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March 2006

Petfood Industry

www.petfoodindustry.com

Greenies' Growth

The story behind their phenomenal success

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BY JENNY KVAMME, DVM

New and interesting Petfood Industry changes and PFF 06

You may have noticed a few differences in the last couple of issues of Petfood Industry magazine. Our company, WATT, has recently been going through a period of change and growth. Along with this has come change and growth for our magazine. The January 2006 issue was the first issue to display the new Petfood Industry logo and “look.” Along with font changes, design and layout differences and an updated style, we are attempting to revamp the content and make the articles and information more informative and relevant to our readers. In the near future, we hope to learn more about what our readers want to read and how they want to receive their information. We hope you find the new version a good change. Be on the look-out for future changes and improvements in Petfood Industry, as we know that there’s always room for improvement.

Digital version

Most of you have probably taken a look at our new digital version of the magazine. Also beginning in January 2006, Petfood Industry went digital. This electronic version of the magazine will allow readers to click on active web links and E-mail addresses within articles for further information. To check out the new digital magazine, go to http://www.petfoodindustry-digital.com/petfoodindustry/200601/.

You will have several months to decide which version you prefer to receive (print or digital). If you wish to change your subscription to the digital version right away, an ad appears on the front page with a link to make the switch. Our circulation department will take care of the rest.

Petfood Forum 2006

Even though there aren’t too many major differences to be seen at the 2006 event, I couldn’t miss a chance to mention Petfood Forum in this issue. One thing to note is that we have had a speaker change in that Terry A. Plant Consulting will be discussing “The EU Regulatory Climate” instead of Thomas Meyer as noted in the February issue.

Plant graduated with a BS in Food Technology, has over 30 years experience in the feedstuffs/petfood industry with one of the industry’s leading companies and played a prominent role in trade associations at both the UK and European level. Be sure to check your program for the latest information on speakers and topics.

Petfood Forum Asia

Future events include our Petfood Forum Asia to be held September 11-13, 2006 in Bangkok, Thailand at the Queen’s Park Imperial Palace Hotel. We are in the planning stages for this event, and materials will soon be released with further information in upcoming issues of our magazine and the E-newsletter, as well as on our website, www.petfoodindustry.com. This event will be formulated similar to our European event (with no concurrent presentations) and will include an exhibition hall.

If you have any suggestions for topics or speakers at Petfood Forum Asia, send an E-mail to me at kvamme@wattmm.com and we will consider your suggestions. So, save the date and hope to see you in Bangkok.

Dr. Kvamme is the associate editor of Petfood Industry magazine. She can be reached at 122 S. Wesley Ave., Mt. Morris, IL 61054 USA, Tel: +1.815.734.5637, Fax: +1.815.734.5649, E-mail: kvamme@wattmm.com.
Oral care is a major concern of pet owners. Research and development at DSM has demonstrated that Stay-Clean reduces plaque formation and tartar build up for supporting strong and healthy teeth.
Exhibition guide
Pertinent information about Petfood Forum 2006 exhibitors

Petfood Forum 2006 will feature an international exhibition of ingredients, equipment & services for the petfood industry.

Here are the Petfood 2006 exhibitors, as of press time. Advertisers in this issue are listed in boldface type. Please refer to their advertisement to find more information about their products and services.

3D Corporate Solutions, LLC
200 Central
Monett, MO 65708 USA
Tel: +1.417.236.9602
Fax: +1.417.236.0039
greg@3dcorpsol.com
3D Corporate Solutions, LLC includes:
Pet Solutions, LLC—a protein conversion facility in Arkansas, USA, that produces EU-certified chicken meal and EU-certified chicken fat; Protein Solutions, LLC—a research and development company that offers innovative ideas for specialty and premium proteins; and Midland Ingredients LLC—involved with the milling of rough rice exclusively for the petfood industry, producing white rice, brown rice, bran and rice hulls.

See ad on page 15

A&J Mixing International/ Horizon Systems
8-2345 Wyecroft Road
Oakville, ON L6L 6L4
CANADA
Tel: +1.905.827.7288
Fax: +1.905.827.5045
ajmixing@globalserve.net
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See ad on page 32

ADF—American Dehydrated Foods, Inc.
3801 E. Sunshine Street
Springfield, MO 65809 USA
Tel: +1.417.881.7755
Fax: +1.417.881.4963
kslentz@adfin.com
Technology and innovation, as well as quality raw materials, enable ADF to develop unique petfood ingredients for our customers’ needs. ADF Spray-Dried Egg, Spray-Dried Chicken and Chicken Liver, along with broths and Low-Molecular Weight Hydrolysates, provide building blocks for quality petfood. Production quality, packaging, delivery and customer service continue to remain at the center of our focus.

See ad on page 80,81
The facts are in. Pets enjoy a variety of flavors … especially when they’re enhanced with LAND O LAKES® Cheese. With LAND O LAKES® Pet Food Cheese, you can add depth and dimension to the flavor of your pet foods — while substantially enhancing the palatability. It’s simple: think cheese, add flavor and palatability, see results!

