

10/2010

# Petfood Industry WATT

www.PetfoodIndustry.com



*Petfood Industry launches*

**iPhone and iPad App, p. 10**

The future of petfood and supplements

Small animal and bird products roundup

Testing for toxins

Feature company

## TAKING TREATS TO THE NEXT LEVEL

**Carol Jones-Adams of Overby Farm, p. 24**

Digital version at [www.petfoodindustry-digital.com](http://www.petfoodindustry-digital.com)

**VIRTUAL PETFOOD FORUM**  
Guide to  **INNOVATION** p. 22

# Protect well. Spend less.

It's as plain as the  
nose on your face.

OxyGon.

OxyBlock.

Protect both your product *and* your profitability – check out Ameri-Pac's selection of high-quality, *affordable* antioxidants. Our OxyGon® and OxyBlock® antioxidant lines include both natural-source and traditional formulations, and are available in both liquid and powder forms. Our products are backed by experienced, trained technical support and unbeatable customer service.

**Isn't it time you spent less? Call Ameri-Pac.**

 **Ameri-Pac** Inc.

800.373.6156 [www.Ameri-Pac.com](http://www.Ameri-Pac.com) St. Joseph, MO





Bring out the  
**Premium**  
in your pet!

They learn young!



Don't wait to focus on your pet's health and nutritional needs until it is too late. Growth is an important aspect in your pet's life and it should start early.

At Trouw Nutrition we **focus** on premium products to develop your pet into the Madonna they aspire to be.

**Trusted Premium Nutrients = Premium Foods.**

**Premium Foods = Premium Pets.**

**Premium Pets = Premium Pet Parents.**

**Premium Pet Parents = Premium Business.**

Digital version available at [www.petfoodindustry-digital.com](http://www.petfoodindustry-digital.com)

## Features

### Guide to Virtual Petfood Forum: Innovation | 22

Learn the latest advances in our industry and interact with peers from around the world—all online.

### Overby Farm takes treats to the next level | 24

By Debbie Phillips-Donaldson

This small family business prepares to introduce innovative, functional formulations beyond its signature cherry products.

### Small animal and bird products roundup | 30

By Jessica Taylor

Internationally the small animal and bird market is teeming with innovative, healthy and marketable products that deserve a spotlight.

### What the future holds for petfood and supplements | 36

By Jessica Taylor

As the nutraceuticals and functional ingredients market grows, will strict regulations stifle its climb?

### Testing for toxins | 40

By Jessica Taylor

What you need to keep your manufacturing line clean, safe and contaminant-free.

## Columns

### Something to Chew On | 6

By Debbie Phillips-Donaldson

### Petfood Insights | 46

By David Dzanis, DVM, PhD, DACVN

### Ingredient Issues | 48

By Greg Aldrich, PhD

## Departments

### Industry News | 10

### New Products | 14

### Research Notes | 50

### Market Place | 52

### Advertisers' Index | 55

### Industry Calendar | 56



24

On the cover: Carol Jones-Adams, partner of Overby Farm, with Lucy.

Photo by Wright Photos, courtesy of Overby Farm.



30



36



40

**Trust** | is earned  
every day



**You earn your trust with pet owners at every meal.** They rely on you for nutritious food, with innovative ingredients that their pets will love – which is why you need a supplier that can deliver new solutions for your formulations. At ADF, we offer unique protein ingredients to meet the needs of challenging diets and ensure pet health. With the wide range of ADF® spray-dried proteins, we can help you stay up to date with ingredient trends and keep your customers coming back for more.

**Contact ADF today** for more information about our latest protein ingredients.  
For quality ingredients and solutions you can depend on, **put your trust in ADF.**

Contact us at [www.adf.com](http://www.adf.com) or **800-456-3447**. In Europe, contact: ADF-CIMA Nutrition nv: **+32-56-61-7151**.

ADF® is a registered trademark of American Dehydrated Foods, Inc. in the United States and / or other countries.

**ADF**<sup>™</sup>  
AMERICAN DEHYDRATED FOODS, INC.

# Petfood Industry

NEW

[www.PetfoodIndustry.com](http://www.PetfoodIndustry.com) The information source for petfood professionals worldwide

# WATT

## CORPORATE HEADQUARTERS

303 N. Main St., Ste. 500  
Rockford, Illinois 61101-1018 USA  
Tel: +1 815 966 5400; Fax: +1 815 968 0941

VP/Publisher **Steve Akins**, [sakins@wattnet.net](mailto:sakins@wattnet.net)  
Tel: +1 919 387 7961; Fax: +1 815 966 0941

VP/Director of Content **Bruce Plantz**,  
[bpantz@wattnet.net](mailto:bpantz@wattnet.net) Tel: +1 815 966 5425

## EDITORIAL TEAM

Editor-in-Chief **Debbie Phillips-Donaldson**  
[dphillips@wattnet.net](mailto:dphillips@wattnet.net) Tel: +1 815 966 5424

Associate Editor **Jessica Taylor**  
[jtaylor@wattnet.net](mailto:jtaylor@wattnet.net) Tel: +1 815 966 5413

## Copy Desk Team

Managing Content Editor **Ken Jennison**

Community Manager/SEO Editor

**Kathleen McLaughlin Milella**

Senior Content Editor **Tara Leitner**

Associate Editor **Andrea Saladino**

Associate Editor **Kayla Kling**

Associate Editor **Lindsay Beaton**

## Art/Production Team

Art Director **Candi Teachman**

Production Manager **Jim Riedl**  
[jriedl@wattnet.net](mailto:jriedl@wattnet.net) Tel: +1 815 966 5426

Advertising Production  
Coordinator **Connie Miller**

## SALES TEAM

### USA

Sales Manager

**Karen Blandford-Anderson**

[kanderson@wattnet.net](mailto:kanderson@wattnet.net) Tel: +1 815 966 5571

Sales Associate **Ginny Stadel**

[gstadel@wattnet.net](mailto:gstadel@wattnet.net) Tel: +1 815 966 5591

### Europe/Asia/Latin America

**Tineke van Spanje**

[tvanspanje@wattnet.net](mailto:tvanspanje@wattnet.net) Tel: +31 495 526 155

### Southeast Asia

**Dingding Li**

[dingdingli@vip.163.com](mailto:dingdingli@vip.163.com)

Tel: +86 21 54136853

To order reprints contact **FosteReprints**  
+1 866 879 9144 [www.fosterprinting.com](http://www.fosterprinting.com).

SUBSCRIPTIONS: [www.PetfoodIndustry.com](http://www.PetfoodIndustry.com) or contact customer service at +1.800.869.6882 or +1.763.746.2792. Business and occupation information must accompany each subscription order. Single copy price US\$14.00 unless otherwise marked. **Change of address:** Give both old and new address when reporting change of address to [PETI@KMPMSGROUP.COM](mailto:PETI@KMPMSGROUP.COM) or fax to +1.866.658.6156

© Copyright 2010, Watt Publishing Co.  
All rights reserved



Check out the new *Petfood Industry*

## iPhone and iPad Apps!

[www.petfoodindustry.com/Apps.aspx](http://www.petfoodindustry.com/Apps.aspx)

## Community

### Petfood-Connection: Seasonal dog food?

<http://www.petfood-connection.com/profiles/blogs/seasonal-dog-food>

### Daily Tweets

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

### Stay Connected

<http://companies.to/petfoodindustry>  
[www.facebook.com/PetfoodConnection](http://www.facebook.com/PetfoodConnection)

### Petfood Industry TV

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

## Online exclusives

### Q&A: More from Overby Farm

Find out how this small family business started and where it's going next at [www.petfoodindustry.com/OverbyFarmQA.aspx](http://www.petfoodindustry.com/OverbyFarmQA.aspx).

### Videos: Food for critters

Watch videos from Interzoo 2010 with makers and suppliers of food for small mammals and birds at [www.petfoodindustry.com/TV/Manufacturers/5483.html](http://www.petfoodindustry.com/TV/Manufacturers/5483.html).

### Research: Pet supplements roar!

Read a comprehensive article by L. Phillips Brown, DVM, at [www.petfoodindustry.com/PetSupplements.aspx](http://www.petfoodindustry.com/PetSupplements.aspx).



twitter

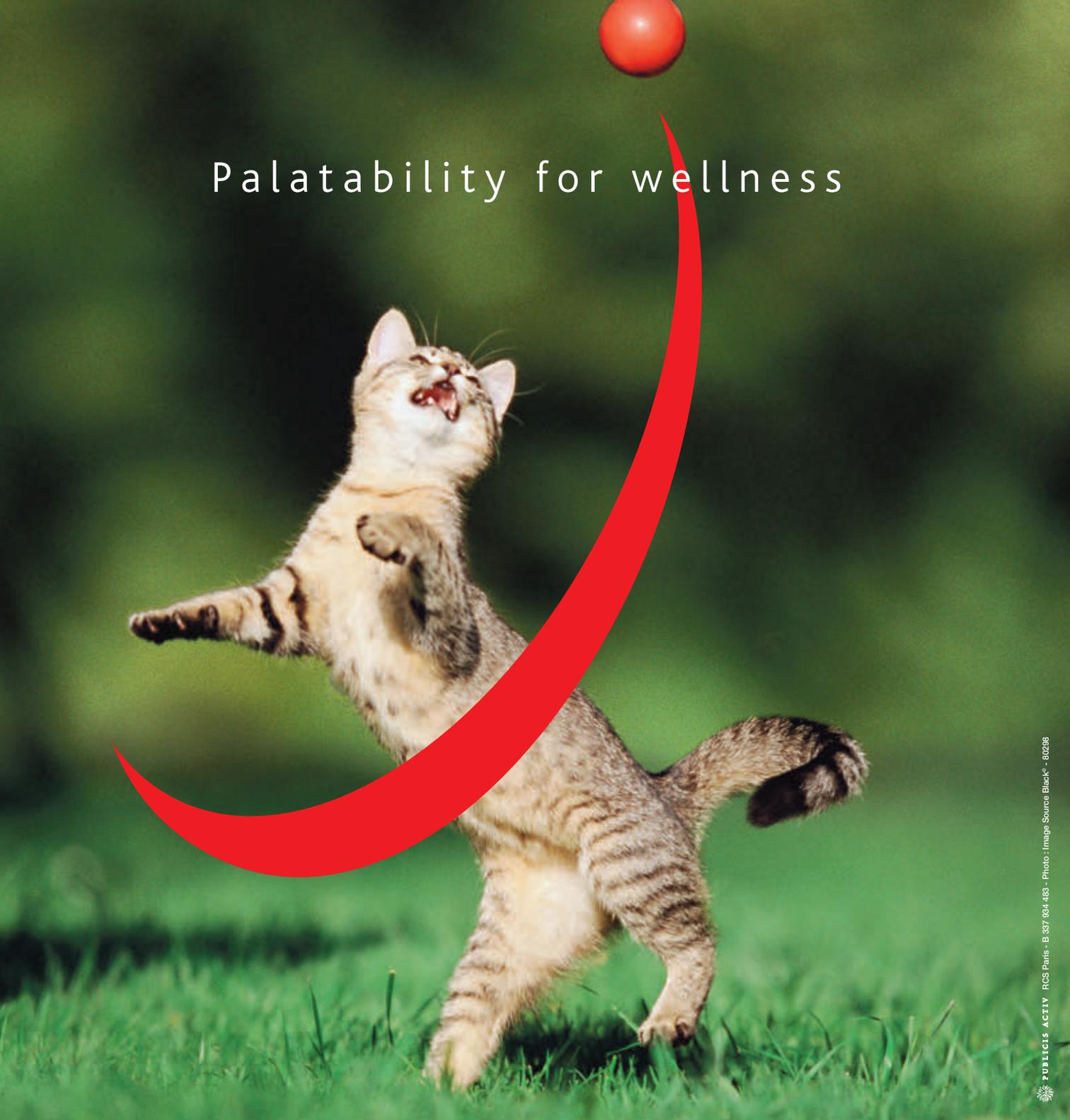
facebook

YouTube



Pet supplements  
50%

Supplies/Other  
10%



Palatability for wellness

SPF, worldwide leader, innovates and invents the Palatability New Generation combining its best performing palatants with exclusive solutions for the well-being of cats and dogs. With 12 plants in the world, SPF is the only one able to offer a true local approach providing you differentiation and competitiveness.

[www.spf-diana.com](http://www.spf-diana.com)



**SPF** Palatability  
N°1 WORLDWIDE

*A Diana Ingredients company*

## Something to Chew On

Debbie Phillips-Donaldson

### Find more

Get more information at the new [PetfoodIndustry.com](http://PetfoodIndustry.com).

# Joining the App revolution



***Petfood Industry is launching an App for the iPhone and iPad. Should you be doing the same for your brand?***

**ONCE UPON A** time, not all that long ago, a mobile phone did what its name said: It let users talk on the phone while on the move, away from the house or office.

Soon most of these phones gained the capability to also send text messages, take photos and play music. And now more and more people around the world have so-called smart phones—devices like the iPhone, Blackberry or Droid that enable users to not only make phone calls and enjoy entertainment-oriented activities but also check email, surf the Web and download Apps that do just about everything except change the tire on a car or cook dinner. (Just wait, those Apps might be available soon.)

According to various studies, the adoption of smart phones has been growing globally, from an 11% increase in Italy last year to 36% in the US, 48% in Germany and 70% in the UK (see <http://mashable.com/2010/08/26/smartphone-adoption-trends>). While penetration is still fairly low—about 17% globally, the same in the US and up to highs of 23% in Spain and 28% in Italy—as the number of smart phones purchased increases and, presumably, prices decrease (let's hope the same can be said for the cost of subscription plans, too), we can expect those rates to rise.

**THAT OPENS THE** door to the development of even more Apps for every imaginable function and type of user. *Petfood Industry* is now doing its part for petfood professionals by launching an App for the iPhone and iPad, along with an enhanced version of our mobile reader that also works on other smart phones.

The App, which can be downloaded free from [Apple.com](http://Apple.com) or [iTunes.com](http://iTunes.com), gives readers full access

to the magazine, interactive features and news and product feeds from our newly redesigned website, [PetfoodIndustry.com](http://PetfoodIndustry.com). The App allows you to:

- Choose between seeing thumbnails of a page, a full page or enlarged text versions of articles;
- Link directly to more content, features, advertising information and videos, as well as access RSS feeds from [PetfoodIndustry.com](http://PetfoodIndustry.com);
- Easily bookmark stories, share stories with colleagues and search current and past issues; and
- Link to our social networking site, [Petfood-Connection.com](http://Petfood-Connection.com) (which also has its own App).

The mobile Web reader gives readers many of these same features on other mobile devices, such as a Droid or Blackberry, simply by pointing the device's browser to [www.petfoodindustry-digital.com](http://www.petfoodindustry-digital.com). Again, you can choose between a graphic or easy-to-read text version of each article.

**JUST THINK, MANY** pet owners probably use smart phones and Apps, too. Apple's iTunes store, which boasts well over 150,000 Apps, includes dozens of pet-oriented ones. You can also find some pet Apps listed at [www.petfood-connection.com/profiles/blogs/top-phone-apps-for-pet-lovers](http://www.petfood-connection.com/profiles/blogs/top-phone-apps-for-pet-lovers), including one from Eukanaba called Off Leash that lists the five dog parks closest to your location (or any zip code) and provides directions.

Other petfood companies probably have Apps, but no doubt there are plenty of opportunities still available to use an App to build awareness—and possibly sales—of your brand. For example, if your brand is not available at many retailers yet, perhaps you can have a “food finder” App developed, where users receive directions to the nearest outlets selling your products. Or perhaps you can partner with a retailer like PetSmart, which has its own App promoting sales on featured products.

The sky—or should I say cyberspace—is the limit for reaching current and potential customers via mobile devices. ■

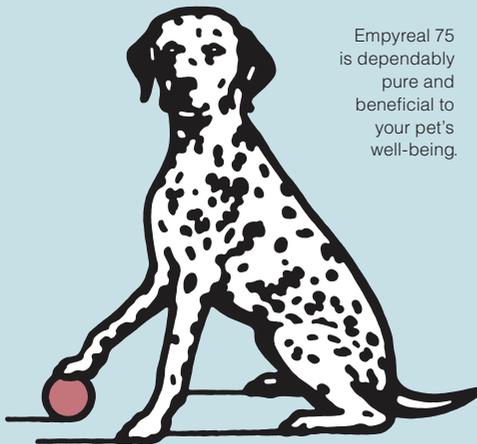
Debbie Phillips-Donaldson is editor-in-chief of *Petfood Industry* magazine. Email her at [dphillips@wattnet.net](mailto:dphillips@wattnet.net).



Superior extrusion qualities, reduced drying costs and a range of other powerful, functional benefits will work near-miracles on your production processes.



Highly palatable. Highly digestible.  
Empyreal 75 appeals to both dogs and cats.



Empyreal 75 is dependably pure and beneficial to your pet's well-being.



A consistent, natural source of high protein, but remarkably low in ash.

# ONE INGREDIENT CAN'T DO EVERYTHING. WELL, THAT'S THE OFFICIAL STORY.

Empyreal® 75 is a natural source of high-density, high-energy corn protein that will produce transformational results for your pet food product, your manufacturing processes and your bottom line.

A miracle ingredient? Maybe. Undeniably amazing, yes. Discover the difference our protein can make.

EMPYREAL®

75

dependably pure.



Excellent  
Quality



Custom  
Innovation



Sourcing &  
Logistics



Value-added  
Service



Superior  
Results

# He's just blown away by our pet food ingredients

He doesn't know how you do it, but every time he tastes pet food prepared with 3D Corporate Solutions ingredients – he's just blown away.



