted to change the order and units of guarantees on specialty petfood labels—products for small animals, birds, reptiles and fish—to make them similar to that required for dog and cat foods.

However, specialty petfood manufacturers should not revise labels just yet. The amendment still must endure several more steps within AAFCO before it is enacted, after which there is expected to be a two-year grace period to allow for old label stock to be exhausted.

**THE INGREDIENT DEFINITIONS** Committee discussed a proposed definition for wheat gluten. Concern was raised that the stated minimum protein specification for the ingredient was above

Dr. Dzanis is a writer and consultant on nutrition, labeling and regulation. Tel: +1.661.251.3543; E-mail: [dzanis@aol.com](mailto:dzanis@aol.com).

typical levels on the market, despite the fact that the specification conforms to international standards. No action was taken at this meeting, but the matter will likely be discussed further at the annual meeting.

The committee did accept an amendment to the AAFCO definition for ethoxyquin that would add use conditions to match what already appears in the Code of Federal Regulations (21 CFR 573.380). It would limit use to prevention of degradation of fat-soluble vitamins and similar compounds as well as formation of peroxides in canned foods, but not to prevent oxidation of fats *per se*.

This language appears to be in conflict with a US Coast Guard regulation that requires ethoxyquin to be added to fish meal when shipped in bulk by sea. It is added for the purpose of preventing oxidation of fats, thus mitigating the risk of spontaneous combustion of the meal. At this juncture, it is unclear how the discrepancy will be resolved.

**THE AAFCO FEED** Labeling Committee accepted a proposal to allow for claims for dietary starch, sugars and fructans on animal feed labels with appropriate guarantees for these carbohydrate fractions. However, the proposed regulation expressly excludes petfoods. Language from the carbohydrate working group on carbohydrate-related claims for petfoods will be sent to the Pet Food Committee for further deliberation.

Model Good Manufacturing Practice (GMP) Regulations for Feed and Feed Ingredients now appear in the AAFCO *Official Publication*. Currently, they are listed between the general animal feed model regulations and the petfood model regulations, but a task force has been formed under the AAFCO Model Bill and Regulations Committee to recommend a permanent location in the publication.

Regardless, companies need to be aware that when eventually adopted by states, these GMP regulations will affect all petfood production. The AAFCO Feed Manufacturing Committee is

working on a checklist that will facilitate determination of compliance with GMP requirements.

**THE MEETING OF** the AAFCO States-Industry Relations Committee included some very interesting presentations on the highly anticipated GRAS (generally

recognized as safe) notification process, particularly in regard to how it compares to the food additive petition and AAFCO feed ingredient definition methods to allow for use of new animal feed and petfood ingredients. The pros and cons of each method will be discussed in detail in a future column. ■

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## Ingredient Issues

Greg Aldrich, PhD

### Find more

To read about other pulses that are candidates for petfood ingredients, go to [www.petfoodindustry.com/Pulses.aspx](http://www.petfoodindustry.com/Pulses.aspx).

# Peas in petfood

**AS PETFOOD COMPANIES** and pet owners continue to explore a broader range of ingredient options, the lowly pea (*Pisum sativum*) has been gaining in popularity. Not to be confused with the fresh or succulent green pea, the type that is being used in an ever-widening array of applications is dried peas. These peas are part of a group of seed legumes known as pulses—leguminous dry seeds removed from their pods (a general description of these pulses was provided in last month's column).



**The lowly pea appears to be an effective ingredient for the next generation of dog and cat diets.**

Dried peas, commonly known as split peas or field peas, along with several co-products such as pea fiber and pea protein concentrate, are being used on a routine basis in petfood—in some cases taking a very prominent position on petfood ingredient panels. Given their growing popularity, a look at their acceptability, processing effects, regulatory status, nutritional benefits or challenges is probably in order.

**PEAS ARE AN** annual cool season legume grown in temperate climates around the globe. In North America they are more commonly produced in the central and high plains of northern tier states and further north into central and western Canada. Because peas are legumes and fix nitrogen in the soil, they are considered a tool in sustainable agriculture strategies and fit well in rotations with more traditional grains. Peas are planted in the spring once ground temperatures warm past 40F and are harvested in late summer to early autumn.