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1000 N. 30th Street
Quincy, IL 62301 USA
Tel: +1.877.236.2460
Fax: +1.217.231.2335
animalnutrition@admworld.com
ADM Animal Health & Nutrition, a division of Archer Daniels Midland Company, has been supplying companion animal specialty blends, vitamin premixes and ingredients for over 25 years. ADM produces nutritional ingredients, Nutreon Natural Antioxidant System, mixed tocopherols, Natural Source Vitamin E, lecithin, vegetable proteins, vegetable oils, dextrose, starches, and xanthan gum. ADM also supplies Lonza brand L-carnitine, L-Carnipure® and Omega fish oils. ADM assists customers in formulating optimal performing diets.
See ad on page 84

AFB International
937 Lone Star Drive
O’Fallon, MO 63366 USA
Tel: +1.636.281.0040
Fax: +1.636.272.0880
bmckay@afbinternational.com
AFB International (AFB) develops, manufactures and markets high-performance, premium-quality palatability enhancers for the petfood industry. These unique products optimize animal acceptance and dramatically improve the palatability of dog and cat foods and treats.
See ad on page 46-47

APEC—Automated Process Equipment Corp.
1201 North Fourth Avenue
Lake Odessa, MI 48849 USA
Tel: +1.616.374.1000
Fax: +1.616.374.1010
sales@apecusa.com
APEC is your one-stop source for all your batching and blending needs. Products include the MistoCater liquid applicator for the application of oils and fats to extruded products, micro-ingredient, minor and major scales for batching dry ingredients. Horizontal ribbon mixers and peripheral equipment such as powder feeders, slides, diveters and liquid pumping systems. APEC compliments these with batching controls.
See ad on page 84

APV Baker
3223 Kraft Avenue, S.E.
Grand Rapids, MI 49512 USA
Tel: +1.616.784.3111
Fax: +1.616.784.0973
kari.patton@invensys.com
APV Baker manufactures unit machines and complete processing lines for the production of dog bones and other pet treats. Our unit machines include rotary molders, roll and screw extruders for cold forming of pet treats. We offer equipment for co-extruded and tri-extruded products. Our equipment for complete lines includes mixers, dough handling and forming equipment—plus a range of baking ovens. We have a fully-equipped development lab to assist you in your development work.

Advanced BioNutrition
7155 Columbia Gateway Drive
Columbia, MD 21046 USA
Tel: +1.410.730.8600
Fax: +1.410.730.9311
acunniff@abn-corp.com
Advanced BioNutrition manufactures unit machines and complete processing lines for the production of dog bones and other pet treats. Our unit machines include rotary molders, roll and screw extruders for cold forming of pet treats. We offer equipment for co-extruded and tri-extruded products. Our equipment for complete lines includes mixers, dough handling and forming equipment—plus a range of baking ovens. We have a fully-equipped development lab to assist you in your development work.
A good bond. It’s not just the inseparable relationship between a pet and its owner. It’s what inspired the science behind Mintrex™, a line of organic trace minerals made especially stable by a molecular bond with a methionine source.

A good bond. A bond that ensures superior absorption and stability across a range of pH levels. A bond that makes good pet food better.

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See ad on page 19

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PO Box 29505
Raleigh, NC 27626 USA
Tel: +1.919.651.2000
Fax: +1.919.851.6029
sales@aeagle.com

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See ad on page 28

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Birmingham, AL 35203 USA
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Fax: +1.205.257.2898
jtempli@southernco.com

With over 80 years experience, we’re able to assist companies in finding the most profitable location in Alabama, USA for their new or expanding manufacturing, processing or distribution facility. Please come by our booth, visit our website—www.amazingalabama.com—or contact us at +1.800.718.2726 to learn how we can assist you during your site selection process and about the many free and confidential services we have to offer.

See ad on page 69

Aleutian Proteins Inc.
2571 152nd Avenue, N.E.
Redmond, WA 98052 USA
Tel: +1.425.869.7975
Fax: +1.425.869.8135
joel@aleurianproteins.com

Aleutian Proteins supplies Alaskan pollock and salmon fishmeal and oil, stabilized with synthetic or natural antioxidants. We have been active in the Alaskan fishmeal market for 20 years, selling and installing fishmeal production machinery, as well as buying, selling and brokering meal and oil.

See ad on page 19

Ameri-Pac, Inc.
PO Box 1088
Saint Joseph, MO 64502 USA
Tel: +1.816.233.4530
Fax: +1.816.233.4536
marcy@ameri-pac.com

Ameri-Pac manufactures antioxidants for the petfood industry. Choose from our Oxy-Gon® and Oxy-Block® formulas, or let us blend a product to your specifications. Ameri-Pac offers 20 years of experience in blending vitamin, vegetable and trace mineral premixes; as well as grinding, processing and bagging. Three facilities offer a range of capabilities (liquid and dry) and our laboratory offers technical support services and testing. We produce quality products in a cost-effective and customer-oriented manner.

See ad on page 29

American-Newlong, Inc.
5310 S. Harding Street
Indianapolis, IN 46217 USA
Tel: +1.317.787.9421
Fax: +1.317.786.5225
gmcillian@american-newlong.com

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dpruismann@ampkcorp.com

American Packaging Corporation is an integrated flexible packaging converter servicing several specialty markets including petfood. We are committed to providing the highest levels of quality, service, innovation and technical service to the petfood industry. Our capabilities include rotogravure and flexographic printing, adhesive and extrusion laminating, heat seal and cold seal coating and pre-formed pouches and bags with a variety of special features. We have secured facilities and nationwide field service and support teams.

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Tel: +1.973.245.6405
Fax: +1.973.300.0255
johnsoj@basf.com

BASF helps our customers in the petfood industry to be successful by providing a wide selection of critical nutrients that ensure the health and performance of animals—including vitamins, enzymes, amino acids, organic acids, carotenoids and blended mixes. BASF also offers technical support services such as commercial, vitamin and premix assays, as well as quality assurance and control consulting.

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todd_k@carterday.com
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todd_k@carterday.com
Last year, Carter Day/Jacobson introduced the Multi Zone Hammermill (MZM) and Top Center Feed Commander Hammermill. Both units have unique features to serve markets such as petfood, aquafeed, ethanol, wood and agricultural processing. Features like improved rotor designs, utilization of cutting plates and easy serviceability are a few new items incorporated. Stop by the Carter Day International booth and ask more about our product line and visit our website at www.carterday.com.