3D  
Corporate Solutions

[www.3Dcorpsol.com](http://www.3Dcorpsol.com)

innovative solutions start here

When it comes to knowing what tastes good, pets are just like people. They fancy flavors that remain **consistent** from meal to meal. And, their bodies crave **nutritional** ingredients that keep them active, healthy and strong.

At the heart of these healthy and flavorful pet foods are the **custom** ingredients of 3D Corporate Solutions where **innovation** tastes great. From our **Chicken Meal** and **Chicken Fat** to our **Premium Dried Proteins**, we're all about using only the **highest-grade** products to meet pet food manufacturer requirements. Because, like everyone and their pets, we understand the value of **pure premium ingredients** – rich nutrients, natural proteins, true flavors and great taste.

Why not give your pet food a **competitive edge** to compete in the crowded pet food marketplace. Add the innovative ingredients of **3D Corporate Solutions**. *They'll blow you away.*

601 N. 13th St., Monett, MO 65708

417.236.9602

[customerservice@3Dcorpsol.com](mailto:customerservice@3Dcorpsol.com)

# Industry News

## Learn more

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

## Quick hits

- Nutri-Vet redesigned its brand with color-coded bottles and labels and new condition-specific products.
- The Nestle Purina petfood facility in Jefferson, Wisconsin USA, celebrated 100 years of continuous operation at its location.
- Guide Dogs for the Blind Inc. formed a partnership with Natural Balance Pet Foods.
- Norwood Marketing Services appointed Rinteco as its distributor in Ecuador.
- PMMI announced the 2010 inductees to the Packaging Hall of Fame: Robert Dodrill, Rollprint Packaging Products; Edwin Landon, Landon, Farrey & Associates; Michael Richmond, PhD, Packaging & Technology Integrated Solutions LLC; and Bill Zito, Enercon Industries Corp.

## Petfood Industry iPhone and iPad App released

*Petfood Industry* has launched an App for the iPhone and iPad, along with an enhanced version of our mobile reader that also works on other smart phones. The App, which can be downloaded free from Apple.com or iTunes.com, gives readers full access to the magazine, interactive features and news and product feeds from our newly redesigned website, PetfoodIndustry.com.

The App allows you to link directly to more content, features, advertising information and videos, as well as access to RSS feeds from PetfoodIndustry.com. You can now easily bookmark stories, share stories with colleagues and search current and past issues, and link to our social networking site, Petfood-Connection.com (which also has its own App).

The mobile Web reader gives readers many of these same features on other mobile devices, such as a Droid or Blackberry, simply by pointing the device's browser to [www.petfoodindustry-digital.com](http://www.petfoodindustry-digital.com). For more information, visit [www.petfoodindustry.com/Apps.aspx](http://www.petfoodindustry.com/Apps.aspx).



## Iditarod veterinarian to keynote Petfood Forum 2011



Learn about the thrill of the Iditarod from Timothy A. Hunt, DVM, during Petfood Forum on April 12, 2011. Dr. Hunt has not only worked the legendary race as a veterinarian but has run it himself. Dr. Hunt operates a small-animal veterinary practice in Marquette, Michigan, and is an avid musher

who has competed in numerous events throughout North America and Europe. In 2005, he launched his own line of dog food—Dr. Tim's Pet Food—due of the lack of high-quality feeds on the market for the hard-working Alaskan Husky and has since

## PetfoodForum 2011

introduced additional formulations.

Petfood Forum 2011 will take place April 11-13 at a new venue, the Renaissance Schaumburg (about 10 miles from Chicago's O'Hare Airport). It will be followed April 13-14 by Petfood Workshop: Safety First. Registration for both events is now available with savings of 15% if you register by February 15 and an additional discount off Petfood Workshop registration if you also register for Petfood Forum. Visit [www.petfoodindustry.com/PFF2011.aspx#tab\\_1](http://www.petfoodindustry.com/PFF2011.aspx#tab_1).



# Spot-on Chelated Mineral Solutions.

## MAAC<sup>®</sup>

Novus chelated mineral solutions are just the right thing to improve mineral availability and enhance overall nutrition in your pet food products. In fact, we are the industry's leading ingredient provider of chelated minerals as defined by AAFCO. So if you want your label to say chelate, you need solutions from Novus. For more information, call Vanessa Stewart at **1.888.568.0088** or visit [www.novusint.com](http://www.novusint.com).

*Rely on the Novus family of pet ingredient solutions.*

ALIMET<sup>®</sup> feed supplement amino acid

NATUGUARD<sup>®</sup> feed preservative antioxidant

IDEA<sup>™</sup> assay feed quality service

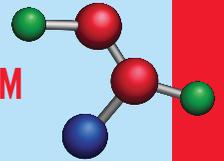
**NOVUS<sup>®</sup> PET  
NUTRITION**

©ALIMET, MAAC, NATUGUARD and NOVUS are registered trademarks of Novus International, Inc., and are registered in the United States and other countries.  
™IDEA is a trademark of Novus International, Inc.  
©2010 Novus Nutrition Brands, LLC all rights reserved. | 1668

**KEMIN PALATANTS PLEASE  
EVEN THE TOUGHEST CRITICS**



VISIT [KEMIN.COM](http://KEMIN.COM)



**Kemin Palasurance™ gives your product  
complete palatability assurance.  
Even for doggie divas.**

She may be a finicky eater, but she'll love the enticing aroma and fresh flavor Kemin Palasurance adds to your product every day, at every meal. Kemin palatants start with only the best raw materials. We use 42 years of scientific research to provide complete freshness and stability to protect the quality of your final product. Rest assured, Kemin delivers the best palatants and stabilization on the market today.

**CONTACT A KEMIN PALATABILITY EXPERT TODAY!**

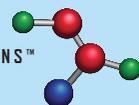
North America +1 877 890 1462

Europe +32 14 25 97 80

South America +55 (49) 3312 8650



INSPIRED MOLECULAR SOLUTIONS™



# New Products

## Get more

To feature your new product in *Petfood Industry*, contact Tara Leitner, Tel: +1.815.966.5421, [tleitner@wattnet.net](mailto:tleitner@wattnet.net).

## For Consumers

### Healthy Bones dog treats

Dick Van Patten's Natural Balance Pet Foods Inc. offers its Healthy Bones line of dog treats with added vitamin E and zinc to help support optimum skin and coat health. The oven-baked treats are available in Turkey, Oatmeal, Cranberry; Oatmeal, Chicken, Pumpkin; Sweet Potato, Salmon, Apple (grain-free formula); Lamb, Quinoa, Carrot; and Trout, Wild Rice, Spinach. Healthy Bones are available in small breed and regular sizes.

Dick Van Patten's Natural Balance Pet Foods Inc.

+1.800.829.4493 x145

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



### Eagle Pack Canned Dog formulas

WellPet LLC Eagle Pack Canned Dog formulas come in turkey, beef, chicken and lamb and are fortified with vitamins and minerals. Formulated for all life-stages, Eagle Pack's wet foods can be fed as a complete meal or in addition to a dry diet. Ground flaxseed and olive oil are included for a glossy coat, according to the company.

WellPet LLC

+1.978.289.5500

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



### Pork Chomps Crunchy Bones

Scott Pet Inc. has a line of granulated pork chews, Pork Chomps Crunchy Bones. Made of pork skin, the Crunchy Bones are easy to digest, according to the company. The product is available in bacon and chicken flavors.

Scott Pet Inc.

+1.866.678.2466

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



### Nature Select bird food

Witte Molen Nature Select bird food contains eggfood to improve the scent, in varieties specific to parakeets, budgerigars and canaries. The formulas also were designed with a balance of vitamins,



minerals and carbs for each type of bird, the company says.

Witte Molen

+31.416.358.300

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

### Pure Sweet Potato puree

Pure Sweet Potato supplement from Nummy Tum Tum Pet Products is US Department of Agriculture certified organic and made in the US, according to the company. Also available in pumpkin puree, the sweet potato puree has a suggested serving size of 1 table-spoon per 10 pounds weight daily.



Nummy Tum Tum Pet Products

+1.800.644.7462

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

### Organic, grain-free, vegan dog treats

Max & Ruff's offers a certified organic, vegan, grain-free treat line for dogs. Flavors include Powerhouse: Sweet Potato & Alfalfa flavor, the Kelp Highway: Butternut Squash & Kelp flavor and Five-Star Blueberry. The treats are hand baked in small batches without the use of preservatives, additives or artificial colorings or flavorings and are packaged using a biodegradable bag insert inside a recyclable paperboard box, according to the company.



Max & Ruff's

+1.703.465.4481

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

### Buddy Biscuits

Cloud Star Corp. offers Buddy Biscuits. These dog treats are free of corn, soy, sugar, salt and egg, according to the company. They are available in bacon & cheese, roasted chicken, molasses, peanut butter, veggie and sweet potato flavors. The treats come packaged in 1-pound or 10-pound boxes.

Cloud Star Corp.

+1.800.361.9079

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



## For Consumers

### Twiny cookie

Pet Treats Ltd. offers Twiny cookie. This bone-shaped dog snack prevents bad breath and helps clean teeth, according to the company. The treat is made of a milk-flavored outer layer with calcium and a chlorophyll center with mint flavoring. The cookies are also available in a sugar-free variety.



Pet Treats Ltd.  
[www.pettreatsltd.com](http://www.pettreatsltd.com)

### Dog treats for fresh breath

In Clover offers Grin Daily treats. The dog treats are designed to promote fresh breath, tartar control and healthy digestion, according to the company. They are available in a licorice flavor. The company recommends feeding one treat per day to dogs.



In Clover  
 +1.303.581.9619  
[www.inclover.com](http://www.inclover.com)

### PetAg Catslim

PetAg offers Catslim, a meal replacement and food supplement designed to help cats over the age of 4 maintain a proper weight. It is available in 6-ounce and 28-ounce powder formulas with mixing instructions.



PetAg  
 +1.847.683.2288  
[www.petag.com](http://www.petag.com)



## Did you know?

- Lonza is a life science company headquartered in Switzerland that manufactures a trusted source of L-Carnitine known as **Carniking™**.
- L-Carnitine helps cells maintain function and integrity.
- Carniking™ is valuable in helping to live longer, healthier lives.

## Carniking™ from Lonza... a simple solution!



Carniking™ offers pure L-Carnitine and is a trademark of Lonza Ltd, Switzerland.

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

Contact us to learn more about Carniking™ solutions for you and your customers. Lonza Inc., Allendale, NJ USA, Tel +1 201 316 9270, [carniking@lonza.com](mailto:carniking@lonza.com)

The statements made in this advertisement have not been evaluated by the Food and Drug Administration. Lonza's Carniking™ is not intended to diagnose, treat, cure or prevent any disease. No statement is intended or should be construed as a recommendation to infringe any existing patent. The information contained herein is believed to be correct and corresponds to the latest state of scientific and technical knowledge. However, no warranty is made, either express or implied, regarding its accuracy or the results to be obtained from the use of such information and no warranty is expressed or implied concerning the use of these products. The buyer assumes all risks of use and/or handling.

**For Manufacturers**

**Bulk bag super discharger**

The Spiroflow Systems Inc. T11 bulk bag super discharger is designed for applications where hygiene and rapid dismantling of

components without tools is essential to avoid microbiological growth and cross-contamination between batches. All electrical and pneumatic connec-



tions are interlocked to IP 67 for better dust/ingress protection, depending on the application and cleaning regime. A dust cabinet offers containment during discharge.

**Spiroflow Systems Inc.**  
+1.704.291.9595  
[www.spiroflowsystems.com](http://www.spiroflowsystems.com)

**FlexZiBox packaging**

Nordenia International's FlexZiBox packaging is designed for volumes up to 55 pounds. The reclosable side-gusset bag has a robust patch handle and top slider. The patch handle is tearproof and resilient for ease of handling, according to the company.

**Nordenia International**  
+49.2571.9191.0  
[www.nordenia.com](http://www.nordenia.com)



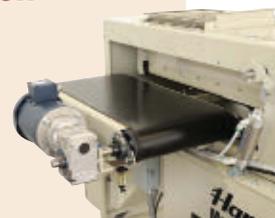
**Premier LSR controller**

The K-Tron Process Group Premier LSR controller consolidates several applications into one system, allowing the LSR to control either a K-Tron Premier self-contained loader or a single-central receiver for pneumatically conveying a variety of bulk materials. The controller is locally mounted with all 24 VDC unit devices pre-wired. It allows for nine operating modes selectable with an internal rotary switch and a 10-position dip switch.

**K-Tron Process Group**  
+1.856.589.0500  
[www.ktron.com](http://www.ktron.com)

**Easy Clean belt feed scale**

The Hamer Inc. 600NW Easy Clean belt feed scale is designed for fast and complete access to the belt feeder for





## Choose Hood Packaging Corporation and the rest is easy.



**HOOD PACKAGING CORPORATION®**

### **WOVEN POLYPROPYLENE PACKAGING**

Tough. Durable. Puncture Resistant. If you're looking for these qualities in a bag, look no further than Hood Packaging Corporation. We're now able to offer superior woven polypropylene packaging manufactured in North America at a facility whose specialty, and sole product line, is woven polypropylene packaging. When it's high quality packaging you need, you can rest assured that Hood Packaging will deliver.



**PAPER \* PLASTIC \* WOVEN**

**GRAPHICS \* PRINTING \* TECHNICAL SUPPORT**

You've got products. We've got solutions. When you choose Hood Packaging for your pet food packaging needs, the rest is easy.

**TOMORROW'S CHOICE**  
Sustainable Packaging Designs and Solutions

PAPER: 800-847-2247    [WWW.HOODPKG.COM](http://WWW.HOODPKG.COM)    PLASTIC: 678-575-2397

# Petfood Forum 2011

NEW  
LOCATION!



**THE PETFOOD INDUSTRY IS STANDING STRONG  
LEARN HOW TO CONTINUE GROWTH IN YOUR BUSINESS AT PETFOOD FORUM 2011**

## Petfood Forum

**APRIL 11-13, 2011**

Renaissance Schaumburg  
Schaumburg, Illinois, USA

The premier event for the worldwide petfood industry is bigger and better than ever in 2011 with a new location at the Renaissance Schaumburg, just 10 miles west of Chicago's O'Hare International Airport: [www.renaissanceschaumburg.com](http://www.renaissanceschaumburg.com).

The beautiful Renaissance Schaumburg offers more exhibition and meeting space, and is located in an area with more than 70 popular restaurants, large shopping destinations (Woodfield Mall, Streets of Woodfield and IKEA) and many more activities.

### KEYNOTE SPEAKER – TIMOTHY A. HUNT, DVM

Learn about the thrill and excitement of the Iditarod from



keynote speaker Timothy A. Hunt, DVM, who has not only worked the legendary race as a veterinarian but has run it himself. Dr. Hunt operates a small-animal veterinary practice in Marquette, Michigan, and is an avid musher who has competed in numerous events throughout North America and Europe. In 2005, he launched his own line of dog food - Dr. Tim's - due of the lack of high-quality feeds on the market for the hard-working Alaskan Husky and has since introduced additional formulations.

**Petfood**Industry

**WATT**

## Petfood Workshop

SAFETY FIRST

**APRIL 13-14, 2011**

Renaissance Schaumburg  
Schaumburg, Illinois, USA

This focused seminar follows right on the heels of Petfood Forum to give you in-depth knowledge of petfood safety. Join experts in small, interactive sessions designed to provide hands-on learning that you can take back to work.

## REGISTER NOW + EARLY BIRD DISCOUNT

Register online at [www.petfoodindustry.com/PFF2011.aspx#tab\\_1](http://www.petfoodindustry.com/PFF2011.aspx#tab_1) or turn the page and fill out the paper registration form.

Take advantage of the Early Bird Registration discount before February 15, 2011, and **save 15% or more.**

Plus, register for both Petfood Forum and Petfood Workshop and you'll **save 20-25%.**

# Attendee Registration Form

Register online at [www.petfoodindustry.com/PFF2011.aspx#tab\\_1](http://www.petfoodindustry.com/PFF2011.aspx#tab_1)

**PetfoodForum** 2011  
April 11-13, 2011

**PetfoodWorkshop** 2011  
April 13-14, 2011

**PetfoodIndustry**

**NEW LOCATION! Renaissance Schaumburg**  
(10 miles from Chicago's O'Hare airport)

**WATT**  
KNOWLEDGE | SOLUTIONS | SUCCESS

Register by  
February 15, 2011,  
to **save 15%!**

Registration date	Petfood Forum only	Petfood Workshop only	Petfood Workshop (discounted rate if also registered for Forum)
Through February 15, 2011	US\$955	US\$705	US\$555
After February 15, 2011	US\$1,095	US\$825	US\$655

Full registration includes all refreshment breaks, receptions and meals except dinner, plus access to all conference sessions and the exhibit hall.

**NEW: Petfood Forum Group discount available to five or more attendees.**  
For more information, e-mail [OutreachRegistration@niu.edu](mailto:OutreachRegistration@niu.edu) or call +1.815.753.7922.