The dried seeds store well and for the most part are handled much like their cousin, the soybean. They are commonly sold in green and yellow varieties and offered as whole peas, split peas or pea flour. The milling of peas does not require exceptional effort, and once ground,

they mix well with other dry ingredients. In petfood, peas extrude in a “controllable” and “predictable” fashion (Pulse Growers of Canada, 2009). From a labeling perspective, peas are considered to be an acceptable ingredient by most regulatory bodies around the world.

**MOST DRIED PEAS** end up as split peas in soups, milled (i.e., flour) for a variety of food preparations or used as livestock feed. For petfood, they represent a gluten-free ingredient option outside the grain category. Plus, with a protein content of approximately 25%, peas are conveniently midway between the grains and rendered protein meals so they can play a substantial role in helping meet targeted protein levels.

The protein in peas is a good source for most of the essential amino acids, especially lysine. The sulfur amino acids (i.e., methionine and cysteine) are considered first limiting, with tryptophan close behind. This makes peas a good amino acid complement to most grains and meats.

Peas are relatively low in fat but have a good fatty acid profile, with nearly half derived from the essential polyunsaturated linoleic (C18:2n6) acid, and they contain a small complement of the omega 3 linolenic (C18:3n3) acid. The ash (i.e., minerals) level in peas is lower than that found in animal protein meals (relative to the protein content), making them a good option in low ash cat formulas. Among the minerals, peas are a rich source of potassium.

**THERE ARE A** few dog and cat studies in which peas constitute a significant portion of the diet. For starters, in extruded dry diets with peas included at levels up to 15%, they were reported to be well accepted in palatability tests (Phelps *et al.*, 2004; Behnke, 2005). In two recent papers in which dogs and cats were fed pea-rich diets (66%), it was reported that digestion of starch and protein was slightly less

Dr. Greg Aldrich is president of Pet Food & Ingredient Technology Inc.

than diets based on corn and rice (Carciofi *et al.*, 2008; de-Oliveira *et al.*, 2008).

This may not be a negative, though. The cause may be due to the pea's relatively high concentration of insoluble fiber (approximately 24%) and more "slowly digestible" or "resistant" starch (Bednar *et al.*, 2001). Plus, peas contain indigestible oligosaccharides such as raffinose, stachyose and verbascose in amounts ranging around 3.5-4.5%. These are the compounds found in

Like most plant ingredients, peas contain several anti-nutrients. Examples include phytates and oxalates, enzyme-binding proteins like trypsin inhibitor and lectins, polyphenolics and isoflavones and indigestible oligosaccharides.

The phytates and oxalates are known to affect mineral availability and utilization. While these need to be accounted for during mineral fortification, the level in peas is only a fraction of what you might find in other ingredients such as wheat bran

## The dried seeds store well and for the most part are handled much like their cousin, the soybean.

beans that are known to produce intestinal gas.

Despite the effects on digestibility, it is these carbohydrate differences that may help explain why the dogs and cats fed the pea diets in these studies had quicker glucose clearance rates and lower circulating insulin levels than those fed corn and (or) rice diets. The implications of this are substantial for diets intended to help control blood sugar and diabetes. The downside is that the combination of functional fiber and oligosaccharides might be an issue with elimination and gassiness.

Slightly larger stool volumes and higher stool moisture were reported by these researchers, but the large amount of peas in the diet didn't have a negative impact on stool scores. Further, no information was found in the popular press, research literature or veterinary case studies that reported gassiness associated with pea-based diets.

**PEAS HAVE SOME** other minor drawbacks besides some of the potential carbohydrate challenges.

or spinach. If fed raw, the trypsin inhibitor and blood-agglutinating lectins can be a health issue, but with moderate heat treatment—similar to that used in most petfood processes—these anti-nutrients are rendered benign.