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- Turkey
- Chicken & Rice
- Liver Dill
- Fat
- Savory Fat
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- Low Ash Chicken Meal (EU & Domestic)

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- Brown Rice
- Bran
- Hulls

Sourcing (Monett, MO)
- Poultry By Product Meal
- Chicken By product Meal
- Pet Food Grade Fat
- Feed Grade Fat
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See ad on page 59

Continental Agra/Conex LLC
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Newton, KS 67114 USA
Tel: +1.316.283.9602
Fax: +1.316.283.9584
dan@continentalagra.com

Continental Agra Equipment, Inc. maintains the world’s largest inventory of used feed mill equipment, re-manufactured or as-is—including, but not limited to: Hammermills; pellet mills; coolers; mixers; roller mills; shakers; etc. Continental Agra also manufactures a new line of extruders, belt dryers and coolers with an exclusive no-pause spreader. We supply screws, barrels and all wear parts for Insta-Pro models 2000R and 2500 extruders. Visit us at www.Continentalagra.com for a complete listing.

See ad on page 59

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Cheryl.bulna@coperion.com

Coperion will be sharing its experience with the ZSK MEGAvolume—an extruder that ensures ideal geometry for products with low bulk density, difficult feed characteristics or high fiber content. This design’s free volume is greatly increased by deeper cut screw flights. This improves the intake of flours, starches and additives with low bulk density. Three years in test labs and in the field demonstrate that the MEGAvolume is a cost-effective solution for your extrusion line.

See ad on page 87

Corman Bag Company
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Chelsea, MA 02100 USA
Tel: +1.617.884.7600
Fax: +1.617.437.7917
Julie@cormanbag.com

The Cozzini AR901 Gravity-Fed Reduction System replaces conventional bowl choppers as well as product handling equipment. A 7-cubic-foot (200 liter) square hopper feeds the reduction chamber, where a high-capacity knife holder with scoop-shaped arms draws product into the cutting chamber. A hardened inlet liner reduces wear from mechanically-separated poultry. The single-cut configuration consists of a high-capacity knife holder, reduction plate and is ideal for reducing meat blends, petfoods and rendering products.

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dba Agri-Data Systems
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Annapolis, MD 21401 USA
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sales@decagon.com

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Neogen’s comprehensive food safety solutions include the GIPSA-verified Reveal® for aflatoxin, the easiest and quickest test available for aflatoxin. After a simple extraction, negative sample results can be read in less than two minutes. Neogen’s unique Revel AccuScan™ lateral flow test reader easily and objectively reads, stores and analyzes results from its Reveal tests. Neogen’s exceptionally specific GeneQuence™ DNA hybridization tests and Reveal ELISA pathogen tests include a market-best eight hour E. coli O157:H7 kit.

Neogen Corporation is a third-generation, family-owned flavor company that is celebrating our 60th anniversary. We specialize in manufacturing food-based ingredients for many industries. At Petfood Forum we will be showing a variety of flavors that are used in petfood as well as pet products. Some of the flavors we will be showing include bacon, garlic, peanut butter, anise and beef. Come by our booth so we can show you a wonderful flavorful experience.

Neogen Corporation
620 Lesher Place
Lansing, MI 48912 USA
Tel: +1.517.372.9200
Fax: +1.517.372.0108
tritter@neogen.com

Acatris is now Nealanders International. Essential fatty acids receive excellent shelf life with our most recent natural Damex antioxidant solutions. Nealanders continues to lead the way by bringing forward five new innovative antioxidant solutions to solve the most difficult oxidation problems. Damex is the most extensive and effective product line, comprising over 75 unique and powerful antioxidant systems. Our extensively-equipped laboratory and technical staff support our products to ensure complete customer satisfaction.

Nealanders International, Inc.
2770 Portland Drive
Oakville, ON L6H 6R4
CANADA
Tel.: +1.905.829.2414
Fax: +1.905.829.2438
jhodgson@nealanders.com

New Technology, Inc. is a specialist in extruder replacement wear parts for the petfood, animal and aquaculture feed industries. Since 1990, NTI has been totally dedicated to supplying extruder replacement wear parts to petfood and feed producers. This discipline has helped us build a “store full” of knowledge, a solid reputation and many long-standing customer relationships. Our goal is to become a valuable member of each of our customer’s product design and maintenance teams.

See ad on page 83

Northwest Coatings LLC
7210 Cessna Drive
Greensboro, NC 27409 USA
Tel: +1.336.605.5100
Fax: +1.336.605.5107
jbagwell@actinic.net

Northwest’s booth is an informative display regarding our new professional insect challenge service. If a petfood manufacturer wants to know if their packages can remain un-infested during storage, Northwest Coatings has the facilities and the staff to answer this important question. We can take any client’s package, expose them to high numbers of stored-product insects and tell that customer where their package failed via a strictly-confidential final report.

See ad on page 83

Novus International, Inc.
530 Maryville Centre Drive
St. Louis, MO 63141 USA
Tel: +1.314.576.8443
Fax: +1.314.576.4635
Mike.Officer@novus.com

Maintain ingredient quality and freshness with Activate (organic acid) and antioxidants from Novus International, Inc. Mintrex™ organic trace minerals provide high bioavailability for better animal health. Mintrex is made especially stable by a molecular bond with a methionine source. NatuGuard™ antioxidant provides all-natural protection. PetGuard™ antioxidant offers a proprietary blend (BHA/BHT). The IDEA™ Assay provides a rapid measure of digestibility. Novus meets your organic trace mineral, organic acid, antioxidant and digestibility assay needs.

See ad on page 9

NuPeta LLC, a NutriScience Technologies Company
320 Springside Drive
Suite 300
Fairlawn, OH 44333 USA
Tel: +1.330.665.2112
Fax: +1.330.665.2195
farallp@nutriscience.com

NuPeta LLC, improve the palatability of dog and cat foods and treats. NuPeta is committed to providing petfood manufacturers with the quality and service required to help grow market share in the competitive petfood business. Our customer-driven focus works to create and provide you with the best value and optimally-performing palatability flavor systems available. BioFlavor®—the industry’s first choice for dog and cat food palatants.