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

Name (last, first) \_\_\_\_\_ Job title \_\_\_\_\_

Company name \_\_\_\_\_ URL \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

State/province \_\_\_\_\_ Zip/postal code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_ Fax \_\_\_\_\_

Organizational function (e.g., marketing, management, R&D, etc.): \_\_\_\_\_

Industry segment (e.g., manufacturer, supplier, retailer, veterinarian, etc.): \_\_\_\_\_

Product segment (e.g., dry, wet, treats, etc., or equipment, ingredients, etc.): \_\_\_\_\_

Do you subscribe to *Petfood Industry* magazine?  Yes  No

Do you also wish to attend Petfood Workshop: Safety First, April 13-14?  Yes  No

**ADDITIONAL ATTENDEES—same rates above apply.**

Check if also attending Petfood Workshop:

Name (last, first) \_\_\_\_\_ E-mail \_\_\_\_\_

**Method of payment:**  Check  Money order  MasterCard  VISA  American Express  Discover

Name on credit card \_\_\_\_\_ Card number \_\_\_\_\_

Signature \_\_\_\_\_ Expiration date \_\_\_\_\_

**Please return this form with full payment (payable to Northern Illinois University) to:**

Petfood Forum / Petfood Workshop 2011  
c/o Registration Office  
Outreach Services, Northern Illinois University  
DeKalb, Illinois, USA 60115  
Phone: +1.815.753.7922 Fax: +1.815.753.6900  
Email: [OutreachRegistration@niu.edu](mailto:OutreachRegistration@niu.edu)

## FOR TRANSPORTATION FROM O'HARE AIRPORT

For special rates on a taxi, limo or shuttle, please **visit** [www.petfoodindustry.com/PFF2011.aspx#tab\\_5](http://www.petfoodindustry.com/PFF2011.aspx#tab_5), **e-mail** [OutreachRegistration@niu.edu](mailto:OutreachRegistration@niu.edu) or **call** +1.815.753.7922. *We recommend you reserve your ground transportation in advance.*

## PLEASE MAKE HOTEL RESERVATIONS DIRECTLY WITH THE RENAISSANCE SCHAUMBURG

Call +1.800.468.3571 or visit [www.marriott.com/hotels/travel/chirs?groupCode=watwata&app=rsvlink&fromDate=4/9/11&toDate=4/15/11](http://www.marriott.com/hotels/travel/chirs?groupCode=watwata&app=rsvlink&fromDate=4/9/11&toDate=4/15/11)  
To receive a special group rate, please contact the hotel prior to March 11, 2011, and identify yourself as a Petfood Forum or Petfood Workshop 2011 participant (or use the name Watt).

**Room availability is limited; reservations will be handled on a first come, first served basis.**

**NOTE:** Registrations will not be processed without payment; rate is determined by date payment is received. Prior to February 15, 2011, attendee registration fees are refundable minus a cancellation fee; contact [OutreachRegistration@niu.edu](mailto:OutreachRegistration@niu.edu) or +1.815.753.7922. Substitution of registered personnel at no charge. Watt Media reserves the right to substitute speakers and change schedule as necessary. If anyone in your party requires special assistance, please contact us.

## For Manufacturers

cleaning. In less than five minutes, the assembly slides out, allowing for cleaning and maintenance, according to the company. Equipped with VFD motors, two-speed bulk and dribble settings are designed to ensure bag fill accuracy. The belt feed scale is available in Simplex or Duplex configurations, with a variety of bag clamp designs.

Hamer Inc.  
+1.800.927.4674  
[www.hamerinc.com](http://www.hamerinc.com)

### Flexible packaging machinery

AlliedFlex Technologies Inc. is distributing Velteko flexible packaging machinery in a variety of models capable



of producing many styles of petfood and pet treat bags, including pillow, QuadSeal with and without zipper and memory strip reclosure application system. Models are available to package bag sizes up to 25 pounds.

AlliedFlex Technologies Inc.  
+1.941.923.1181  
[www.alliedflex.com](http://www.alliedflex.com)

### Duplex E-Series linear scale

Parsons-Eagle Packaging Systems offers the Duplex E-Series Linear Scale for weighing free-flowing and semi free-flowing products, including ingredients, petfood and treats. The scale is suited for large pre-made bags, case and



drum filling applications for sizes from 10 pounds to 110 pounds. It can be configured for semi-automatic applications or fully integrated, high-speed production lines.

Parsons-Eagle Packaging Systems  
+1.920.983.7100  
[www.parsons-eagle.com](http://www.parsons-eagle.com)



### Chem-Gard CGMC pump

The Vanton Pump & Equipment Corp. Chem-Gard CGMC close-coupled, magnetically driven thermoplastic centrifugal pump comes



PP\*STAR®

## The world's 1<sup>st</sup> Woven Pinch Bottom Bag

A new STAR is born! The new PP\*STAR®, the world's first woven pinch bottom bag, is now available and represents a step change packaging innovation for dry pet food, fertilizer, flour and more.

PP\*STAR® combines the advantages of pinch bottom bags and woven polypropylene. It is an exceptionally lightweight form of packaging – strong, siftproof, recyclable, very appealing to the eye – and has perfect shelf display.

PP\*STAR® is produced with full automation on the world's first pinch bottom bag conversion line pp\*starKON – manufactured exclusively by Starlinger.

#### Visit us at:

K 2010, Duesseldorf, Germany, Hall 16, Booth B47  
PACK EXPO 2010, Chicago, IL, USA, Booth 7907  
Starlinger Showroom Weissenbach, Austria

Starlinger Head Office:  
Sonnenuhrgasse 4, 1060 Vienna, Austria  
T: +43 1 59955-295, F: -180  
[ppstar@starlinger.com](mailto:ppstar@starlinger.com), [www.starlinger.com](http://www.starlinger.com)  
A member of Starlinger Group



Starlinger

## For Manufacturers

in sizes from 1.5-by-1-by-6 inches to 3-by-2-by-8 inches, for flows to 400 GPM at heads to 220 feet TDH. The pump is a seal-less, single-stage, volute-type centrifugal design with all fluid contact components molded

of homogenous polypropylene or PVDF.

Vanton Pump & Equipment Corp.  
+1.908.688.4216  
[www.vanton.com](http://www.vanton.com)



### Bucket conveyor, elevator system

Gough Econ offers the Elecon bucket conveyor and elevator system, designed to move material in three directions for flexibility in planning a material handling system within a production facility. The multi-axis system is well suited for applications requiring gentle handling, the company says. It uses cantilevered buckets that move vertically, horizontally and can turn any direction up to 90 degrees without having to transfer the load being conveyed. The multi-axis capability is the result of a chain design and cantilevered wedge-shaped buckets that come together and overlap at the load station.

Gough Econ  
+1.800.264.6844  
[www.goughecon.com](http://www.goughecon.com)

### Gyratory reciprocating screeners

The Rotex Global LLC line of gyratory reciprocating screeners is designed to accurately separate dry materials at high production rates. The screeners impart two distinct screening actions to maximize efficiency, according to the company. The gyratory-reciprocating motion of the near-horizontal screen surface is designed to give undersize material maximum opportunity to pass through the mesh openings without the loss of near-size material. Screeners range from one to five screen surfaces.

Rotex Global LLC  
+1.800.453.2321  
[www.rotex.com](http://www.rotex.com)



## PREMIUM INGREDIENTS FOR WINNING RESULTS

At Sanimax, we're proud to deliver the premium ingredients and specialty items that set you apart. Count on us for solutions that boost your product value, reduce your costs, and give you a competitive edge. We're a one-stop shop for all your ingredient needs.

- Premium quality
- Top-notch service
- Specialty products
- Traceability
- Reliable delivery & warehousing services

#### Our Products:

**Proteins:** Duck, Lamb, Poultry, Pork, Rabbit, Venison, EggPowder

**Grains:** Ground Flax, Millet, Nyjer, Peas, Rye

**Fibers:** Rice Hulls, Peas

**Fruits & Vegetables:** Apple, Cranberry, Potato, Tomato

**Feed Additives:** Beet Pulp, Brewer's Yeast, Amino Acids  
plus many more...



Toll Free: 1.800.763.7430  
Phone: 1.519.824.2381  
Fax: 1.519.824.9472

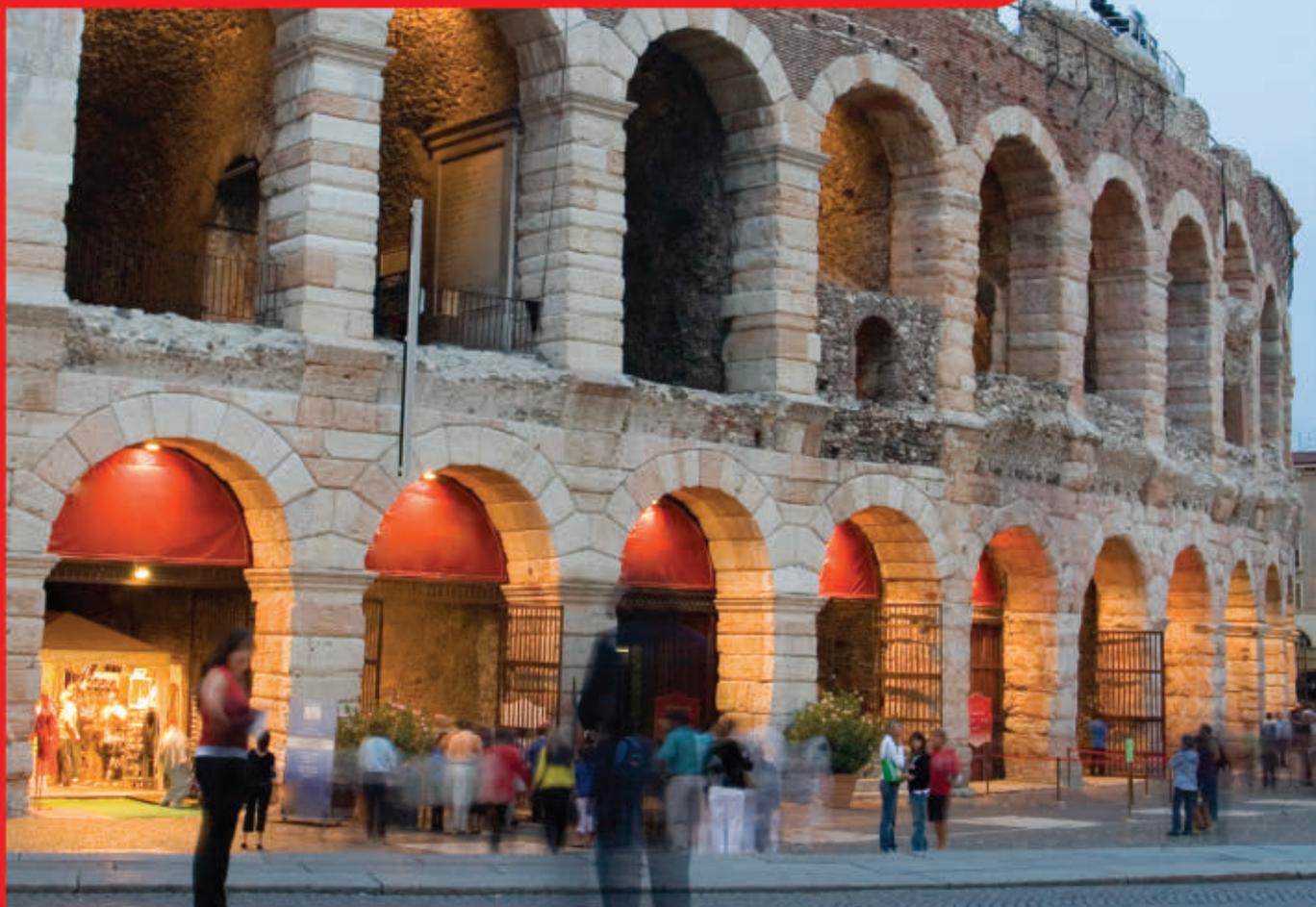
[www.sanimax.com](http://www.sanimax.com)  
[info@sanimax.com](mailto:info@sanimax.com)



**Sanimax**  
Reclaim · Renew · Return

© Copyright 2009 Sanimax Industries, Inc. All rights reserved.

# KEMIN'S 6<sup>TH</sup> ANNUAL SYMPOSIUM OF PETFOOD SCIENCE



**Join us for our annual petfood symposium and special ribbon-cutting ceremony of our newest palatant production facility.**

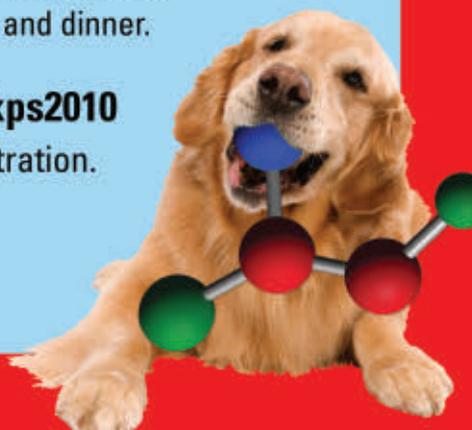
**November 17 & 18, Verona, Italy**

Learn about the latest topics regarding "Petfood Palatability and Testing" from industry experts and then attend a special ribbon-cutting ceremony and dinner.

Visit [www.kemin.com/petfoods/kps2010](http://www.kemin.com/petfoods/kps2010)  
for more information and registration.



INSPIRED MOLECULAR SOLUTIONS™



**Register online!**

Visit [www.wattevents.com](http://www.wattevents.com) to register for free to Virtual Petfood Forum: Innovation on October 21. You can enter and leave the event as your schedule allows—or access an archive for 90 days afterward.

# Guide to

# VIRTUAL PETFOOD FORUM INNOVATION

Learn the latest advances in our industry and interact with peers from around the world—all online

**WHAT INNOVATIONS ARE** happening in petfood that could help you continue to drive your business forward? Find out by signing up for Virtual Petfood Forum: Innovation on October 21. You can learn from experts and network with industry peers and leading suppliers from around the world—all for free and without leaving your office or home.

Think of Virtual Petfood Forum as an online event where petfood nutrition, safety and regulatory, production and packaging professionals along with veterinarians, nutritionists, technical consultants, sales professionals, C-level executives, business owners and buyers can engage in real-time interaction via chats, group chats, E-mails, Twitter or the exchange of electronic business cards.

Plus, this event will feature five industry experts sharing their knowledge on:

■ **Innovation in nutrition and ingredients** by Serge Boutet, agronomist



and manager of petfoods and nutrition for Mondou Ltd. in Canada. Boutet has focused his career on developing unique petfood products, which in his mind starts with innovative ingredients. In fact, he says his suppliers often come to him first with their new ingredients.

■ **Innovation in petfood packaging** by Scott Whiteside, PhD, associate



professor of the Department of Packaging Science and associate director of the Center for Flexible Packaging, both at Clemson University. Dr. Whiteside

works with numerous companies on food and packaging issues. He believes some of the most innovative packaging in recent years has been happening in petfood, and he'll share some of his favorite examples.

■ **Innovation in marketing: exploring social and online media** by Julie Lenzer Kirk, CEO and chief muse



of Path Forward International, which works with businesses and entrepreneurs to help them improve, grow and succeed. Lenzer Kirk is a regular on Twitter and uses it, along with other social networking formats, to connect with her clients and help them market their companies and products.

■ **Innovation in petfood processing** by Mian Riaz, PhD, director of the Food Protein R&D



Center at Texas A&M University. Dr. Riaz and his team hold several extrusion seminars

each year, including one focused on petfood, and keep up-to-date on the latest advances in equipment, processes and techniques.

■ **Innovation in petfood safety** by James Marsden, PhD, Regent's



Distinguished Professor of Food Safety and Security and associate director of the

Biosecurity Research Institute, both at Kansas State University. His research has focused on the safety of food products, particularly controlling dangerous bacteria and other contaminants in meat, and he's now applying that research to petfood. Registering for Virtual Petfood Forum: Innovation gets you access to these live presentations—including live Q&A with each speaker—plus the sponsor center and networking lounge. You can enter and leave the event throughout the day as your schedule allows—or, if you can't participate at all on October 21, you can access an archive of the event for 90 days afterward. Visit [www.wattevents.com](http://www.wattevents.com). ■



# BE REASSURED YOU'RE SAFE

## LET'S MANAGE YOUR RISK TOGETHER

DSM is the world's leading manufacturer of vitamins, antioxidants and functional ingredients for human and animal nutrition. As supplier and solution provider to the pet food industry, DSM can help you manage your risk by assuring you:

- **DSM-owned ingredient and premix plants** sustainably producing your raw materials
- **Quality for Life™** meaning safety, quality and reliability in your pet food value chain
- **Multi-disciplinary support** in the development of your next generation products
- **Cross-industry experience** to keep you on the edge of innovation



DSM Nutritional Products Ltd.  
P.O. Box 2676, CH-4002 Basel  
Switzerland  
[www.dsmnutritionalproducts.com](http://www.dsmnutritionalproducts.com)  
[petfood.nbd@dsm.com](mailto:petfood.nbd@dsm.com)

*Unlimited.* **DSM**

## Read more about Overby Farm online

Read a Q&A with Carol Jones-Adams at [www.petfoodindustry.com/OverbyFarmQA.aspx](http://www.petfoodindustry.com/OverbyFarmQA.aspx).

Carol Jones-Adams (shown here with Lucy) and her husband and business partner, Bob Adams, started making cherry-based functional dog treats after using tart cherry concentrate in their own food.



## JUST THE FACTS

### Headquarters:

Leland, Michigan, USA

**Officers:** Carol Jones-Adams and Bob Adams, partners; David Adams, sales manager; Lesley Healy, office manager; Mary Ellen Kripke, bookkeeper

**Sales:** Expects to exceed US\$1 million in 2011

**Brands:** Hip Bones, Hip Bones Jr., Hip Flex, Hip Flex Feline

**Distribution:** Throughout the US and online

**Facilities:** Uses contract manufacturer

**Website:** [www.overbyfarm.com](http://www.overbyfarm.com)

# Overby Farm takes treats to the next level

By Debbie Phillips-Donaldson

This small family business prepares to introduce innovative, functional formulations beyond its signature cherry products

**A GROWING BODY** of research shows that in humans, tart cherries can act as an antioxidant and help people suffering from various conditions and forms of inflammation (see [www.choosecherries.com](http://www.choosecherries.com)).