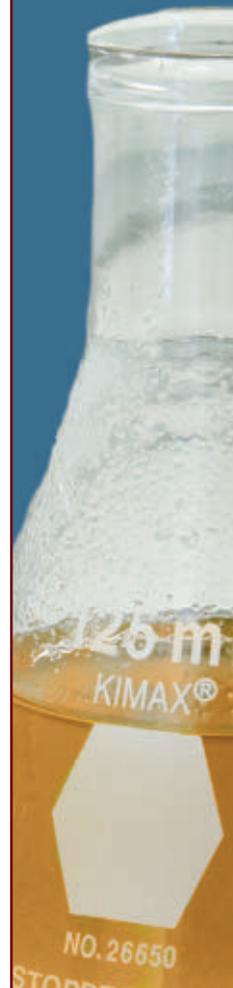
The polyphenolic compounds (e.g., ferulic and para-coumaric acid) and isoflavones (e.g., daidzein and genistein) have activities ranging from antioxidants to hormones. While found in measurable quantities in peas, the levels are insignificant compared to the total phenolics encountered in grains like sorghum or the isoflavones in soy.

**NO DIFFERENT THAN** any other ingredient, peas may have some minor issues to consider when incorporating them into the diet. Common inclusion levels for petfoods are around 15%, with solid evidence to suggest that exceeding 50% does not cause any harm. On the balance, peas seem an effective ingredient to consider for the next generation of dog and cat diets.

I'm taking next month off, so look for my next column in May. ■

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# State of the industry

**TRUE TO THE** pet industry's recession-resistant claim to fame, US sales of pet products and services rose 4.8% in 2009 to reach US\$53 billion, meaning that the market added US\$2.5 billion dollars in the midst of the biggest economic crisis since the Great Depression.

That said, pet market growth has not been uniform across all areas. Sales of veterinary services rose nearly 10% in 2009, followed by petfood at 5%, non-food supplies at 3% and other pet services at 4%, according to Packaged Facts' March 2010 *Pet Market Outlook 2010-2011* report.

**Though the US pet market grew in 2009, pet owners are still focused on value.**

**WHILE THE RECESSION** is officially over, no one expects consumer confidence and spending to rebound overnight. To weather the economic storm, many Americans reprioritized shopping lists along essential vs. discretionary lines, re-evaluated channel loyalties based on convenience and discounts and traded across categories and brands.

The word "restraint" will continue to characterize how Americans shop in the years ahead, making petfood appeals based on health, safety, convenience, comfort, practicality and professionalism more important than ever. Yet there's still room for pet pampering; 2009 US sales of dog biscuits/treats and cat snacks grew 8% and 15%, respectively, Information Resources Inc. reports.

**VALUE: DURING 2010**, the most effective strategy for all pet market players can be summed up in that word. Because this common denominator takes on different meanings for different consumer groups, Packaged Facts segments US pet owners into three fairly evenly sized cohorts:

- **Value-critical pet owners** tend to not view high prices as a primary petfood purchasing

criterion, spending 25-50% more on average. However, they expect the products they buy to deliver tangible health benefits and emotional rewards. Because they associate petfood and treats closely with pet health, they are the most ingredient-aware group and the least likely to switch brands absent a good reason.

- **Value-influenced pet owners** view pricing as a top petfood purchasing criterion. Unlike value-driven consumers (see below), price is not their foremost shopping draw, and they may be swayed in either premium or value directions. This is the group PetSmart is going after with its new TV commercials offering up to 20% savings on hundreds of items.



With its new promotion offering 20% savings on hundreds of items, PetSmart is going after the value-influenced pet owner.

- **Value-driven pet owners** base their petfood purchase primarily on price. Although this does not preclude seeking out higher quality foods, this group is most likely to believe there's little, if any, difference between national and store brands.

Many companies and brands are well positioned to attract value-influenced pet owners in addition to one of the other groups. During the coming year and beyond, those "middle of the road" consumers will determine the fortunes of many pet market players.

Information provided by Packaged Facts ([www.packagedfacts.com](http://www.packagedfacts.com)).

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## Research Notes

### High protein or carb diets for kittens

The goal was to measure the differences in body composition, adipose tissue gene expression, blood metabolite and hormone concentrations and insulin sensitivity in kittens exposed to high-protein (HP) or high-carbohydrate (HC) nutrition *in utero* and during growth.

Energy intake, dry matter intake and body weight were not different between groups. At 2 months, blood TAG was greater in kittens fed the HP diet. At 8 months, blood leptin was higher in kittens fed the HC diet, while chemokine receptor 5, hormone-sensitive lipase, uncoupling protein 2, leptin and insulin receptor mRNA were greater in kittens fed the HP diet.