See ad on page 2

Nutra Blend, Inc.
3200 E. Second Street
Neosho, MO 64850 USA
Tel: +1.417.451.6111
Fax: +1.417.451.4515
rhembree@nutrablend.net

Nutra Blend Inc. supplies quality products and services for all types of livestock, pets and aquaculture. Vitamin requirements, trace mineral requirements, diet formulation, feeding recommendations, custom premix formulation and regulatory compliance.

See ad on page 77

Omega Protein, Inc.
2101 CityWest Blvd.
Bldg 3, Suite 500
Houston, TX 77042 USA
Tel: +1.713.940.6169
Fax: +1.713.940.6166
brewtonc@omegaproteininc.com

Omega Protein is North America’s largest manufacturer of heart-healthy fishmeal and fish oil containing omega-3 fatty acids used for value-added ingredients in petfood. Omega produces Special Select™ and FAQ fishmeal, as well as refined oils, providing a variety of health benefits. These products are available in bulk, bag or drums and can be shipped in containers or bulk vessels.

See ad on page 77

PPI Technologies
1610 Northgate Blvd.
Sarasota, FL 34234 USA
Tel: +1.941.359.6678
Fax: +1.941.359.6804
rlibera@ppitechnologies.com

PPI Technologies Global provides the total stand-up and side gusset pouch program including press-to-close and slider zipper machinery. High-speed 500 ppm Laudenberg continuous-motion slider zipper machinery with gas flush and PSG Lee slider zipper systems including Yamato scale at 70 ppm are available for all types of pet products. We offer the total system from scale to pouch machinery and case packing.

Pacific Bag, Inc.
15300 Woodinville Redmond Road

See ad on page 2

NuFlavor, Inc.
3001 S. Grant Street
St. Louis, MO 63118 USA
Tel: +1.314.576.8448
Fax: +1.314.576.4635
jaldridge@nuflavorinc.com

NuFlavor is the only manufacturer of flavors specifically designed for the petfood and animal feed industries. NuFlavor’s unique flavor and antioxidant solutions help to keep food fresher longer. Nuflavor’s unique flavor and antioxidant solutions help to keep food fresher longer.

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rlibera@ppitechnologies.com

PPI Technologies Global provides the total stand-up and side gusset pouch program including press-to-close and slider zipper machinery. High-speed 500 ppm Laudenberg continuous-motion slider zipper machinery with gas flush and PSG Lee slider zipper systems including Yamato scale at 70 ppm are available for all types of pet products. We offer the total system from scale to pouch machinery and case packing.
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the key to the prosperity of your business.

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**Exhibition guide** Pertinent information about Petfood Forum 2006 exhibitors

- **Suite A**
  - Woodinville, WA 98072 USA
  - Tel: +1.425.455.1128
  - Fax: +1.425.990.8582
  - kellev@pacificbag.com

Pacific Bag, Inc. is a leading supplier of flexible packaging for the petfood industry. Our product line includes stand-up pouches; the quad-seal bag; foil gusseted bags: custom-printed bags; rollstock; and equipment. PBI has been fortunate to serve customers like Solid Gold Health Products, ADM, Zupreem, Roudybush, Canidae and Natura. Let us help you grow. PBI is flexible packaging—simplified.

*See ad on page 8*

- **Pactiv**
  - 1900 W. Field Court
  - Lake Forest, IL 60045 USA
  - Tel: +1.847.482.2516
  - Fax: +1.847.615.6337
  - anackerovic@pactiv.com

Hefty® Slide-Rite® Advanced Closure Systems are the global leader in slider recloseability. The Slide-Rite system is available for retrofit or part of OEM equipment for HFFS and pre-made pouch lines. Options include tamper-evident and contaminant-resistant systems able to be integrated into stand-up, side-gusseted or front-panel pouches. For more information on pre-made licensee locations, equipment specifications or product information contact Andy Nackovic.

- **Pappas Inc.**
  - 575 E. Milwaukee
  - Detroit, MI 48202 USA
  - Tel: +1.313.873.1800
  - Fax: +1.313.875.7805
  - john@pappasinc.com

Pappas, Inc. will have parts on display primarily used for bone-in product emulsification and heat-treated stainless for highly-corrosive resistance. There will be two technicians with 50 years combined experience in emulsification and grinding available to answer your questions about the Pappas line and how the application will improve your product line.

*See ad on page 61*

- **Parsons-Eagle Packaging Systems**
  - A Division of Campbell Wrapper Corp.
  - 1415 Fortune Avenue
  - De Pere, WI 54115 USA
  - Tel: +1.920.983.7100
  - Fax: +1.920.983.7300
  - pesales@parsons-eagle.com

Parsons-Eagle Packaging Systems, a leading manufacturer of packaging equipment, will display capabilities in handling pre-made paper and plastic bags. We offer a complete line of packaging machinery for all types of petfoods and treats. The product line addresses net weigh filling and packaging of pre-made paper and plastic bags; stand-up pouches; flexible pouches from rollstock; plastic jugs; pails; cartons; and corrugated cases in package weights spanning 1 ounce to 60 pounds.

- **Peel Plastic Products Ltd.**
  - 49 Rutherford Road South
  - Brampton, ON L6W 3J3
  - CANADA
  - Tel: +1.905.456.3660
  - Fax: +1.905.456.0870
  - richardp@peelplastics.com

Peel Plastics will feature its unique multi-panel pouch, which allows for excellent brand name display in either stand-up or lay-down merchandising formats. Find out about our leading edge closure technologies for flexible packaging, which offer the ultimate in consumer convenience and product freshness. Come see how Peel’s renowned flexographic print capabilities now offer you an economic quality alternative to gravure.