"Our family found relief from arthritis and gout through cherry concentrate, and that got the ball rolling," says Carol Jones-Adams, describing how her functional

treat company, Overby Farm, was born. "Working with researchers at Michigan State University (MSU) who patented their anti-inflammatory discoveries in tart cherries, then with veterinarians there, really helped us. Our own desire to produce something beneficial for our pets was the 'aha' that began it all in 2004."

The fact that Jones-Adams and her

family have a farm in Leelanau County, Michigan, USA—also known as “cherry capital of the world”—was another contributing factor. At the time, she was trying to ensure that her teenagers, who wouldn’t eat breakfast, still received good nutrition by making them smoothies with cherries and other healthy substances. Soon she extended the blending of ingredients to making bone-shaped treats for the family’s dogs, Abigail and Lucy.

Jones-Adams and her husband and business partner, Bob Adams, were so impressed with how their dogs reacted to the treats that they started discussing taking them to the market. He was working with MSU on another project at the time, Jones-Adams says, and found out about the university’s patents with tart cherries.

“We licensed the patents for the companion animal market and started investigating how we could work with the veterinary department at MSU,” Jones-Adams says. “We started formulating products and came out with Hip Bones about five years ago.”

**UNDER THE LOGO** on the Overby Farm website, you’ll see a phrase that sums up the company’s stake in the pet treats market: “an invitation to natural joint health.” Besides the Hip Bones functional dog treats, Overby Farm also offers a smaller version, Hip Bones Jr.; Hip Flex, chewable supplements for dogs that include cherries, blueberries and cranberries; and Hip Flex Feline, chewable nibs for cats. All the products contain other functional ingredients such as flax seed, fish oil and glucosamine.

“What we try to do is have our lines work well together,” says Jones-Adams. “The idea came as we started learning about processing parameters;

### Online extra!

For more research on the benefits of cherries for humans, visit [www.choosecherries.com/Uploads/Documents/8589194263810869558.pdf/](http://www.choosecherries.com/Uploads/Documents/8589194263810869558.pdf/).

## Powerful pigments

The anti-inflammatory power of cherries comes from anthocyanins, according to research in human food. “These plant pigments are more than coloring agents. They also contain an array of health-promoting benefits,” wrote Marilyn Sterling in *Nutrition Science News* (see [www.chiro.org/nutrition/FULL/Anthocyanins.shtml](http://www.chiro.org/nutrition/FULL/Anthocyanins.shtml)). “Anthocyanins are antioxidant flavonoids that protect many body systems. They have some of the strongest physiological effects of any plant compounds.”

You can’t glean this type of information from the packaging or marketing for Overby Farm products or any other treats or petfoods using similar ingredients, because current US regulations don’t allow such health claims for petfood products. “In our niche, regulation and claims are under constant surveillance—a necessary aspect of any industry and welcomed for the safety of our pets,” says Carol Jones-Adams. Overby Farm is a member of the National Animal Supplement Council, a group of companies that voluntarily adhere to higher standards of compliance and transparency with regulatory agencies to ensure the safety and quality of their products.

“Much of what we learn regarding how diet can help the body heal itself are discoveries we are unable to advertise and talk about due to the regulatory environment, albeit well-intentioned and necessary,” she continues. “To that end, it is more important than ever that consumers continue to educate themselves about ingredients and bio-availability so they really understand what is in their food and their pets’ food.”

we realized that anytime you bake a treat, you’re going to lose a certain amount of the active ingredients. We do gear up the actives with our baked treats, but we also wanted to have a more efficacious, pure supplement type product, and that’s when we came out with Hip Flex. It starts with whole frozen cherries, then adds the cherry concentrate—the closest to the tree that we can get.”

**THAT APPROACH TO** the market has paid off. Though still just a very small family business—after graduating from MSU, son David joined the company in 2008 as sales manager—Overby Farm will exceed US\$1 million in sales in the US alone in 2011, Jones-Adams says, the first time the company has hit that mark. “We feel like we have had our nose to the grindstone since the beginning,” she adds. “We’ve been approaching this as the little engine that could.

“Now we’re ready to take the company to the next level,” Jones-Adams continues. “We believe we’ve learned about the industry in the last five years, we’ve learned a lot about formulating and working with the necessary players in the marketplace.”

After nearly a year of R&D, the company is preparing to launch a range of new products that will double its offerings within the next year:

- A wheat-free version of Hip Bones;
- A line of Veggie bones; and
- New packaging for Hip Flex and Hip Flex Feline (bottles, in addition to the pouches already used).

The new Hip Bones are intended for dogs with allergies to wheat, Jones-Adams says. “We’ve had wheat in Hip Bones because with tart cherry, you need some sort of ‘stick factor’ to keep the treat together. But we recog-

**OVERBY** nize there's a large percentage of the animal population that's allergic to wheat or has some type of reaction. So we're trying to respond to a request we've heard in the marketplace."

In developing Veggie Bones, the focus has been on cruciferous vegetables like broccoli and cauliflower, based on recommendations from the nutritionist at MSU who advises the company. "We want to make sure it's a very 'green' bone," Jones-Adams says. "And I think we'll be



adding a few others for fun, for health, like pumpkin and sweet potato."

educated about what nutrition can do for them and their pets, as the science

## We've been approaching this as the little engine that could.

**OVERBY FARM HAS** an exclusive relationship with a global fruit and vegetable global processor in northern Michigan. "He's been moving down a path toward human nutraceuticals. We are the companion animal compatriot to that," Jones-Adams says. "As we see people becoming more

and the information become more available—and through our work with MSU and other like minds we have joined with—it's absolutely incredible what's available and what we can do.

"It's time now to get up on a mountain and start shouting, have people really know about us," she continues. "We're ready to start rolling at a faster pace now. We're ready to launch into a whole new level of the business. We're excited."

After nearly a year of R&D, Overby Farm is preparing to launch a range of new products that will double its current offerings (shown here) within the next 12 months.

# Advantage Extru-Tech®

Reduce energy consumption 25% while optimizing petfood quality and volume.

Reduced energy consumption. Higher production volume. Improved finished product quality. They're all typical comments of petfood producers that have consulted with Extru-Tech® to achieve best in market process solutions.

At Extru-Tech, we're determined to elevate the industry's production to higher levels, using less energy. By utilizing our collective resources, we're engineering the next generation of petfood processing today. Now that's innovation driven by Extru-Tech.



**Corporate Office**

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

VISIT  
OUR BOOTH  
HH Backer Booth #1854  
Pack Expo Booth #S-3059

# Eight out of ten pet food buyers are women. It's about time someone got a handle on that.



## The Peel Grab 'n Go Handle Bag was designed to be carried.

Until now, most handle bags have simply had hand-holes punched out of the top or side. But if you've ever seen shoppers struggle to carry them, or seen them break, you'll appreciate the innovative new Grab 'n Go Handle Bag. With a comfortable handle that's engineered into the side of the bag, shoppers will find it easier to carry, easier for pouring and easier to store. And it's torture tested to maintain its integrity through even the roughest treatment. Choose the new standard from Peel.

905.456.3660  
sales@peelplastics.com  
www.peelplastics.com

**What's outside counts too.**





north america 800.218.5607  
northamerica@afbinternational.com

latin america 54.2322.480747  
latinoamerica@afbinternational.com.br

europa 31.73.5325777  
europa@afbinternational.nl

asia/pacific 61.398.799093  
khal@afbinternational.com

# AT AFB, IT'S ALL ABOUT THE NEXT GENERATION.

And the generation after that. AFB didn't become the leader in pet food palatability innovation by resting on our past accomplishments. We did it by looking forward and combining the best in people, facilities and technology to deliver superior product performance for today's and tomorrow's pets.

## NEW TECHNOLOGIES FOR MAXIMUM PET FOOD PALATABILITY.

AFB has facilities located around the globe, including the one-of-a-kind Lovejoy Resource Center, which allows us to collaborate with pet food manufacturers and quickly adapt formulations to elevate the palatability of the final product.

By working together, we can meet the demand for product innovation and deliver the next generation of palatability performance to the next generation of companion animals.

To learn how AFB can help move your company forward, contact an office listed below or visit [www.afbinternational.com](http://www.afbinternational.com).



australia 61.359.711105  
jseletto@ingham.com.au



**Watch video online!**

Check out Edo Paymans, sales and marketing manager for Nutrievio, as he explains how the company worked with a leading zoo to develop its new custom OptiBird foods, on display at Interzoo 2010 at [www.petfoodindustry.com/TV/Manufacturers/5483.html](http://www.petfoodindustry.com/TV/Manufacturers/5483.html).



© photodisc, BigStockPhoto.com

# Small animal and bird products roundup

By Jessica Taylor

Internationally the small animal and bird market is teeming with innovative, healthy and marketable products that deserve a spotlight

**VERY OFTEN THE** small animal and bird sector of petfood is overshadowed by the rapidly growing and ever-adapting-to-the-human-food-market that is dog and cat food. Although these tinier creatures have smaller mouths to feed, their pet parents' appetites for innovative, healthy and fun products for their hamsters, gerbils, ferrets, chinchillas, rabbits and birds continue to be ravenous. Internationally, the small animal and bird market is becoming increasingly important as young adults are waiting longer to get married and start families, residing longer in small apartments and cityscapes that are often a friendlier environment for small caged mammals and birds.

According to Euromonitor Inter-

national, from 2004-2009 total sales of petfoods made for animals other than dogs and cats grew by 21.5% internationally and are expected to grow by more than 5% by 2014 (see Figure 1, p. 32). No longer producing just the typical fare you might find at a feed store—like a bale of hay and a tub of sunflower seeds—manufacturers of small companion animal foods and treats are working hard to bring fresh, often ador-

Hugro has an astounding offering of petfoods, treats, litters and accessories for small animals and birds that includes colorful graphics and packaging.



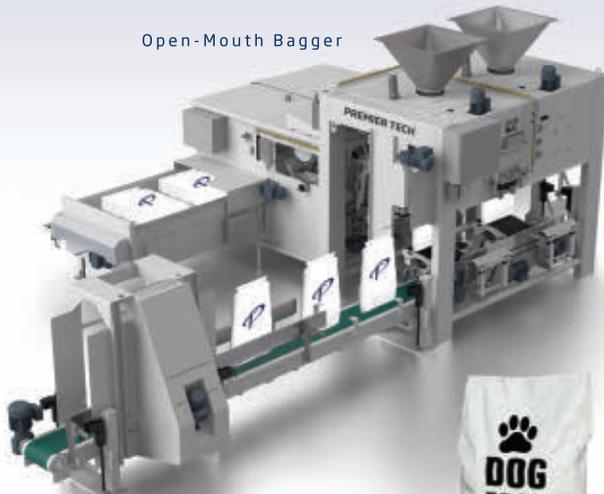
© 2010



© BVT, BigStockPhoto.com

# COMPLETE PACKAGING SOLUTIONS

Open-Mouth Bagger



Robotic Palletizer



- Up to 40 BPM
- 20 to 100 lb bags
- Handle woven PP, plastic, and paper bags



*Come see us at the **PACKEXPO SHOW!***



**PACKAGING.  
PROCESSING.  
ONE  
POWERFUL  
SHOW.**

October 31-November 3, 2010  
McCormick Place  
Chicago, Illinois USA

**Booth # 4245**



**READY TO  
VISIT US?**  
PTCHRONOS.COM

Contact: [info@ptchronos.com](mailto:info@ptchronos.com) 418 868-8324 418 862-6642

able and highly marketable products to market. Instead of turning our spotlight on kibbles, bits and freshly canned fish, let's peruse the creative offerings manufacturers for small animals and birds are bringing to the international table.

has recently developed a new Opti-Bird line in conjunction with experts at Utrecht University in the Netherlands. The bird food is described as an ultra premium, everyday diet for adult birds and is offered in four different mixes for Small, Medium,

**3 WITTE MOLEN RECENTLY** introduced Nature Select Bird, a premium petfood with an enticing smell for birds. This petfood has been developed especially for birds and contains Witte Molen eggfood, which gives a lovely smell to the food that is

### Figure 1. Sales and growth of other petfood by region, 2003-2014

From 2004-2009 total sales of petfoods made for animals other than dogs and cats grew by 21.5% internationally and is expected to grow by more than 5% by 2014.

Region	Sales in US\$ millions			% total growth		% CAGR*	
	2003	2009	2014	2004-09	2009-14	2004-09	2009-14
<b>World</b>	<b>\$3,302</b>	<b>\$4,174</b>	<b>\$4,389</b>	<b>21.5</b>	<b>5.1</b>	<b>4.0</b>	<b>1.0</b>
Asia Pacific	\$337	\$339	\$339	3.8	0.0	0.7	0.0
Australasia	\$93	\$117	\$112	20.9	-4.5	3.9	-0.9
Eastern Europe	\$36	\$51	\$56	35.2	9.5	6.2	1.8
Latin America	\$255	\$529	\$663	63.0	25.3	10.3	4.6
Middle East/Africa	\$14	\$19	\$21	26.4	7.6	4.8	1.5
North America	\$612	\$663	\$697	9.4	5.1	1.8	1.0
Western Europe	\$1,955	\$2,456	\$2,502	21.0	1.8	3.9	0.4

\*Compound Annual Growth Rate  
All data courtesy Euromonitor International

**1 BRANDENBURCH, PRODUCER OF** easily digestible cereal products and a key supplier to companies making food for small mammals and birds, has recently introduced the New Generation line of food products for rabbits, guinea pigs, chinchillas and small rodents like hamsters and rats. The New Generation food offers extruded ingredients that are available in different shapes, colors and tastes, but all have the same quality and nutrition, according to Brandenburg. The extruded products—like carrots, beets, maize, wheat and rice—can be sold as mixers or blended together to make specific formulas.

**2 NUTRIEVO, SUPPLIER AND** maker of private label bird foods,

Medium+ and Large. The Opti-Bird formula is unique because it is not made up of extruded food but contains crumlets, specially shaped

#### More video online!

Justin Verstappen, general director of Brandenburg, shows the ingredients his company is displaying at Interzoo and describes the product development and other services offered to producers making petfood for small animals at [www.petfoodindustry.com/TV/Suppliers/5499.html](http://www.petfoodindustry.com/TV/Suppliers/5499.html).

pellets with high-quality fruit and seeds, according to Nutrievo. The crumlets are a more natural product and ensure a good combination of structure and fibers for better digestion in birds, the company says.

pleasant both for the animal and the pet parent, according to the company. Witte Molen also claims this is the first bird product on the market that specifically targets the animals' sense of smell. The premium mixture is available internationally and is offered in parakeet, budgerigar and canary formulas.

**4 GERMAN-BASED HUGRO** HAS an astounding offering of petfoods, treats, litters and accessories for small animals and birds that includes colorful graphics and packaging, the use of sustainable products such as hemp in its small animal litters and bedding and unique products like "dressings" and "bio-extracts" to top petfoods with. The dressings are actually

Is your  
conveying  
system doing  
more than just  
conveying?

 **E-finity** Conveying systems can be harsh, causing breakage, dust and contamination. Our new low-pressure E-finity pneumatic conveying system is gentle on your product, so you end up with more of it. The completely enclosed system not only protects your product, it's also the most energy efficient pneumatic conveying system around. To find out more, call MAC at 1-800-821-2476 or email [Sales@MACequipment.com](mailto:Sales@MACequipment.com)



ENGINEERED FOR NFPA COMPLIANCE.

PATENT PENDING

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



**CRITTERS**

liquid feed supplements for rabbits, rodents and birds. High-quality cold-pressed vegetable oils are used to produce the product, according to the company, and it is suitable for all low-fat-fed animals because it boosts

energy, especially for birds, whose diet is often very one-sided with oils and fats. The Hugro dressing is composed of essential fatty acids like unsaturated linoleic acid, which is an essential component in boosting the

**NOW YOU CAN HAVE IT ALL**

**VICAM: Results You Can Trust to Safeguard Your Brand**



**NOW AVAILABLE!**

**VERTU™ READER: A NEW LATERAL FLOW TECHNOLOGY THAT DELIVERS FAST, EASY AND QUANTITATIVE RESULTS FOR DON (VOMITOXIN).**

Whether your mycotoxin control strategy includes screening, quantitation or single/multiple mycotoxin sample preparation for HPLC, UPLC® or LC/MS/MS, VICAM has you covered.

Protect your raw material stream and safeguard your brand, with the most trusted mycotoxin test kit solutions in the industry.

**VICAM**®

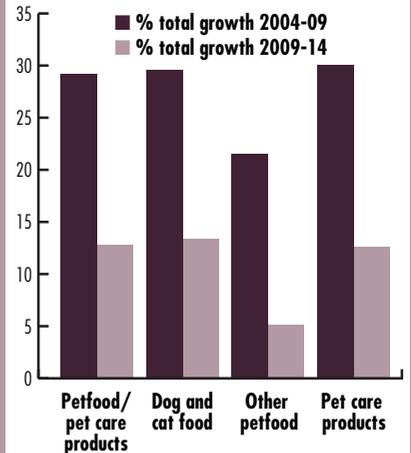
A Waters Business

For more information visit  
[www.waters.com/vicam20](http://www.waters.com/vicam20)  
 or email: [vicam@vicam.com](mailto:vicam@vicam.com)  
 for your local distributor.