The results demonstrate some of the changes in blood metabolites and hormones, physical activity and mRNA abundance that occur with feeding high protein levels to kittens.

Source: B.M. Vester *et al.*, 2009. *In utero* and postnatal exposure to a high-protein or high-carbohydrate diet leads to differences in adipose tissue mRNA expression and blood

metabolites in kittens. *Br J Nutr.* 102(8):1136-44. PubMed ID: 19445818

### Calorie, feeding information for weight loss diets

This study evaluated 93 commercially available diets that had weight management claims with feeding directions for weight loss or implied weight management claims. Calorie density was collected from product labels or manufacturers. Recommended feeding directions for weight loss were compared with resting energy requirement (RER) for current body weight.

Calorie density for the 44 canine diets ranged from 217 to 440 kcal/cup and from 189 to 398 kcal/can for dry and canned diets, respectively. Calorie density for the 49 feline diets ranged from 235 to 480 kcal/cup and from 78 to 172 kcal/can for dry and canned diets, respectively.

Recommended calorie intake for weight loss in dogs ranged from 0.73 to 1.47 × RER (median, 1.00 × RER) and for cats, from 0.67 to 1.55 × RER (median, 1.00 × RER). Diets ranged from \$0.04 to \$1.11/100 kcal (median, \$0.15/100 kcal).

Recommended calorie intake, kilocalories and cost varied widely in diets marketed for weight loss. This could contribute to challenges in achieving successful pet weight reduction.

Source: D.E. Linder and L.M. Freeman, 2010. Evaluation of calorie density and feeding directions for commercially available diets designed for weight loss in dogs and cats. *JAVMA* 236:74-77. doi: 10.2460/javma.236.1.74

### Key concepts

- **High protein or carb diets for kittens**  
(*Br J Nutr.* 102(8):1136-44. PubMed ID: 19445818) Some changes in blood metabolites and hormones, physical activity and mRNA abundance occur with feeding high protein levels to kittens.
- **Calorie, feeding information for weight loss diets**  
(*JAVMA* 236:74-77. doi: 10.2460/javma.236.1.74) Recommended calorie intake, kilocalories and cost varied widely in diets marketed for weight loss. This could contribute to challenges in achieving successful pet weight reduction.

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- AFIA Purchasing and Ingredient Suppliers Conference, March 8-12, 2010, Hilton Palacio Del Rio, San Antonio, Texas, USA. For more information, e-mail [afia@afia.org](mailto:afia@afia.org) or visit [www.afia.org](http://www.afia.org).



- Global Pet Expo, March 24-27, 2010, Orange County Convention Center, Orlando, Florida, USA. Register at [www.globalpetexpo.org](http://www.globalpetexpo.org).
- Better Process Control School on Wet Petfood Production, March 29-April 1, 2010, Department of Food Science, Chapman University, Orange, California, USA. More course information is available at [www.chapman.edu/enhance](http://www.chapman.edu/enhance) or e-mail [vascotech@chapman.edu](mailto:vascotech@chapman.edu).

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- Petfood Forum and Petfood Workshop: Hands-on Nutrition, April 12-15, 2010, Hyatt Regency, Chicago, Illinois, USA. For more information and registration information, please visit [www.petfoodindustry.com/petfoodforum.aspx](http://www.petfoodindustry.com/petfoodforum.aspx).
- Global Feed and Food Congress, April 20-23, 2010, Cancun, Mexico. For more information on this global event, please e-mail [mcampos@conafab.org](mailto:mcampos@conafab.org) or visit [www.globalfeed-food.com](http://www.globalfeed-food.com).
- H. H. Backer Spring Trade Show & Educational Conference, April 23-25, 2010, Baltimore Convention Center, Baltimore, Maryland, USA. For more information, contact Backer at [dharvey@hhbacker.com](mailto:dharvey@hhbacker.com) or visit [www.hhbacker.com/SpringTradeshow.asp](http://www.hhbacker.com/SpringTradeshow.asp).
- Calgary Pet Industry Trade Show, April 25, 2010, Calgary, Albany, Canada. For registration, e-mail [communications@pijaccanada.com](mailto:communications@pijaccanada.com) or visit [www.pijaccanada.com/en/tradeshows/calgary](http://www.pijaccanada.com/en/tradeshows/calgary).