Let us demonstrate how our packaging innovation can support your brand positioning strategies.

- **Perten Instruments NA, Inc.**
  - 6444 South 6th Street
  - Springfield, IL 62712 USA
  - Tel: +1.217.585.9440
  - Fax: +1.217.585.9441
  - lblack@perten.com

Perten Instruments will demonstrate the DA 7200 NIR Analyzer featuring six-second analysis of moisture, protein, fat, fiber, ash and other constituents in dry or wet petfoods. The DA 7200 is fast, rugged and simple to use. With two-year lamp life and no moving optical components, cost of ownership is very low. The DA 7200 is pre-calibrated for many raw materials, has proven transfer of existing calibration databases, and requires no sample grinding or prep.

- **Petfood Enterprise Technologies (PET)**
  - #7 Heritage Oak Lane
  - Suite 1
  - Battle Creek, MI 49015 USA
  - Tel: +1.269.979.0594
  - Fax: +1.269.704.5959
  -leighanns@petfoodenterprise.com

PET is “ahead of the curve” offering natural nutrition for the health and well being of pets. PET provides not just ingredients, but the ability to develop complete product
We Stand Behind Our Results

Choose Wisely, Choose Neogen

Since 1982, Neogen has been a market leader in providing the most comprehensive, best choices for simple, accurate, and supported food safety testing solutions.

With our proven history of standing behind our tests and customers, we’ve earned the trust of the food and feed industries around the block, and around the world. We will work to continue to earn that trust with unparalleled testing products and the best support in the food safety testing industry. We deliver results you can trust.

Spotlight On:

Aflatoxin

Neogen has provided the best choices aflatoxin testing for more than 20 years. Neogen’s GIPSA-verified tests for aflatoxin include:

- **Reveal® for Aflatoxin**
  The easiest and quickest test for aflatoxin, screens at 20 ppb in about 2 minutes

- **Agri-Screen® for Aflatoxin**
  Screens at 20 ppb

- **Veratox® for Aflatoxin**
  Provides exact levels within 5-50 ppb

- **Veratox for Aflatoxin AST**
  Provides exact levels within 5-320 ppb

Neogen’s tests are the only available that use the same extraction to both screen and quantitate.

800/234-5333 or 517/372-9200

foodsafty@neogen.com • www.neogen.com
concepts from both a marketing and R&D standpoint. With a full line of products developed with the pet’s health as our primary focus, we can provide ingredients that offer “natural,” “organic” and “health” benefits. PET provides global sourcing and a unique product portfolio.

See ad on page 79

Peterson Company, The
PO Box 60
Battle Creek, MI 49016-0600 USA
Tel: +1.269.979.1600
Fax: +1.269.704.9227
sharond@thepetersoncompany.com
With over 40 years of service to the petfood industry, The Peterson Company has developed a full line of innovative ingredients that provide palatability, nutrition and functionality for petfoods. Working closely with the research and development groups, we provide top-quality products that meet your specific needs. Our reputation for confidentiality and service is surpassed by none.

See ad on page 41

Petfood Industry magazine/
Watt Books
122 S. Wesley Avenue
Mt. Morris, IL 61054 USA
Tel: +1.815.734.4171
Fax: +1.815.734.5649
petfoodindustry@wattmm.com
Petfood Forum is WATT’s opportunity to show you just what we do best! Petfood Industry magazine will be on display for those of you who may not have seen the latest issue, or our updated logo and new look. Come by our booth to check out the changes and learn more about the industry. Watt Books will have many petfood industry-related books at Petfood Forum 2006 on April 4th and 5th. We will be located across from the registration desk—stop by, check out what we have available for purchase. Sign up for our drawing. The lucky winner will receive one free copy of Petfood Technology. Hope to see you there.

See ad on page 12

Pet Food Solution, Inc.
PO Box 1091
Columbia, MO 65205 USA
Tel: +1.573.387.4400
Fax: +1.573.387.4404
mhodges@petfoodsolution.com
Pet Food Solution (PFS) is dedicated to companion animal nutritional research. Experienced personnel with a high level of technical expertise strive for quality, after cooler (0.01% - 16%).

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1-5 April 2006

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what all cats and dogs will tell us very accurately palatability.
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reliable results in enriched surroundings. PFS offers palatability and other standard nutritional testing, as well as specialized nutritional testing, such as dental product efficacy following VOHC protocol guidance or obesity compound evaluation using a DEXA for body composition. Please contact us at info@petfoodsolution.com. See ad on page 74.

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Tel: +1.204.773.2575
Fax: +1.204.773.2317
kenn@pizzeyes.com
Looking for omega-3? Look at flaxseed, an ingredient which not only packs a heart-healthy punch, but also contributes to a shiny coat and overall animal health. Pizzey’s Milling is the premier supplier of flaxseed products for the animal companion industry. All of Pizzey’s products are free from foreign materials and shelf stable. We call it MeadowPure™ Quality, and we guarantee it. See ad on page 86.

Presto-X-Company
4521 Leavenworth Street
Omaha, NE 68106 USA
Tel: +1.800.759.1942
Fax: +1.402.554.1855
kenc@prestox.com
Presto-X-Company is a commercial and industrial pest management provider specializing in the petfood industry since 1932. We are your single-focus pest management firm specializing in the implementation of specialized programs for each client. Our programs feature an integrated pest management approach to reduce the amount of pesticides used in your facilities. Let us show you how our specialized programs can be the least-risk, total overall lowest cost for your facility.