©2010 Waters Corporation. Waters, VICAM, Vertu and UPLC are trademarks of Waters Corporation.

**Figure 2. Sales and growth of other petfood vs. pet products**

Though their growth rate is slowing, plenty of innovative, nutritious products for small mammals and birds are flooding the market.



All data courtesy Euromonitor International

immune system and aids in pain and inflammation defense.

**5** **CeDe** IS A worldwide leader in eggfood for birds and has distinguished itself from other bird food producers by processing fresh chicken eggs into a nutritious egg cake, according to the company. Chicken eggs are a very important source of high-quality animal protein that is necessary for healthy feathers, a shiny coat and the best breeding results for the birds, CeDe says. A batter is made from eggs, flour and sugar and is baked via a computer-controlled oven, ensuring a good microbiological quality to the end product, according to CeDe literature. After the egg cake is cooled, it is crumbled, dried and sifted into different sizes. The final product is then packaged and sold in a plethora of premium varieties that includes food for budgies, finches, canaries and song birds.



# GOLD BARR SERVICE

## TO THE PETFOOD INDUSTRY

 AMERICAN COLLOID COMPANY	 AJINOMOTO ANIMAL NUTRITION		
 ACADIAN SEAPLANTS LIMITED Norwegian Kelp Meal	 Merrick's	 Natural Pigments	 FLAX
 bio Matrix	 Bill Barr SUPPLI-MATE®	 Bill Barr SUPPLI-K®	 GLUCOSAMINE CHONDROITIN
 AJINOMOTO.	 ABVista Feed Ingredients	 dpl distributors processing Inc.	 FMC
 ADISSEO	 BALCHEM ANIMAL NUTRITION & HEALTH	 FEED GRADE CALCIUM SULFATE United States Gypsum Company	

We source the world for ingredients including amino acids, direct fed microbials, enzymes, flavors, minerals, natural pigments, phosphates, specialty ingredients, vitamins and surfactants and deliver in bag or bulk, by transport or rail. For fastest ingredient service, call or fax your order today.



### Bill Barr & Co., Inc.

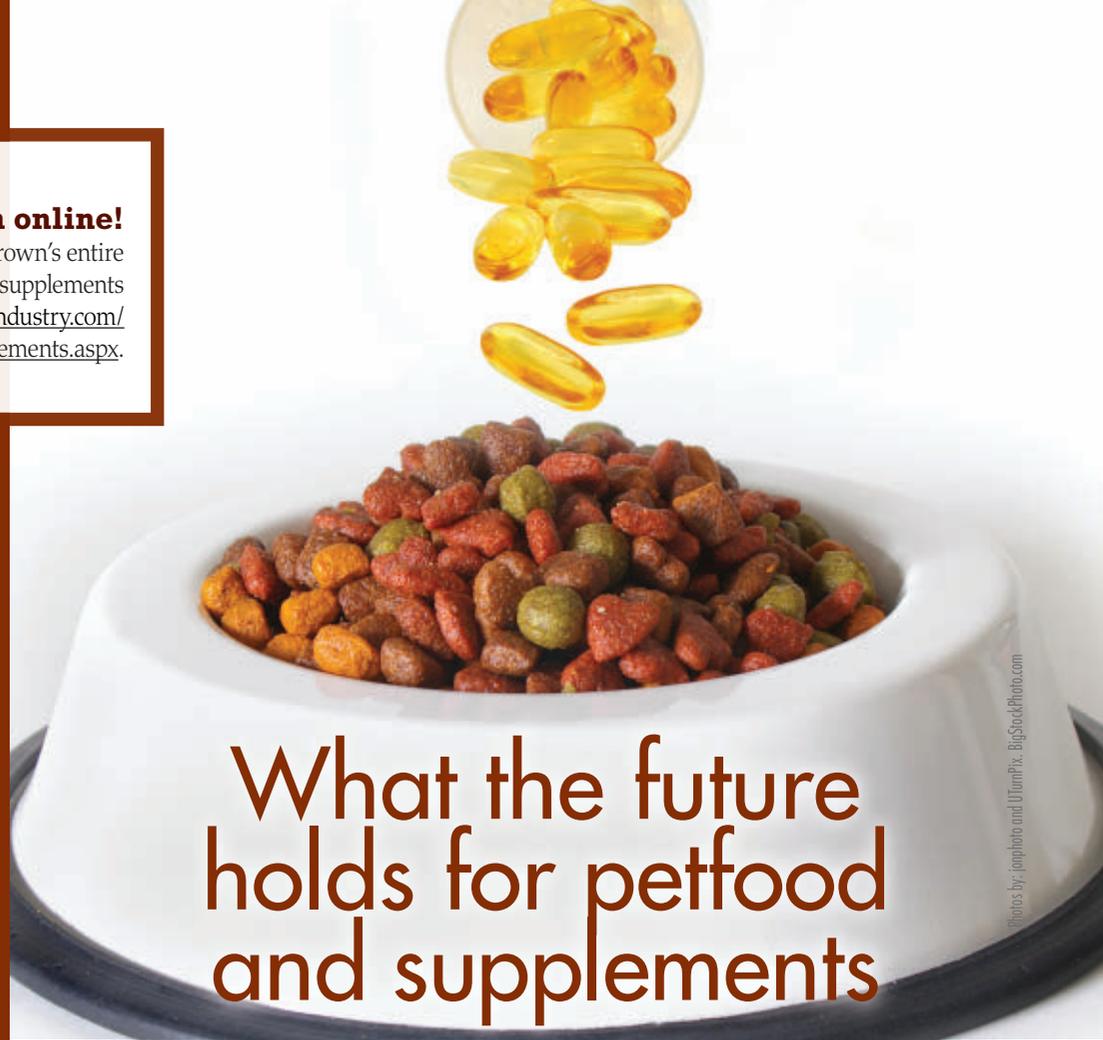
8800 Grant Ave. • Overland Park, KS 66212

1-800-336-BARR • FAX (913) 599-0425 • [www.billbarr.com](http://www.billbarr.com) • e-mail: [Bill@billbarr.com](mailto:Bill@billbarr.com)

**Research online!**

Read Dr. L. Phillips Brown's entire comprehensive article, "Pet supplements roar!" at [www.petfoodindustry.com/PetSupplements.aspx](http://www.petfoodindustry.com/PetSupplements.aspx).

Pet products that are well formulated and contain ingredients that target the specific physiological (and even psychological) needs of today's pets are enticing to an entire population of pet parents.



Photos by: japhoto and UTurnFix. BigStockPhoto.com

# What the future holds for petfood and supplements

By Jessica Taylor

As the nutraceuticals and functional ingredients market grows, will strict regulations stifle its climb?

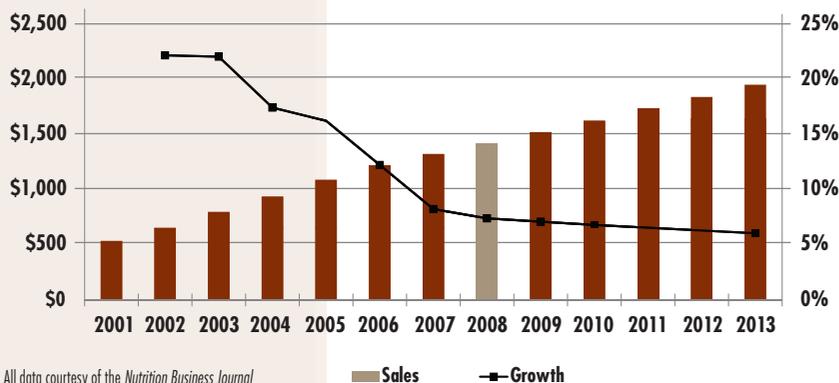
**NUTRITIONAL SUPPLEMENTS FOR** pets have become a fast growing business, as pet owners seek out health products for

their cute companions that mimic those they use for themselves. Petfood supplement products are also adapting to the uncertain economy by addressing the all-important issue of palatability. No longer just available in pill form, nutraceuticals and functional ingredients are appearing in toppers, gravies, foods and treats. Pet products that are well formulated and contain ingredients that target the specific physiological (and even psychological) needs of today's pets are enticing to an entire population of pet parents.

**AS STEADILY AS** the supplement market has grown (see Figure 1), the regulatory gray area surrounding supplements for companion animals continues to

**Figure 1. US pet supplement sales: 2001-2013**

As steadily as the supplement market has grown, the regulatory gray area surrounding supplements for companion animals continues to constrict the market.



All data courtesy of the Nutrition Business Journal

constrict the market. Will regulation changes need to happen for this market to continue to gain?

With a worldwide recession still clinging to consumers' coat tails, what compels pet owners to pay a premium for supplements? "Pet owners purchase supplements to ensure their pets receive the proper nutrition, which might be lacking in off-the-shelf petfoods," explains Dr. L. Phillips Brown, DVM, vice president of R&D for Nutri-Vet Animal Health Care Products. "Even though a plethora of lifestyle and lifestage petfoods are marketed, some veterinarians worry that such foods provide only basic protein, fat and fiber, plus a few vitamins and minerals." Other drivers behind consumers with critters searching out functional ingredients for their pets include:

■ **The growing elderly pet population.**

Older animals are prone to many of the same types of chronic conditions that plague elderly people, including cancer, cardiovascular disease, arthritis, cataracts and even thinning hair. Pet owners often choose supplementation to help maintain health and ease age-related aches and pains in their aging companions.

■ **Rising veterinary healthcare costs.**

Just as consumers are looking to reduce their own healthcare costs by purchasing natural foods and nutritional supplements, they are equally interested in taking charge of the health of their dogs, cats and other companion animals by purchasing products that promote health and vitality.

■ **The perception of natural ingredients as safer alternatives to pharmaceuticals.**

Organic Pet Superfood is a line of whole-food pet supplements specifically formulated to help stimulate pets' immune systems, using natural and organic therapies, according to the company.



## A "NOSE" for Quality

Peroxide Value

Free Fatty Acids

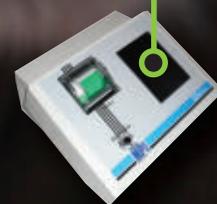
Percent Fat

Alkenals

Aldehydes

### "Touch Screen Easy"

"Meet the NEW SaffestII™ high sensitivity platform for petfood and raw ingredient testing. The combination of touch screen based protocols with ready-to-use kits make your most demanding applications easy to analyze in the convenience of your own laboratory. With nanomolar sensitivity and high reproducibility, 5%CV, the SaffestII™ AOAC certified platform and kits are the most economical and environmentally-friendly solution for quick, simple and accurate determination of Peroxide Value, Free Fatty Acids, Percent Fat, Aldehydes and Alkenals in production, R&D, process control and quality assurance of your products."



Nutraceuticals rarely cause side effects or interact with prescription drugs, and supplements have been shown to be safe if used judiciously. While there are a few reported adverse events with supplements, they

don't compare to the potential adverse reactions of pharmaceuticals.

Dietary supplements for animals such as vitamin and mineral products have been marketed for many years. Most of these products include

ingredients that are approved food additives, generally recognized as safe (GRAS) substances or ingredients listed in the *Official Publication of the Association of American Feed Control Officials (AAFCO)*, according to the Food and Drug Administration (FDA).

## The Sustainable DHA Omega-3



### Every Family Member Deserves a Healthy Start.

Research has proven DHA is an important nutrient for humans - now, a growing body of evidence is pointing to many of the same benefits for pets! **DHAgold®** goes directly to the source and gets DHA from the same place fish get it - algae. Grown in fermentation tanks, **DHAgold®** provides a sustainable algal source of DHA that is naturally free of ocean-borne contaminants.

- Fish-free algal source of DHA
- Guaranteed minimum of 17% DHA
- Ethoxyquin-free



Visit [www.DHAgold.com](http://www.DHAgold.com) for more information!

**MARTEK**  
life enriched.™

For a free sample call 1-800-662-6339  
or email [animalnutrition@martek.com](mailto:animalnutrition@martek.com)

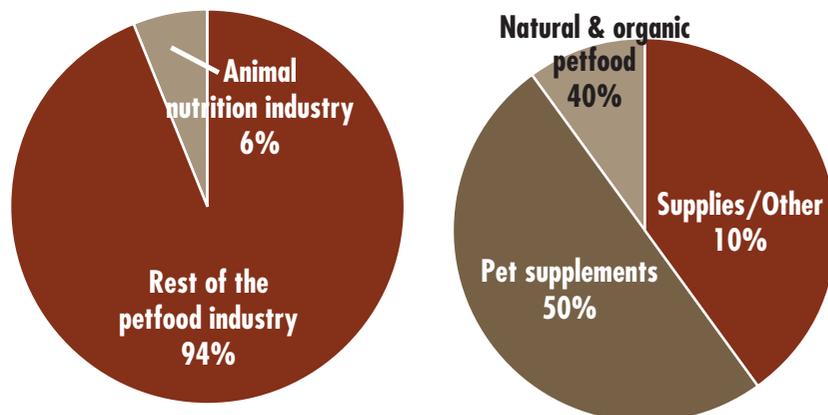
**A FEW YEARS** ago it was feared that over-the-counter sales of animal supplements would be prohibited because they were often positioned as curative rather than preventive. Today, FDA accepts the marketing of oral supplements for animals provided there is a "recognized benefit, purpose or utility" and they are not a substitute for a "complete and balanced" diet or represented to prevent or cure disease. In 2001, manufacturers and suppliers of nutritional supplements for companion animals and wildlife joined together to form the not-for-profit National Animal Supplement Council (NASC), a self-policing body that works closely with FDA's Center for Veterinary Medicine and AAFCO to establish regulatory guidelines that are fair, reasonable, responsible and nationally consistent and serve the best interests of animals.

According to a *Nutrition Business Journal* survey, 74% of respondents were not satisfied with current regulations of pet supplements and said they needed improvement. When asked what they thought the most crucial issue that will affect the growth of the animal health and nutrition industry in the next several years was, answers varied. Some highlights include:

- Regulation and misleading claims;
- Consumer education and establishment of trust;
- Continued media coverage of the importance of animal health and nutrition;

## Figure 2. Breakdown of the animal nutrition market compared to the rest of the pet industry

The animal nutrition industry only makes up about 6% of the entire US\$45 billion pet industry, but within that small nutrition sector, pet supplements make up exactly half of all products.



All data courtesy of the *Nutrition Business Journal*

- Recommendations by vets; and
- More affordable non-drug therapies for prevention and healing.

**FOLLOWING THE LEAD** of human dietary supplements for conditions that include cardiovascular, bone and joint, eye and cognitive health, condition-

specific pet supplements are one of the fastest growing segments in the pet nutraceuticals market. Supplements that benefit pet joint health, skin and coat condition and anxiety are showing the most growth.

Pet owners are demanding animal supplements and retailers are responding by focusing on quality, selection and a willingness to educate themselves on the science behind condition-specific supplements. As a result, pet supplements are easier to find and easier to understand. The increased emphasis on “healthy” products by mass marketers, independent retailers and large pet specialty stores, coupled with the new standards of quality implemented by the NASC, is further boosting awareness (and credibility) of animal supplements. ■

## Let us help you reach your goals

We are experienced in developing 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.

### Solutions Provided.



### More petfood testing products online!

Check out our database of testing products specifically geared toward the petfood industry with everything from laboratory analysis to equipment and test kits. Go to [www.petfoodindustry.com/Products.aspx](http://www.petfoodindustry.com/Products.aspx) and click on the Testing tab.

Technology for petfood contaminant testing is changing for the better. Technical advancements are unfolding as government policymakers devise new frameworks for ensuring petfood safety.

Babar760. BigStockPhoto.com

# Testing for toxins

By Jessica Taylor

"Expanding the capacity to test for contaminants by upgrading the technology is logical," explains Mark Kuracina of Applied Biosystems.

What you need to keep your manufacturing line clean, safe and contaminant-free



#### PETFOOD MANUFACTURERS

**AND** the testing labs hired by them are under increasing pressure to take petfood testing to a new level. How should expectations for petfood testing be raised and enforced in the global ingredients supply chain? How can your company better safeguard against product contamination? And perhaps most importantly, how can public confidence in the petfood products you produce

be maintained with advanced scientific proof to support it?

"Companies and government agencies need to monitor more food products and raw materials from an increasing variety of new sources—which may face contamination linked to storage issues or the use of pesticides or other substances, which are banned in one country but allowed in another," explains Mark Kuracina of Applied Biosystems. But what does he recommend? "Expanding the capacity to test for contaminants by upgrading the

# Petfood Forum Europe returns May 4, 2011

koelnmesse

**SAVE THE DATE. ONLINE REGISTRATION AVAILABLE SOON.**



## Petfood Forum EUROPE

**MAY 4, 2011 — COLOGNE, GERMANY**

After a four-year hiatus, Petfood Forum returns to Europe in a new location at the Koelnmesse in beautiful, historic Cologne, Germany. The event will be held in conjunction with one of the largest agri-feed events in the world, Victam International: [www.victam.com](http://www.victam.com).

Attendees at Petfood Forum Europe will enjoy educational presentations on innovations in petfood, networking with peers, and the opportunity to visit top suppliers at their trade booths as part of Victam International. The schedule of educational sessions will be announced in the near future.

### LOG ON FOR UPDATES

Bookmark [www.petfoodindustry.com/PFFEurope2011.aspx](http://www.petfoodindustry.com/PFFEurope2011.aspx) on your computer and check back often for updates on registration, scheduled speakers and more.