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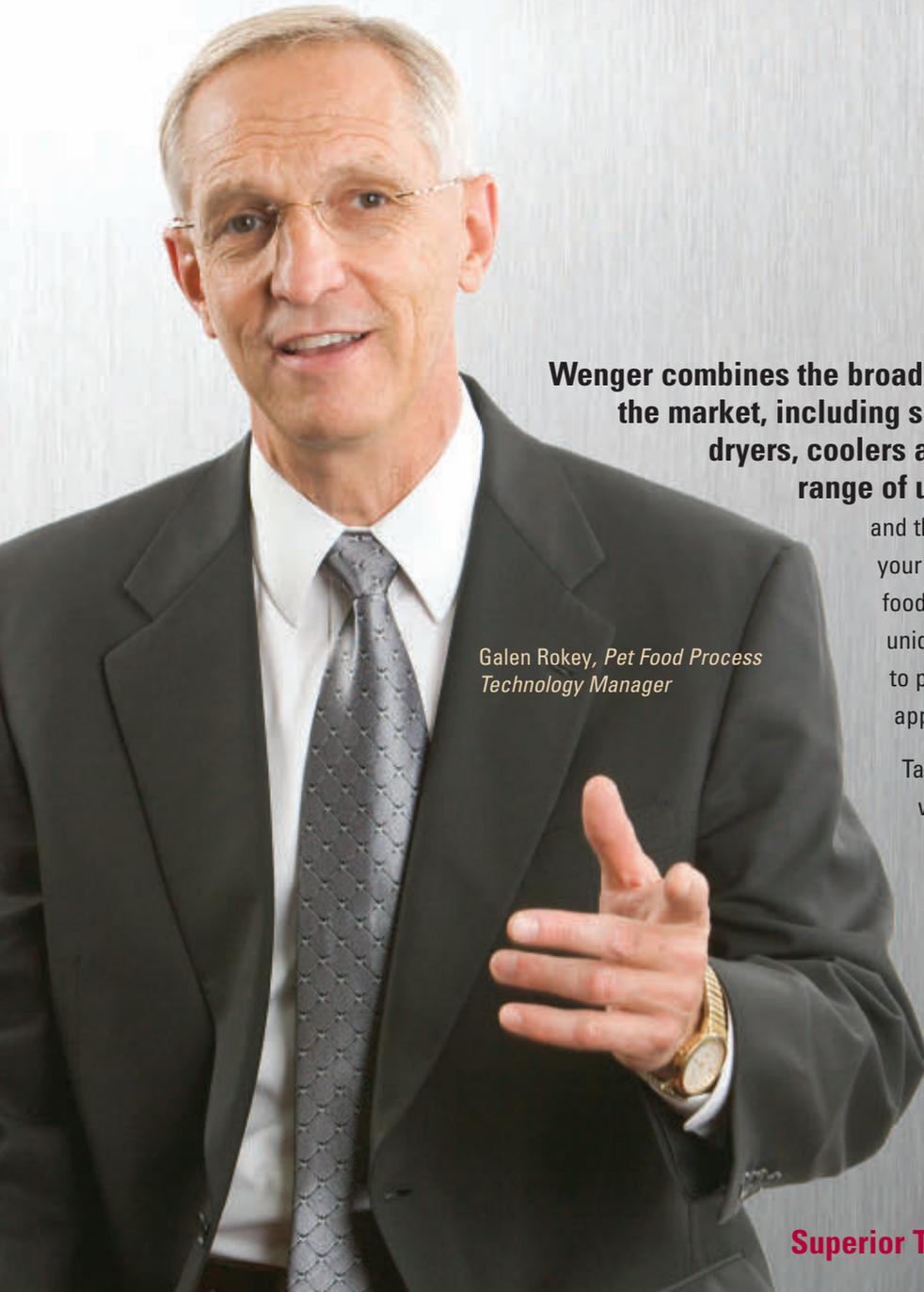
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