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Tel: +1.630.428.2386
Fax: +1.630.527.9905
kathyl@profodinternational.com
ProFood International sources and distributes high-quality, competitively-priced food ingredients serving the food, nutritional and pharmaceutical industries in the US. Our strategic warehouse locations allow for prompt delivery. We provide our customers many products including: Amino acids, specialty sweeteners, preservatives, vitamins, antioxidants, natural colorants, flavor and fragrance ingredients. New products include: Nisin, lysozyme, lycopene, beta-carotene, magnesium oxide and texturizer. See ad on page 88.

Readco Mfg., Inc.
460 Grim Lane
York, PA 17402 USA
Tel: +1.717.848.2801
Fax: +1.717.848.2811
insider@readco.com
Readco Manufacturing manufactures adjustable-shear Continuous Mixers, which are an excellent tool for meat emulsions, soft center petfoods and biscuit type pet treats. The machine is capable of mixing and dispersing small ratios of broths, flavors, vitamins and other micro-components into large quantities of other products typically found in petfood formulations. Readco maintains a fully-equipped test lab in York, Pennsylvania, USA and compliments its test lab with a rental program.

Robert’s Packaging/Alliedflex
126 Avenue C
Battle Creek, MI 49015 USA
Tel: +1.269.962.5525
Fax: +1.269.962.7041
jbentley@robertspackaging.com
Robert’s Packaging specializes in “continuous motion” and “intermittent motion” stand-up pouch machinery, as well as contract packaging services. Our C-Series (f/f/s), CFS-Series (pre-made) and IMFS 1500 (pre-made) systems offer high production speeds, superior production efficiencies and quick changeovers. You make the choice, “Buy a machine or hire it done.” Either way, you can trust Robert’s Packaging to prove you made the right decision. Alliedflex is the sales and marketing Partner for Robert’s Packaging Machinery Program. See ad on page 88.

Romer Labs, Inc.
1301 Stylemaster Drive
Union, MO 63084 USA
Tel: +1.636.583.8600
Fax: +1.636.583.6553
johnr@romerlabs.com
Romer Labs, Inc., with offices in the United States, Europe and Asia, offers mycotoxin detection test kits in qualitative and quantitative formats. Our Fluorometric test kits are chemical based and our AgraQuant line of test kits are ELISA based. We offer a full-service analytical laboratory utilizing “Official Reference Method” technology such as HPLC. We also offer a full line of analytical equipment, as well as consulting and litigation services. We are experts in mycotoxin solutions.

Rose Acre Farms Inc.
PO Box 1250
Seymour, IN 47274 USA
Tel: +1.812.497.2557
Fax: +1.812.497.3115
lspurgeon@goodegg.com
With eggs proving to be an affordable and nutritious animal feed ingredient, Rose Acre Farms is a leading supplier of feed-grade dried-egg products to petfood manufacturers. We dry quality inedible egg to produce a dried-egg product high in protein, fat and other nutrients. Feed-grade dried-egg product is available in 50-lb. bags and both 1,300-lb. and 2,000-lb. totes. Rose Acre Farms is a leading supplier of quality fresh shell eggs, liquid egg and dried-egg products.

Rouville Packaging, Inc.
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CANADA
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audetteb@rouville.com
Rouville Packaging Inc. serves a variety of customers, both large and small, in all types of industries, including the petfood industry. We have the expertise to produce paper packaging solutions that offer optimal protection for a wide variety of industrial and consumer products. More importantly, our on-site paper inventory allows for quick production and delivery lead times. For nearly five decades, Rouville has been synonymous with reliability, innovation and efficiency. See ad on page 44.
The Tyson Specialty Products Division provides the pet food industry with the highest quality ingredients and most reliable service. As the largest fully integrated chicken processor in the world, Tyson Foods, Inc. ensures the highest standards for a product line that includes:

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bradjohnston@tyson.com

Specialty Products Division
Tyson
St. Joseph Chamber of Commerce
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St. Joseph, MO 64506 USA
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Fax: +1.816.364.4873
tlesnak@saintjoseph.com

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sales@spf-usa.com

SPF is the global petfood division of the international group Diana-Ingredients. The company is committed to conceiving complete state-of-the-art palatability solutions which meet or exceed petfood manufacturers’ requirements. From aroma conception to assessment by the animal and its owners, SPF constantly innovates, increasing performance and quality to maximize its customers’ palatability system at the lowest cost. SPF offers a wide range of palatants specifically adapted to dry, wet and treat applications.

See ad on page 43

SRC Milling Co., LLC
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Tel: +1.916.363.4853
Fax: +1.916.363.3192
srcmilling@aol.com

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Tel: +1.816.880.9321
Fax: +1.816.880.9343
cparker@scanamcorp.com

SAC is a full-line distributor for Haarslev Pet Food, which includes whole pallet crushers, grinders, emulsifiers, pumps. SAC also offers full chunk and gravy lines, cooking equipment, slurry systems and odor control technology.

See ad on page 22

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Sel-Plex® provides selenium in the same forms naturally present in foods and is the only selenium yeast with proven safety data in dogs. Alltech is the only company to have provided this information for review to the U.S. Food and Drug Administration. Now, Sel-Plex® can be added to canine diets.

...So she can smile as she looks forward to a long, healthy life.

Sel-Plex®: Proven safe. Healthy animals. ...naturally.

Don't risk her health. Give her the only selenium yeast with FDA-reviewed safety data!

For more information on Sel-Plex®, Email: petsolutions@alltech.com. Log on to www.alltech.com or contact your local Alltech representative.

Alltech 22nd International Feed Industry Symposium
APRIL 23-26, 2006
LEXINGTON, KENTUCKY, USA

...naturally
Selo Food Technology specializes in food processing. We deliver complete solutions for meat processing, bakery, liquid foods and the petfood industry. In Oldenzaal, Netherlands, we have a dedicated team offering a wide range of solutions for wet petfood production. Our involvement focuses on efficiency and product quality, but we are also involved in new product development. The Selo petfood team includes people with both technical and technological orientation and experience offering professional advice and solutions.