Bio-Rad Laboratories iQ-Check™ *Salmonella* II kit has recently received AOAC approval for real-time PCR detection of *Salmonella* from wet cat food and dry dog food.

technology is logical." The good news is that the technology for petfood contaminant testing is changing for the better. Technical advancements are unfolding as government policy-makers devise new frameworks for ensuring petfood safety.

**TAKE, FOR EXAMPLE,** Perten Instruments' Micro Mirror module. The module is a sample presentation system for the DA 7200 that enables analysis of extremely small samples. The Micro Mirror module is designed for small sample amounts such as kernels, seeds and powders or meals.

More small, handheld devices for accurate and easy-to-read test results are the family of sample adapters for the patented i-Lab analyzing spectrometer from MicroOptix Technologies. The i-Lab performs measurement and analysis of liquids and solids in the visible light range of 400-700 nanometers, according to the company.

The Teledyne Tekmar Atomx Automated VOC Sample Prep System combines an autosampler and purge and trap into a single instrument for the analysis of volatile organic compounds, with the ability to

perform methanol extractions. The system features the Extractasol clean-up step to reduce carryover or cross contamination.

Buchi Corp. offers the NIRMasteR, a standalone FT-NIR spectrometer with hygienic design for petfood and feed applications. It is available in food-grade polymer and stainless steel housings (both in protection class IP54 and IP65). Its polarization interferometer provides high sensitivity and robustness.

**PROCESSORS AND PACKAGERS** in the petfood industry face certain challenges, including detecting contaminants, detecting damaged or missing products and identifying



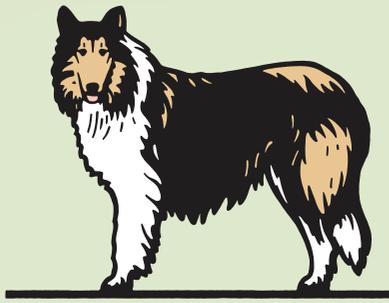
Viacam's Vertu reader is designed to provide more accessible mycotoxin testing to producers who rely on early detection.

Premium Pet Food

• PUREBRED® •

*What's in a Brand...everything!*

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



ONE PET FOOD  
NEWSLETTER CAN'T  
DO EVERYTHING.  
WELL, THAT'S THE  
OFFICIAL STORY.

**Subscribe to Empyreal® 75 Update today.** The one pet food industry e-newsletter that qualifies as a must-read. Stay current with insights, key information and original perspectives on pet well-being and business success strategies. All brought to you four times a year by the makers of Empyreal 75, the naturally pure source of protein.

**Subscribe today to Empyreal® 75 Update. Go to <http://eforms.kmpsgroup.com/jointforms/Forms/Subscription.aspx?pubcode=empu&step=form>**

Empyreal is a registered trademark of Cargill Corn Milling. ©2010 Cargill, Incorporated. All Rights Reserved.

EMPYREAL®  
**75**  
dependably pure.

**Get Focused**  
On the Global Macroeconomic Outlook

PRESENTED IN ALLIANCE WITH  
 **informa economics**

 **CentreFocus**llc  
A WATT owned company

Overwhelmed by mountains of data on the direction of the global economy?  
Need help cutting through the clutter to make confident business decisions?

CentreFocus, LLC Online Seminars presents:

## Global Macroeconomic Outlook

featuring Dr. Bruce A. Scherr, Chairman of the Board and CEO of Informa Economics

**December 9, 2010 – 8 a.m. CST**

In this 60-minute online presentation, Dr. Scherr will address critical economic questions plaguing business decision-makers today, followed by live Q&A with attendees.

No business planner, manager or C-level executive should miss this invaluable online seminar. Gather your senior management team together to attend for one low price of \$250 per login. Space is limited, so reserve your seat today!

Register now at [CentreFocusLLC.com](http://CentreFocusLLC.com)

[www.CentreFocusLLC.com](http://www.CentreFocusLLC.com) • Tel: +1.815.966.5580  
James C. Munch, President, [jmunch@centrefocusllc.com](mailto:jmunch@centrefocusllc.com)

**TOXINS**

overfill and underfill. Mettler-Toledo Inc. offers its X-ray Inspection technology presentation, titled *X-ray Inspection - The Future of Packaging Inspection*. The comprehensive presentation, available for download



The i-Lab performs measurement and analysis of liquids and solids in the visible light range of 400-700 nanometers, according to MicroOptix Technologies.

at [www.mt.com/XrayTechnology](http://www.mt.com/XrayTechnology), explains the technology and its specific application to the industry, as well as demonstrates that X-ray provides capabilities not available in metal detectors or vision systems.

Over 23,000 tons of petfood were recalled between 2006 and 2008, according to a study conducted by the Centers for Disease Control and Prevention. Bio-Rad Laboratories iQ-Check™ *Salmonella* II kit has recently received AOAC approval for real-time PCR detection of *Salmonella* from wet cat food, dry dog food, stainless steel, plastic, ceramic and concrete. This represents a Performance Tested Method matrix exten-



Buchi Corp. offers the NIRM Master, a stand-alone FT-NIR spectrometer with hygienic design for petfood and feed applications.

sion for the iQ-Check *Salmonella* II kit, which is currently approved for raw chicken, raw beef, eggs, cantaloupe and peanut butter.

Vicam offers Vertu, a digital lateral flow technology for quantitative mycotoxin screening. The Vertu reader is designed to provide more accessible mycotoxin testing to producers who rely on early detection to protect from contamination. Results are in parts per billion or parts per million.

Is your brand protected? ■

*Your trusted partner for mycotoxin testing*

# Neogen can also help with your *Salmonella* testing

Neogen offers the greatest variety of simple and accurate testing solutions for the pet food industry, including rapid *Salmonella* test kits to suit any need. Whether for front-line ingredient, final product or environmental swab testing, Neogen has the tests to keep your brand and reputation safe.

**Reveal and GeneSequence**

- AOAC Approval
- Next Day Results
- Scalable
- Traceable Results

*When it comes to the name on the package, it's more than a brand, it's your reputation.*

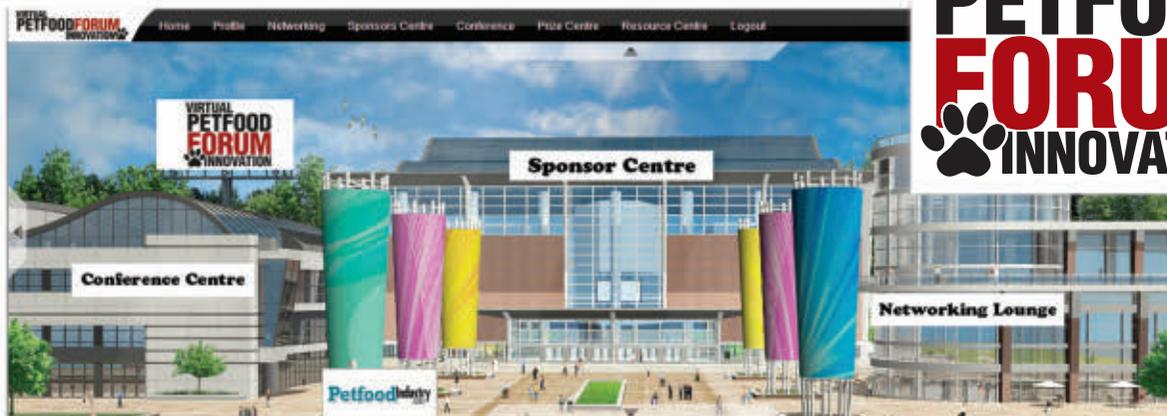
**NEOGEN** CORPORATION  
800/234-5333 (USA/Canada) or 517/372-9200  
foodsafety@neogen.com • www.neogen.com

ISO certified 9001-2000

*Your Pet Food Industry Partner*

Do you work in the petfood industry and wish there was some free, convenient way to discover the latest innovations in petfood and treats?

# VIRTUAL PETFOOD FORUM INNOVATION



**in · no · va · tion** (noun) - *new idea or method*: a new invention or way of doing something

Now you can learn about the latest advancements in the petfood manufacturing industry in an innovative online environment at no cost from the comfort of your computer.

## FORUM SPONSORS



REGISTER TODAY  
**WATTEVENTS.COM**

## Virtual Petfood Forum: Innovation | October 21, 2010

08.00 to 17.00 hrs (-5 GMT), 8 a.m. to 5 p.m. CDT

**INTERACT** with industry experts

**LEARN** about the latest innovations in nutrition, packaging, processing, marketing and safety

**NETWORK** with peers and industry professionals from around the globe in the lounge

**VISIT** with the industry's top suppliers in virtual trade booths

### PRESENTATIONS + SPEAKERS

Innovation in nutrition and ingredients – Serge Boutet

Innovation in petfood packaging – Dr. Scott Whiteside

Innovation in marketing: exploring social and online media – Julie Lenzer Kirk

Innovation in petfood processing – Dr. Mian Riaz

Innovation in petfood safety – Dr. James Marsden

Five FREE online educational sessions in one day...and you can enter and leave the event as your schedule allows. How's that for innovation?

Register today at [www.WATTEvents.com](http://www.WATTEvents.com)

**Petfood Industry WATT**

303 N. Main St. | Rockford, IL 61101 USA  
Tel: +1.815.966.5400 | [www.WATTEvents.com](http://www.WATTEvents.com)

Powered by: **PETFOOD INDUSTRY IN PRINT • ONLINE • EVENTS**

*Petfood Industry, Petfood Forum, PetfoodIndustry.com, Petfood Industry e-News, Petfood Nutrition e-News, e-Marketing, Petfood Industry TV, Podcasts, Webinars, Research, Data Base Management*

## Petfood Insights

David A. Dzanis, DVM, PhD, DACVN

### Find more

Read more of Dr. Dzanis' columns online at [www.petfoodindustry.com/petfoodinsights.aspx](http://www.petfoodindustry.com/petfoodinsights.aspx).

# More news from AAFCO



**At its annual meeting, AAFCO addressed ingredient definitions, petfood safety matters and certified organic petfoods.**

**LAST MONTH, I** reported on the activities of the Association of American Feed Control Officials (AAFCO) Pet Food Committee during its annual meeting in Portland, Oregon, USA, in early August. This month I cover items that occurred outside of the Pet Food Committee session but still may affect petfoods.

**INGREDIENTS:** Wheat gluten is an ingredient that was falsely implicated as a causative agent in the 2007 melamine-related petfood recall. As it turned out, the purported "gluten" was wheat flour purposely spiked with melamine to falsely increase apparent protein content. Regardless, the incident raised the question as to why wheat gluten was not AAFCO-defined.

At the meeting, the Ingredient Definitions Committee (IDC) discussed a proposed new definition for "vital wheat gluten." The "vital" terminology refers to an ingredient processed so it retains its viscoelasticity, a property key to its technical function in petfoods. Apparently, a "devitalized wheat gluten" definition is also in the works. No action on the proposal was taken at this meeting.

IDC did vote to delete "charcoal" as an official feed term. Charcoal has been included in petfoods, perhaps most frequently in dog biscuits, for

decades, with the feed term used as the ingredient name. However, reports of concerns regarding contaminants such as dioxins prompted a reconsideration of this use of the term. With the deletion of the term (assuming the board of directors and full membership agree), continued use of charcoal as a petfood ingredient would require a petition for a new feed ingredient definition.

**PETFOOD SAFETY:** The US Food and Drug Administration (FDA) announced the availability of draft guidance regarding *Salmonella* in animal feeds. Briefly, a decision for enforcement action against a livestock feed contaminated with *Salmonella* will primarily depend on whether the serotype is pathogenic in the intended species. However, where there is increased likelihood of direct human contact (e.g., petfoods, petting zoo feeds) and subsequent increase in public health risk, contamination with *Salmonella* of any serotype is potentially actionable.

Model Good Manufacturing Practice (GMP) Regulations for Feed and Feed Ingredients (including petfoods) are now in the AAFCO *Official Publication*. At the meeting, the Feed Manufacturing Committee discussed how these regulations compared to other documents. It was reported that upon review, no conflicts between the GMPs and AAFCO's verification program for hazard analysis critical control points (HACCP) plans ([www.aafco.org/Portals/0/HACCP/haccp\\_2010.pdf](http://www.aafco.org/Portals/0/HACCP/haccp_2010.pdf)) could be found.

Also, FDA intends to institute its own GMPs for animal feeds as required under the FDA Amendments Act of 2007. At this time, it is expected that FDA's proposed GMPs will complement, but not conflict with, AAFCO's regulations. However, a formal comparison was not conducted. It was suggested that AAFCO review and comment on FDA's proposal when it is published in the Federal Register next year.

### FDA *Salmonella* information

The FDA announcement with a link to the complete draft guidance is available at [www.fda.gov/AnimalVeterinary/NewsEvents/CVMUpdates/ucm220829.htm](http://www.fda.gov/AnimalVeterinary/NewsEvents/CVMUpdates/ucm220829.htm). Electronic comments on the draft will be accepted until November 1, 2010, at [www.regulations.gov](http://www.regulations.gov) (Docket No. FDA-2010-D-0378).

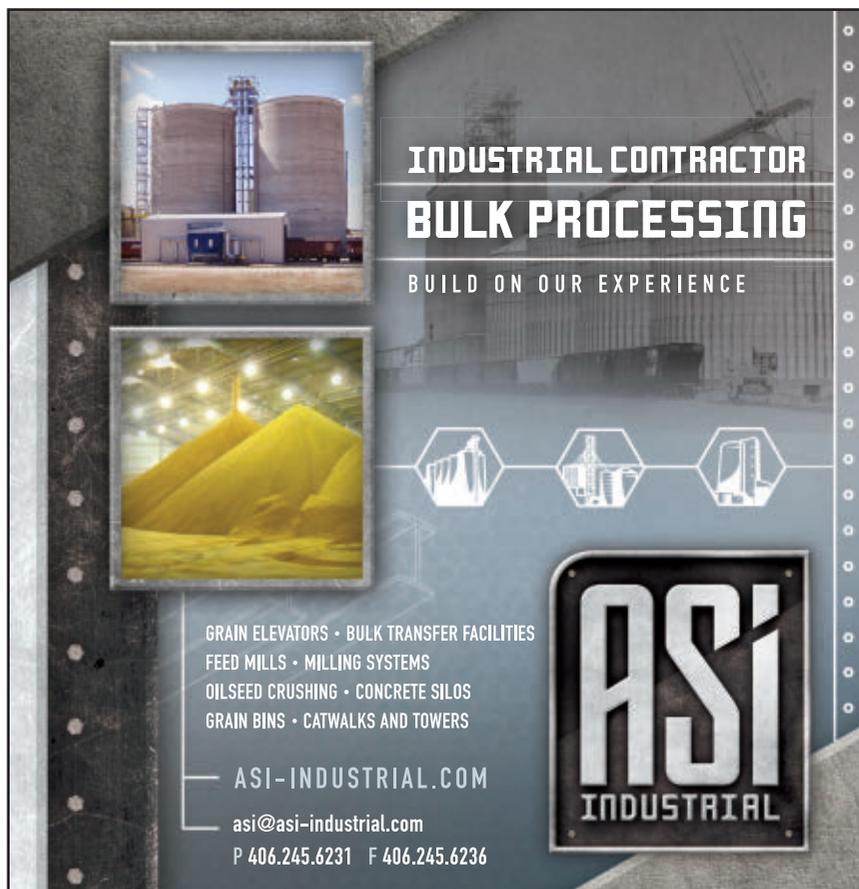
Dr. Dzanis is a writer and consultant on nutrition, labeling and regulation. Tel: +1.661.251.3543; email: [dzanis@aol.com](mailto:dzanis@aol.com).

**ORGANIC PETFOOD UPDATE:** An industry representative gave a report on the response to the US Department of Agriculture's (USDA) concerns regarding use of synthetic ingredients such as vitamins, minerals and other trace nutrients like taurine in certified organic petfoods (see "Trouble brewing for organic petfoods," *Petfood Industry*, May 2010). The industry report can be found at [www.aafco.org/Portals/0/Public/organic\\_pet\\_food\\_update\\_aug\\_2010.pdf](http://www.aafco.org/Portals/0/Public/organic_pet_food_update_aug_2010.pdf).

It was reported that discussions have prompted USDA to give higher priority to promulgating regulations to specifically apply to organic petfoods. The industry has indicated its intent to work on development of petitions to get more petfood-specific ingredients on the National List. It is hoped these actions will help support the request for an adequate transition period whereby certification and distribution of these products are not disrupted.

**LABEL MATTERS:** The Model Bill & Regulations Committee discussed, but did not act on, the proposal amendment to the model petfood regulations to change the means by which guarantees on specialty petfood labels are made. When enacted, guarantees would be required to be in the same units as currently required for dog and cat food labels instead of livestock feed labels (e.g., mg/kg vs. ppm, IU/kg vs. IU/lb). Because this would require a change of many specialty petfood labels, at issue now is verbiage to follow the proposal that would provide an ample grace period to allow for a smooth transition. The topic will be revisited at the "mid-year" meeting in January.

Discussion is continuing in the Feed Labeling Committee on replacing crude fiber in the guaranteed analysis with a more nutritionally meaningful measurement. At this time, talk has focused on livestock feed labels. However, this initiative to amend required guarantees could eventually affect the labeling of petfoods as well. ■



**INDUSTRIAL CONTRACTOR  
BULK PROCESSING**

BUILD ON OUR EXPERIENCE

GRAIN ELEVATORS • BULK TRANSFER FACILITIES  
FEED MILLS • MILLING SYSTEMS  
OILSEED CRUSHING • CONCRETE SILOS  
GRAIN BINS • CATWALKS AND TOWERS

**ASI**  
INDUSTRIAL

ASI-INDUSTRIAL.COM  
asi@asi-industrial.com  
P 406.245.6231 F 406.245.6236



The **Extru-Tech**nician  
The digital magazine for pet food extrusion.

**Subscribe now**  
to get the next issue delivered  
directly to your in-box...**FREE.**

brought to you by **EXTRU-TECH, INC.**

To register for your own digital issue of *The Extru-Tech*nician, please go to [http://eforms.kmpsgroup.com/wattpub/forms/extru\\_subscribe.htm](http://eforms.kmpsgroup.com/wattpub/forms/extru_subscribe.htm).  
It's FREE and the next issue will be delivered right to your inbox.

## Ingredient Issues

Greg Aldrich, PhD

### Get more

Find more columns by  
Dr. Aldrich at  
[www.petfoodindustry.com/  
ingredientissues.aspx](http://www.petfoodindustry.com/ingredientissues.aspx).

# Is L-carnitine beneficial in 'diet' petfoods?



**Home feeding studies would help determine if this ingredient is a practical tool for combating pet obesity.**

**L-CARNITINE IS A** supplemental amino acid (ingredient) commonly found in low-fat, "light" or so-called diet foods for both dogs and cats. For the most part, the body produces an adequate amount of carnitine (L-isomer metabolite) to fulfill its role in the conversion of fatty acids into usable energy. So, what do we know about supplemental L-carnitine? Does adding it to the diet benefit weight control?

**THOUGH L-CARNITINE MAY** be a relatively new ingredient to most petfood purchasers, carnitine has been recognized for more than a century. It was first isolated from meat extracts (thus the Latin prefix *carni-*) in 1905 and a few years later was shown to be a growth factor for the meal worm (*Tenebrio molitor*) for which it was subsequently branded vitamin BT. Given that

most mammals are able to produce carnitine in sufficient quantities, it never became a full-fledged vitamin. However, there are times when it may be beneficial or even conditionally essential.

Carnitine is a quaternary amine (beta-hydroxy-gamma-trimethylammonium butyrate) that is synthesized in the liver and kidney using peptide bound lysine as a starting material. The peptidyllysine is then methylated by three methionines to form trimethyllysine, which is cleaved apart by an ascorbic acid dependent hydroxylation to yield carnitine (the L-isomer). Coenzymes and cofactors such as nicotinamide, vitamin B<sub>6</sub> and iron are also involved. This resulting compound is hygroscopic and readily soluble in water. It can be found in the circulation, major organs and muscle as both free carnitine and esterified to various acyl compounds.

**BECAUSE CARNITINE IS** stored in muscle, the

food sources with highest concentrations are meats. For example, beef and lamb levels are reported at approximately 600 to 2,000 mg/kg, chicken at about 50 to 100 mg/kg and organ meats like kidney and liver at approximately 20 mg/kg carnitine (Mitchell, 1978). Carnitine concentrations are much lower in milk, vegetables, nuts and yeast (about 5 to 20 mg/kg). Bioavailability of carnitine from the diet ranges from the mid-50% to 80% and is somewhat dependent on the adaptation of the individual to the dietary carnitine source.

Supplementation with commercially produced L-carnitine is available to make up for gaps after accounting for endogenous production, conservation by the kidney and dietary sources. Unlike endogenous production, commercial chemical synthesis produces an all-racemic mixture of D- and L-carnitine. Only the L stereoisomer can be utilized for beneficial purposes; the D-isomer can cause serious side effects. Thus, modern chemistry

**Because carnitine is stored in muscle, the food sources with highest concentrations are meats.**

hasn't been the answer for commercial production of this compound.

Instead, virtually all commercial L-carnitine is derived from fermentation by specially selected bacteria (e.g., US Patent No. 5,028,538). The resulting L-carnitine ingredient is a white crystalline powder or granule and is generally available (per definition) as 97% L-carnitine with a stated maximum amount of the D-isomer of less than 0.5%.

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

**WHAT PURPOSE DOES** carnitine serve? Long-chain fatty acids cannot directly enter into the mitochondria for conversion into energy. They require a special transporter or shuttle. That shuttle is carnitine.

The first step in shuttling the fatty acid into the mitochondria starts in the cell cytoplasm where the “free” fatty acid gets connected to coenzyme A in a thiolase catalyzed reaction. Then a specialized acyl-transferase exchanges the CoA moiety for a carnitine to form a fatty acyl-carnitine. In this form, carnitine ferries the long-chain fatty acids into the mitochondria for utilization via beta-oxidation. A separate acyl-transferase is then required for transport of carnitine and spent acyl compounds back out of the mitochondria and into the cell cytoplasm.

**BECAUSE OF THIS** ability to improve the utilization of fatty acids for energy and shuttle spent compounds out of the mitochondria, supplemental L-carnitine has found a number of applications in medicine:

- Hemodialysis in late stage kidney failure;
- Improvements to male fertility;
- Improvements to insulin sensitivity in type II diabetics;

- Fortification of parenteral neonatal formulas; and
- Retention of cognitive function associated with Alzheimer’s disease.

In dogs, L-carnitine supplementation has been supportive in rare carnitine synthesis disorders and extreme working conditions. However, no dietary requirement for carnitine has been identified for dogs or cats under

Beagles lost more body fat than controls when supplemented with 50 and 100 ppm L-carnitine (Sunvold *et al.*, 1999).

For obese cats, supplementation with 250 mg L-carnitine led to more rapid weight loss without adverse effects (Center *et al.*, 2000). So, while not required per se, L-carnitine may provide benefits under the right conditions.

## Since it is a pricey ingredient, the amount used in foods is more in line with the ‘diet’ research.

normal physiological conditions.

Given that carnitine supports the oxidation of fatty acids, its use in “light” or “weight loss” diets is based on the hypothesis that L-carnitine supplementation “stimulates” fatty acid oxidation without compromising muscle mass. Several studies seem to support this position.

Gross *et al.* (1998) reported that obese Beagles fed a calorie restricted diet supplemented with 300 ppm L-carnitine retained greater lean body mass. In a similar fashion, obese

**L-CARNITINE IS PERMITTED** in complete dog foods at levels up to 750 ppm and in complete cat foods at levels up to 1,000 ppm. Since it is a pricey ingredient, the amount used in foods is more in line with the “diet” research (about 100 to 300 ppm). At these levels it appears supplemental L-carnitine is effective in weight management petfoods under controlled conditions. Confirmation in home feeding studies will help determine if it is a practical tool for combating the long-term obesity issues faced by today’s pets. ■

## Are you backing your claims with solid data?

**Today’s petfood claims require solid data.** At Summit Ridge Farms, we provide the pet food industry with accurate, reliable and precise research on all types of testing protocols 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



**Setting the standard for pet food testing**  
570.756.2656 • Fax 570.756.2826 • www.SRFarms.com



## Research Notes

### Find more

Read more  
Research Notes online at  
[www.petfoodindustry.com/  
researchnotes.aspx](http://www.petfoodindustry.com/researchnotes.aspx).

### Key Concepts

- Effects of fiber type in cats**  
*(J. Anim. Sci. 88:2978-2987. doi: 10.2527/jas.2009-2464)* Pectin and fructooligosaccharides may be useful fiber sources in promoting intestinal health of the cat.
- Appetite-regulating hormones in dogs**  
*(J. Anim. Sci. online August 2010. doi:10.2527/jas.2010-2938)*  
 The data show a high variability in circulating hormones and indicate that diet plays a role in insulin and GLP-1 secretion.

### Effects of fiber type in cats

The effects of fiber type on nutrient digestibility, fermentative end-products and fecal microbial populations were studied in 12 young adult male cats that received a diet containing either 4% cellulose, fructooligosaccharides (FOS) or pectin.

Fecal indole concentrations increased when cats were supplemented with FOS. Fecal acetate, propionate and total short-chain fatty acid concentrations increased in pectin-supplemented cats. Fecal butyrate, isobutyrate, isovalerate,

valerate and total branched-chain fatty acids + valerate concentrations increased with supplementation of FOS and pectin. Fecal cadaverine and tryptamine concentrations increased with supplementation of FOS and pectin. Fecal tyramine concentrations decreased in FOS-supplemented cats, while spermidine concentrations increased in pectin-supplemented cats.

Fecal concentrations of putrescine and total biogenic amines increased with both FOS and pectin. Fecal *Bifidobacterium* spp. concentrations increased and *E. coli* concentrations decreased in FOS-supplemented cats. Fecal concentrations of *Clostridium perfringens*, *E. coli* and *Lactobacillus* spp. also increased in pectin-supplemented cats.

In addition to increasing populations of

**QuickScan**  
The Next Level in Quantification

Upgrade to  
Version 3 Software!

Read  
Test

Quantify GMO and  
mycotoxin tests in one  
traceability system

**ENVIROLOGIX™**  
Putting Science to the Test

[www.envirologix.com/QuickScan](http://www.envirologix.com/QuickScan)  
866-408-4597



## Wenger Industry Poll

Add your input  
to the dialogue.

To answer the poll question, log on to  
[www.petfoodindustry.com](http://www.petfoodindustry.com)



protein-fermenting microbiota, pectin increased production of fermentative end-products associated with carbohydrate compared with protein fermentation. Pectin and FOS may be useful fiber sources in promoting intestinal health of the cat.

Source: K.A. Barry *et al.*, 2010. Dietary cellulose, fructooligosaccharides and pectin modify fecal protein catabolites and microbial populations in adult cats. *J. Anim. Sci.* 88:2978-2987. doi: 10.2527/jas.2009-2464

## Appetite-regulating hormones in dogs

Identifying dietary effects on appetite-regulating hormones will enhance our understanding of appetite control. The objectives of this study were to identify differences in endocrine response from feeding frequency (Experiment 1) and a single dose of a sole macronutrient (Experiment 2).

A control diet supplying similar energy content from carbohydrate, protein and fat was fed to maintain ideal body weight. In Experiment 1, eight healthy adult female hound-cross dogs were randomly fed once or twice daily. In Experiment 2,

dogs were randomly allotted to one of four treatments: maltodextrin, canned chicken, lard or water. Blood samples were taken measuring total ghrelin, active glucagon-like peptide-1 (GLP-1) insulin and glucose concentration.

In Experiment 1, all hormones were quite variable throughout the day, with only a couple insulin and GLP-1 differences because of feeding frequency. In Experiment 2, the maltodextrin produced a marked peak in glucose and insulin levels compared to the chicken, lard or water, resulting in elevated glucose and insulin incremental values. Lard led to elevated GLP-1 concentrations over time. Ghrelin was not different among treatments.

The data show a high variability in circulating hormones and indicate that diet plays a role in insulin and GLP-1 secretion, but more research is required to elucidate these effects.

Source: D.C. Lubbs *et al.*, 2010. Dietary macronutrients and feeding frequency affect fasting and postprandial concentrations of hormones involved in appetite regulation in adult dogs. *J. Anim. Sci.* online August 2010. doi:10.2527/jas.2010-2938

# FROZEN FISH / MEATS

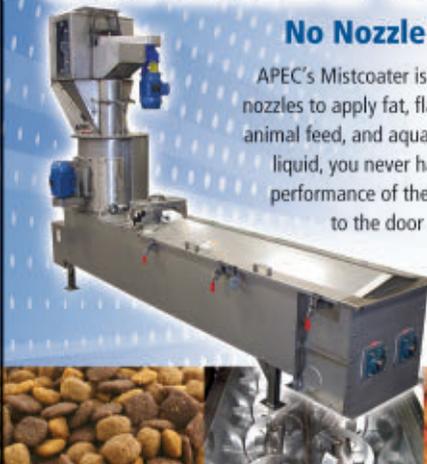
- Salmon
- Whitefish
- Catfish
- Trout
- Shrimp
- Anchovy
- Sardine
- Duck
- Rabbit
- Quail
- Cranberry
- Blueberry



## COATING CONFIDENCE

**No Nozzle...No Clogging...No Problem**

APEC's Mistcoater is a significant improvement over traditional spray nozzles to apply fat, flavorings, mold inhibitors or enzymes to pet food, animal feed, and aqua feed. Since it uses spinning disks to atomize the liquid, you never have to worry about clogged nozzles affecting the performance of the machine. By attaching the entire drive assembly to the door of the coating chamber our engineers developed an elegant solution to improve access to the bearings and increase bearing life.






**PROCESSING THE INGREDIENTS FOR SUCCESS**  
 Liquid Coating • Liquid Handling • Continuous Flow • Batch Process • Automation  
 System Solutions • Material Handling • Custom Fabrication • Accessories

**+1 (616) 374-1000 • www.apecusa.com**



**Count on Scoular People  
for Frozen Ingredient Needs**

**Justin Stadden**  
**justadden@scoular.com**  
**(612) 851-3782**

  
**www.scoular.com**

## Ingredients



**Hesco**  
**Dakota ORGANIC PRODUCTS™**  
A DIVISION OF HESCO, INC.

*Safe, quality pet food starts here.*

[www.Hesco-Inc.com](http://www.Hesco-Inc.com)

Your source for Organic & Conventional grains for the Pet Food Industry!

Watertown, SD 57201 • (800) 243-7264



**NATIONAL RICE COMPANY**

Brown Rice      Organic Rice  
Brewers          Rice Bran  
Rice Hulls      Rice Protein

John Welisch  
[www.nationalrice.com](http://www.nationalrice.com)



**CERCO** Cereal Byproducts Company

- BARLEY PRODUCTS
- OAT PRODUCTS
- RICE PRODUCTS
- DRIED BREWERS YEAST
- DRIED WHEY • BEET PULP

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



**WILBUR-ELLIS**

**SPECIALIZING IN:**

- EU LAMB MEATS, MEALS & ORGANS
- IMPORTED/DOMESTIC MARINE PROTEIN MEALS
- VENISON, BEEF & POULTRY PRODUCTS
- POTATO AND PEA PRODUCTS
- FISH AND VEGETABLE OILS
- TOMATO POMACE & ORGANICS
- JUST-IN-TIME DELIVERIES FROM INTERNATIONAL MARKETS



**CONTACT US:**

- 1 613 649-2031 (PH)
- [DAFELSKI@WILBURELLIS.COM](mailto:DAFELSKI@WILBURELLIS.COM)
- [WWW.WILBUR-ELLIS.COM](http://WWW.WILBUR-ELLIS.COM)



**EDC**

Enzymes for  
**Flavors**

Enzymes for  
**Processing**

Enzymes for  
**Nutrition**

**Enzyme Development Corp**  
360 W 31st, Ste 1102  
New York, NY 10001

[www.EnzymeDevelopment.com](http://www.EnzymeDevelopment.com)  
[info@EnzymeDevelopment.com](mailto:info@EnzymeDevelopment.com)

**FIBER SOLUTIONS**

*Apple  
Blueberry  
Cranberry*

**VEGETABLE BLEND**

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

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

[www.labudde.com](http://www.labudde.com)  
[labudde@labudde.com](mailto:labudde@labudde.com)

*Product solutions from concept to completion*



**SK FOOD INTERNATIONAL**

Let us be your **Best Value - Quality, Service, Price** - supplier for:

- Soybeans
- Grains
- Seeds
- Dry Edible Beans
- Flours/Meals
- Rice Products
- Vegetable Oils
- Vinegars
- Brans/Germs/Fibers
- Instant Powders/Flakes
- Split/Dehulled Soybeans
- Sweeteners

Including Brown & Golden Flaxseed & Flaxseed Meal

Gluten-free | Omega-3's | Whole Grains | Trans-fat free





Visit [www.skfood.com](http://www.skfood.com) for our complete product listing!  
4666 Amber Valley Parkway • Fargo, ND 58104 USA  
[skfood@skfood.com](http://skfood@skfood.com) • 701.356.4106 TEL • 701.356.4102 FAX

*Premium Quality Ingredients*



**LANSING**  
TRADE GROUP, LLC

*"Your partner for ingredient sourcing, processing and supply"*

**WHITE POTATO  
SWEET POTATO**

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

Isaac Matthews  
[imathews@lansingtradegroup.com](mailto:imathews@lansingtradegroup.com)  
419-897-3186  
[www.lansingtradegroup.com](http://www.lansingtradegroup.com)

**Spray Dried PORK LIVER**  
**Spray Dried POULTRY LIVER**  
(Chicken and/or turkey)

**DRIED EGG PRODUCT**  
**EGG/LIVER BLENDS**

*Manufactured and sold by:*

**VAN ELDEREN, INC.**  
Martin, MI  
Tel: (269) 672-5123  
Fax: (269) 672-9000

**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](http://www.bulknaturaloils.com)



**MeadowPure**  
**Premium Grad™**  
Whole Milled Flaxseed

- Cost-effective Omega-3 source
- Enhances nutritional value
- Guaranteed stability for 2 years
- Processed in a food quality facility

Available in regular or organic varieties, whole or milled. For a sample, call Gregg Griffin at (608) 807-7816.



**glanbia**  
NUTRITIONALS

800-336-2183 • [www.glanbianutritionals.com](http://www.glanbianutritionals.com) • [nutrition@glanbia.com](mailto:nutrition@glanbia.com)

**Ingredients**



**Prairie**  
FLAX PRODUCTS, Inc.

Portage la Prairie, MB. Canada

*Specializing in sales of milled and whole flaxseed to the Petfood Industry*

Contact Richard at  
**1 866 283 3331**

Or Email:  
**rzacharias@prairieflax.com**

**Wild Alaskan Salmon Oil**

**Bulk & Private Label**

Life Line Pet Nutrition  
**1-253-905-0951**

email: **sales@lifelinepet.com**

**TOMATO  
POMACE**

*High Quality*

**LaBudde Group**  
**262-375-9111**



**INGREDIENTS**

**Your Source for Natural Ingredients**

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

**Specializing in Natural Fiber Sources.**

Apple, Broccoli, Spinach, Carrot, Blueberry, Cranberry, Potato & Tomato.