**Shaffer Manufacturing Corp.**
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Tel: +1.815.472.3535
Fax: +1.815.472.3536
jweidenaar@silva-intl.com
Silva International is a producer and supplier of dehydrated vegetable ingredients, with growers worldwide and processing facilities in Momence, Illinois, USA; Sandhausen, Germany; and Qingdao, China. For over 20 years, our global organization has been supplying a full line of dried vegetable ingredients throughout the petfood industry. For both dry and wet petfood applications, these ingredients offer nutritional benefits with great marketing and line extension opportunities.

**Simmons Feed Ingredients**
10700 South Street, Hwy 43
Southwest City, MO 64863 USA
Tel: +1.417.762.3001
Fax: +1.417.762.3568
tdorn@simfoods.com
Simmons Feed Ingredients is a basic manufacturer of poultry-based ingredients for the petfood, livestock and poultry feed industries. Products include high-quality poultry/chicken by-product meals, feathermeal, poultry fats and palatability enhancers(digest). Our manufacturing facility is centrally located in Southwest Missouri, USA.

**Smurfit-Stone**
450 E. North Avenue
Carol Stream, IL 60188 USA
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Fax: +1.630.260.6864
bags@smurfit.com
Smurfit-Stone offers a broad array of pet packaging choices available today. Smurfit-Stone can supply demanding petfood customers with a variety of products: Multi-wall and consumer bags; flexible film; stand-up and retort pouches; laminated products; heat transfer and litho labels; folding cartons; contract packaging; corrugated; displays; and promotions. Smurfit-Stone offers various value-added services including display design, graphics consultation, technical service, equipment design, R&D lab support, package performance evaluation, integrated supply, VMI/SMI and waste reduction service.

**Spray Dynamics, Ltd.**
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Fax: +1.636.629.7455
marketing@spraydynamics.com
A full range of liquid and dry coating application systems including: Micro-Meter “Airless” Liquid Applicator; “Clog-Free” Slurry Encoater®; Uni-spense® Dry Ingredient Distributor; Enhancer® Electrostatic Seasoning and Powder Applicator; Powder Xpress® Material Transfer System; Soft Flight® Coating Drum; Vibratory Base Product Feeder; Side Vented Coating; Cooling; and Drying Processes. Engineered solutions providing uniform coating of petfoods and more.

**Summit Ridge Farms**
RD #1, Box 131
Susquehanna, PA 18847 USA
Tel: +1.570.756.2656
Fax: +1.570.756.2826
linda@srfarms.com
Summit Ridge Farms, an independent petfood testing facility, has been providing our customers with personal service and...
Why question good taste?

Our ingredients line is one of the industry’s broadest, and is continually tested and analyzed to provide maximum value to our customers in terms of cost efficiency, palatability, nutrition, and functionality.

Customized Products
- Gravy Mixes
- Meat Glaze Treat Coatings
- Feline Ultra Palatability Enhancer
- Petfood Peanut Butter 100%
- Retort Stable Analogos
- Technical Grade Gelatin

Cheese Products
- Spray Dried Cheese Powder – 100%
- Cheese Flavor Builder™-Enhancer for Pets
- Spray Dried Cheese Blends

Fermentation Products
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- MYF-Molasses, Yeast, Yeast Extract
- C-85 (Canine Pal Enhancer)
- F-86 (Feline Pal Enhancer)

Marine Products
- Salmon Oil
- Salmon Solubles Hydrolysate
- Tuna Meal
- Liquid Condensed Fish Solubles
- Select Menhaden Fish Meal

Meal Products
- Poultry By-Product Meal (low ash)
- Beef Meal
- Steamed Bone Meal
- Lamb Meal
- Chicken Meal
- Turkey By-Product Meal
- Tuna Meal

Grain Products
- Cooked Cereal Food Fines
- Dried Bakery Blend

Meat & Meat By-Products
- Bacon Bits – 100%
- Ham Crumbs – 100%
- Dried Protein Concentrate
- Mechanically Deboned Beef-APHIS

Fiber Products
- Pelleted Peanut Hulls

Specialty Fats
- Poultry Fat
- Chicken Fat
- Bacon Fat
- Spray Dried Bacon Fat

Talk to Peterson.
We have the ingredients for success.

Our ingredients line is one of the industry’s broadest, and is continually tested and analyzed to provide maximum value to our customers in terms of cost efficiency, palatability, nutrition, and functionality.

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COMPANY

Our products produced in USA

The Peterson Company
P.O. Box 60, Battle Creek, MI 49016
PH (269) 979-1600 • FAX (269) 979-9227
www.thepetersoncompany.com
Email: sales@thepetersoncompany.com
accurate results in a timely manner for over twenty years. AAFCO protocols are performed as well as digestibility, palatability, urine pH analysis and customized protocols. We have a large selection of animals available for dental studies as well. If we can be of any assistance to you in your future research needs, please contact us.

See ad on page 91

SunOpta Ingredients Group
25 Wiggins Avenue
Bedford, MA 01730 USA
Tel: +1.781.276.5100
Fax: +1.781.276.5125
rudi.vanmol@sunopta.com

SunOpta Ingredients Group is the world’s largest producer of oat fibers. Functional oat fibers reduce breakage in treats, control plaque and control texture in canned and dry petfood. SunOpta Ingredients Group also offers other fibers (organic, soy), stabilized brans (oat, wheat, corn), wheat germ, specialty starches, ingredient systems, cellulose gel, dry sweeteners (honey, molasses) and acid whey. In addition, we offer contract manufacturing services (drying, grinding, instantizing, liquid mixing/processing and separation/filtration).