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

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

Your Pet Food  
**INGREDIENT  
SOURCE**

**Organic ingredients/blends**

**Dehydrated Potato/  
Potato blends**

**Oatmeal Pellets**

For Details Please Contact:

Martin Brown — 612-486-3853  
mbrown@agmotion.com

Mary Jo Langenecker — 262-623-2654  
mlangenecker@uscommodities-ag.com

Paul Boisclair — 559-355-1680  
pboisclair@agmotion.com

**1-612-486-3853** **US**  
Commodities  
An AgMotion Company

**QUALITY**

**MARINE  
& VEGETABLE  
OILS**

*Surprisingly Competitive Pricing*



Since 1930

**1-800-ALL-OILS**

**ARISTA INDUSTRIES, INC.**

557 Danbury Road, Wilton, CT 06897  
**www.aristaindustries.com**

**203-761-1009**



**FROM CONCEPT TO MARKET**

**LASI IS YOUR CHOICE!**

~Custom Blending & Milling!

~Over 500 High Quality Pet Food Ingredients!

~Bulk & Tote Bag Packaging Available!



Call Us Today **800-874-2376**

*Stryka* *Botanics*

**INGREDIENTS**

Natural bulk ingredients for your formulation needs. Experts in botanical, fruit and vegetable powders for the petfood industry. Products in stock for immediate shipment.

**Stryka Botanics, 1-800-9-STRYKA,**  
**info@stryka.com www.stryka.com**

**RICE PROTEIN, RICE SWEETENERS & RICE MEAL**

Product from facility in Pakistan — Non GM Conventional and / or Certified Organic

Tel: (314) 919-5045  
Email: **FAYYAZSAJ@aol.com** **Habib-ADM Ltd.**

**Used Equipment**

**FRAIN GROUP** **QUALITY MACHINERY USED**

**NEW ARRIVALS EVERY DAY!**

- 6D3371-American Newlong 4 Head Rotary Bag Filler 25bpm
- 5D5924-Fischblen Double Fold H/M Bag Sealer 60 ft / minute
- 5D7005-FPEC 80 cu feet 304 S/S Horizontal "U" Paste Mixer
- 5C0908-Horizon Systems 5/5 3 cu ft / 60L Bag Break Station
- 6B9711-Inglett 1980 Automatic Top Load Bag Hanger 25bpm
- 6D7881-Ohlson 5/5 Dual Lane Bulk/Trickle Scale up to 200lb
- 5C4509-Package Machine Auto form/Fill/Seal Machine 75ppm
- 5E2550-Roberts Packaging Auto Horiz Form/Fill/Seal 200ppm
- 5E0876-Spiroflow Sys Bulk Bag Super Sack Unloader 4400lb
- 5E3451-Stephan Machinery S/S Emulsifier output: 8800lb/hr

Chicago AREA **(630) 629-9900**  
**www.fraingroup.com**

**FOR SALE**

**Reconditioned Cooking Extruders & Dryers**

**Single & Twin Screw Designs**

▪ **CLETRAL** ▪ **WENGER**

▪ **EXTRU-TECH** ▪ **AEROLIDE**

EXTRU-TECH, INC.

100 Airport Road

Sabetha, KS 66534

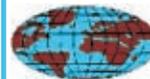
extru-techinc@extru-techinc.com



Phone: 785-284-2153

Fax: 785-284-3143

Attn: Equipment Sales Group



**CONTINENTAL-AGRA EQUIPMENT, INC.**

**FOR SALE**

• Wenger 20-90 SS Double Conditioner with 15 HP Drive

**LIKE NEW!**

• Belt-O-Matic Dryer — 6' x 40' Model #320B2X with 30 HP fan, SS Belt with cyclone,

Also 2 - 30 HP fans on cyclone

Contact:

**gary@continentalagra.com**

## Equipment

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](mailto:gary@mill-technology.com)

**DIE ROLLS**  
**800.343.7655**

**[weidenmiller.com](http://weidenmiller.com)**

## Employment

**animaljobhunter.com**

Job board website specializing  
in the Pet Food sector.

**email: [ClientCare@AnimalJobHunter.com](mailto:ClientCare@AnimalJobHunter.com)**



**HOSOKAWA BEPEX**

Leading manufacturer of cooking, forming,  
extruding, cutting, cooling equipment for  
over 50 years. Let us bring our experience  
to your operation.

4445 Malone Road • P.O. Box 18844

Memphis, Tennessee 38118

Tel: 901-531-6100 • Fax: 901-531-6105

e-mail: [Contact@hosokawa-cb.com](mailto:Contact@hosokawa-cb.com)

*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](http://www.newtechnology.com)

## Testing

**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**

**Midwest  
Laboratories**

13011 B Street  
Omaha, NE 68144  
(402) 336-7700 (phone)  
(402) 336-9121 fax  
[www.midwestlabs.com](http://www.midwestlabs.com)

analyze you can trust  
service you can rely on

Full service testing capabilities for water and  
feed performance through product & ingredients.

Visit our website for a list of our complete capabilities and fees.

August 2011

**KENNELWOOD INC.**

*Quality affordable testing for palatability  
and nutritional adequacy since 1982.*

**217 356-3539**

**email: [dowatts@aol.com](mailto:dowatts@aol.com)**

INTERNATIONAL FEED EXPO, INTERNATIONAL POULTRY EXPO AND THE 3<sup>RD</sup> ANNUAL

**PET FOOD CONFERENCE**

JAN. 25, 2011 – 9 A.M. – 6:30 P.M. AND JAN. 26, 2011 8 A.M. – NOON GEORGIA WORLD CONGRESS CENTER, ATLANTA, GA.

**ONE LOCATION...  
COUNTLESS OPPORTUNITIES**

- Top Industry Executives and Purchasing Decision-Makers
- World's Largest Feed and Poultry Technology Exchange
- 14 Acres of Exhibits
- Exceptional Education Programs
  - o New! Hatchery-Breeder Clinic
  - o Feed Manufacturing Education Program
  - o International Poultry Scientific Forum
  - o Animal Agriculture Environmental Sustainability Conference
  - o Poultry Market Intelligence Forum

**Register Today!**

**19,000 INDUSTRY  
LEADERS FROM OVER  
100 COUNTRIES**

**More details at:  
[www.petfoodconference.com](http://www.petfoodconference.com)**



# Ad Index

3D Corporate Solutions LLC.....	8-9
ADF-Amer Dehydrated Foods .....	3
AFB International .....	28-29
American Feed Industry Assn .....	54
Ameri-Pac Inc.....	C2
APEC .....	51
ASI Industrial.....	47
Bemis Flex Pkg-Milprint Div .....	C3
Bill Barr & Co.....	35
CentreFocus llc .....	43
DSM Nutritional Prods Ltd.....	23, 55
Empyreal 75 .....	7, 43
EnviroLogix.....	50
Extru-Tech Inc .....	26, 47
Hood Packaging Co.....	16
Kemin Nutrinsurance Inc .....	12-13, 21
Lonza Inc .....	15
MAC Equipment.....	33
Martek Biosciences.....	38
Neogen Corp.....	44
Novus Nutrition Brands LLC .....	11
Peel Plastic Products Ltd.....	27
Premier Tech Chronos .....	31
Purebred Company Inc.....	42
SafTest, A Division of MP Biomedicals .....	37
Sanimax Marketing Ltd .....	20
Smith & Lave Search.....	56
SPF Diana .....	5
Starlinger & Co. Gesellschaft m.b.H.....	19
Summit Ridge Farms.....	49
The Peterson Co.....	39
The Scoular Company.....	51
Trouw Nutrition USA LLC .....	1
VICAM .....	34
Wenger Manufacturing Co.....	50, C4

**Essentially Pet**

Nutrition. Commitment. Solutions.



**Don't miss  
any of the  
essential  
information  
DSM has to  
offer.**

By subscribing to *Essentially Pet*, you can have the next issue delivered directly to your inbox!

**Subscribe today at**  
[http://eforms.kmpsgroup.com/wattpub/forms/essp\\_subscribe.htm](http://eforms.kmpsgroup.com/wattpub/forms/essp_subscribe.htm)

Unlimited. **DSM**

PETFOOD INDUSTRY (ISSN 0031-6245) is published monthly by Watt Publishing Co., 303 N. Main St., Suite 500, Rockford, Illinois 61101-1018 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, 303 N. Main St., Suite 500, Rockford, Illinois 61101-1018 USA. Periodical postage paid at Rockford, IL and additional mailing offices. Canada: Canada Post International Publication Product Mail Code 1686232.

## Industry Calendar

### See more

Find out what industry events are approaching. Go to [PetfoodIndustry.com](http://PetfoodIndustry.com).

October

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/ 31	25	26	27	28	29	30

[www.hhbacker.com/ChristmasTradeshow.asp](http://www.hhbacker.com/ChristmasTradeshow.asp) or email [cfairchild@hhbacker.com](mailto:cfairchild@hhbacker.com).

- Pet South America, October 6-8, 2010. Expo Center Norte, Red Pavilion, São Paulo, Brazil. For more information, visit [www.petsa.com.br](http://www.petsa.com.br) or email [petsa@nm-brasil.com.br](mailto:petsa@nm-brasil.com.br).
- H.H. Backer's 44th Annual Pet Industry Christmas Trade Show & Educational Conference, October 8-10, 2010. Donald E. Stephens Convention Center, Rosemont, Illinois, USA. To register, visit

- World Nutrition Forum, October 13-16, 2010. Salzburg, Austria. To register, visit [www.worldnutritionforum.info](http://www.worldnutritionforum.info) or email [organisation@worldnutritionforum.info](mailto:organisation@worldnutritionforum.info).
- Petailing 2010 Leadership Conference, October 27-28, 2010. The Mirage, Las Vegas, Nevada, USA. For more information, please visit [www.petailing2010.com](http://www.petailing2010.com) or email [emckiernan@petbusiness.com](mailto:emckiernan@petbusiness.com).
- Pack Expo International, October 31-November 3, 2010. McCormick Place, Chicago, Illinois, USA. For more information, visit [www.packexpo.com](http://www.packexpo.com) or email [expo@pmmi.org](mailto:expo@pmmi.org).

### Online events

- The Onset Energy Monitoring Online Training Course will be held in two sessions on October 12 and October 14, 2010. To learn more or to register, please visit <https://www2.gotomeeting.com/register/699144291>.
- Virtual Petfood Forum: Innovation will be live online on October 21, 2010. To register, please visit [www.wattevents.com](http://www.wattevents.com) and check for updates at [www.petfoodindustry.com](http://www.petfoodindustry.com). An archive of the event can be downloaded for 90 days if you have registered.
- AFIA Webcasts: Controlling Salmonella in Your Facility and Management Considerations for Salmonella/Microbial Control are available for download at [www.afia.org](http://www.afia.org).

We know where to find

# the "A" players!

15 Years Recruiting in Pet Food — 20 Years Recruiting in Food Processing  
(one feeds the other)

- Successful in Recruiting and Placing most all major Disciplines
- Fast and Thorough
- Ability to Recruit Internationally
- Petfood Industry Partner



**Smith & Laue Search**  
Consultant to Management  
Bringing the best talent to the Animal Science Industry since 1990

3244 NE Glisan Street, Portland, Oregon 97232  
Phone: (503) 460-9181 • Fax: (503) 235-6016 • [chuck@smithlaue.com](mailto:chuck@smithlaue.com)

# Take Your Brand Farther, Faster with The Bemis Pet Packaging Innovation Briefing...

The Private Showcase That Brings New Packaging  
Strategies to Your Doorstep

## BOOK YOUR ON-SITE BRIEFING TODAY.

This event is at **NO COST** to you, but availability is limited. Please call **Bruce McKay—Leader, Pet Innovation Briefings**—at **314-306-5591** now to reserve your date.

It's free. It's powerful. And it's held exclusively for your company's managers. Led by Bemis's top pet food packaging experts, the Bemis Innovation Briefing delivers cutting-edge packaging ideas and information to make your next package more successful, whether you're in brand marketing, purchasing, packaging or operations.

### LEARN:

- *What game-changing new Bemis packaging materials and formats you can't afford NOT to see*
- *What next-level print techniques and capabilities can transform your brand graphics*
- *How to overcome packaging's leading 3 causes of cost and waste*
- *How to shorten lead times and increase speed to market with Bemis resources*
- *How you can create a more sustainable—and cost-efficient—package with new material innovations*



**Shelf-Stable  
Formats**



**Next-Gen  
Materials**



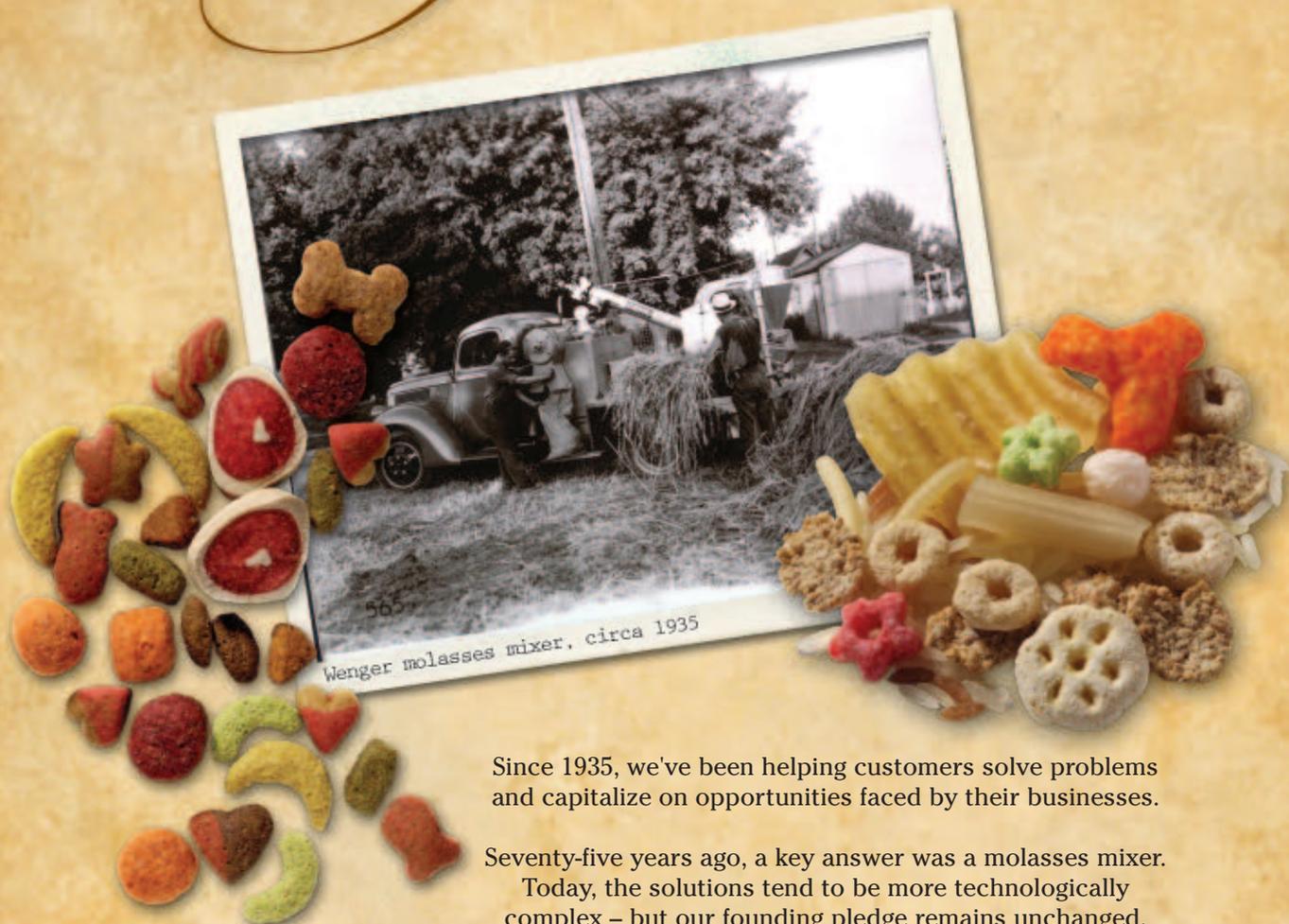
**Brand-Building  
Pouches**



**Cart-Stopping  
Graphics**

**Run with the Leader! Sign up now for the most critical 2 hours in pet packaging.  
Contact Bruce McKay at 314-306-5591 or [Bruce.McKay@Bemis.com](mailto:Bruce.McKay@Bemis.com).**

*Assuredly...*  
*innovation is our enduring legacy.*



Wenger molasses mixer, circa 1935

Since 1935, we've been helping customers solve problems and capitalize on opportunities faced by their businesses.

Seventy-five years ago, a key answer was a molasses mixer.

Today, the solutions tend to be more technologically complex – but our founding pledge remains unchanged.

At Wenger, we innovate to solve customer challenges.

***And then we do it again.***



*Inventing the new original since 1935.*

SABETHA, KANSAS USA 785-284-2133 INFO@WENGER.COM  
USA BELGIUM TAIWAN BRASIL CHINA TURKEY