See ad on page 11, 13

Tyson Foods, Inc.
PO Box 2020, MCode: AR07286
Springdale, AR 72765 USA
Tel: +1.479.986.1034
Fax: +1.479.986.1099
jerry.felts@tyson.com

Tyson Foods, Inc. Specialty Products Division provides the petfood industry with the highest-quality ingredients and reliable service. Our complete line of Chicken, Beef and Pork products can meet your nutritional, palatant and nutraceutical needs. Our Cartilage and Connective Tissue products provide natural sources of collagen, glycosaminoglycans including chondroitin sulfate and amino sugars such as glucosamine and galactosamine. We want to be your #1 source for fresh, nutritious animal proteins.

See ad on page 37

US Commodities
128 South 6th Avenue
West Bend, WI 53095 USA
Tel: +1.800.987.1070
Fax: +1.262.338.1071
kzimme@uscommodities-ag.com

With US Commodities, you can buy all your ingredients direct from the manufacturer, while receiving the highest customer satisfaction.

See ad on page 87

Union Special Corporation
1 Union Special Plaza
Huntley, IL 60142 USA
Tel: +1.847.669.4431

Fax: +1.847.669.4355
bags@unionspecial.com

USA manufacturer of industrial sewing equipment including bag closing and bag making equipment.

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VICAM is a world leader in agricultural biotechnology and bioseparations. We deliver increased agricultural productivity, safeguard food quality and improved animal reproductively with patented bioseparations and detection products worldwide. Our products include detection, measurement and separations technologies for foodborne carcinogens, living cells and veterinary reproductive applications.

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Mt. Morris, IL 61054 USA
Tel: +1.815.734.4171
Fax: +1.815.734.5649
petfoodindustry@wattmm.com

Petfood Forum is WATT’s opportunity to show you just what we do best! Petfood Industry magazine will be on display for those of you who may not have seen the latest issue, or our updated logo and new look. Come by our booth to check out the changes and learn more about the industry. Watt Books will have many petfood industry-
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www.spf-diane.com

The worldwide palatability company
related books at Petfood Forum 2006 on April 4th and 5th. We will be located across from the registration table—stop by, check out what we have available for purchase. Sign up for our drawing. The lucky winner will receive one free copy of Petfood Technology. Hope to see you there.

**Wedlock Paper Converters Ltd.**  
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Tel: +1.705.456.9405  
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Fax: +1.847.763.1702  
tw2046@aol.com

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See ad on page 89

**Wenger Manufacturing, Inc.**  
714 Main Street  
Sabetha, KS 66534  
USA  
Tel: +1.785.284.2133  
Fax: +1.785.284.3861  
mle@wenger.com

Wenger will provide information on complete extrusion systems, including individual components for the production of petfoods and treats. Stop by our booth at Petfood Forum to learn more about the new Magnum ST extruder series, as well as our new homogenizing screw elements.  

See ad on page 89

**Werthan Packaging, Inc.**  
1515 5th Avenue, N.  
Nashville, TN 37208 USA  
Tel: +1.615-277-2046  
Fax: +1.615-726-1093  
ronp@werthan.com

Werthan Packaging, Inc.’s primary focus is to provide superior multi-wall packaging to the petfood and pet products industries. Our complete line of pinch, SOS, SPS and SPS2 style bags can be printed flexo line, process and rotogravure, all with water-based lacquer or UV coatings. We are confident our quality printing and innovative converting, along with our focus on outstanding customer service, will prove our expertise second-to-none. Make Werthan your one-stop-shopping headquarters for superior packaging.  

See ad on page 86

**Western Yeast Company**  
2908 Santa Fe Trail  
Fort Worth, TX 76116 USA  
Tel: +1.817.560.0351  
Fax: +1.817.560.0351  
jw@westernyeast.com

Western Yeast Company was founded in 1932 and uses the Newhaven process for making yeast culture. Western Yeast Culture is an active, all-natural feed supplement designed specifically to improve animal nutrition. It consists of live yeast cells, plus the media on which they were grown, carefully dried to maintain the fermentation activity of the cells.  

See ad on page 87

**Wilbur-Ellis Company**  
1608 Sylvestre Dr., Unit 5  
Tecumseh, ON N8N 2L9  
CANADA  
Tel: +1.519.735.7441  
Fax: +1.519.735.7141  
smckella@wecon.com

Wilbur-Ellis Company has served the petfood industry since 1921. We specialize in EU low-risk lamb and venison meats, meals and organs. We offer a full line of domestic and imported fishmeals. We have two major additions to our ingredient line. The recent acquisition of Fauna Industries, a provider of potato products and, secondly, an exclusive arrangement in California which produces a high-quality spray-dried brewers yeast. Our success is providing our customers with value and integrity.  

See ad on page 86

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**Wenger** will provide information on complete extrusion systems, including individual components for the production of petfoods and treats. Stop by our booth at Petfood Forum to learn more about the new Magnum ST extruder series, as well as our new homogenizing screw elements.
Focus on Palatability

Preliminary program

»» Feline flavor preferences
»» New technologies for flavor release
»» Welfare concerns and palatability testing
»» Is too palatable irresponsible?
»» Wet processing’s impact on palatability
»» Dry processing’s impact on palatability
»» In-home palatability testing design
»» Genomics: Pinpointing palatability
»» Packaging and palatability
»» Innovative ingredients
»» Behavioral aspects of preference
»» How to achieve superior palatability

Presented by the publishers of PETFOOD INDUSTRY magazine, Focus on Palatability is a comprehensive educational program immediately following Petfood Forum in Chicago, IL USA. Discover the keys to outstanding palatability in 12 in-depth presentations from leading industry experts. Registration form on reverse, or visit us online at www.petfoodindustry.com for more details.
To truly understand the needs of the end user, it’s good practice to spend time with the end user.
You can’t improve nutrition and palatability for dogs and cats if you don’t really understand their needs. You can discover a lot in the lab, but you can also learn a thing or two by just hanging out. Understanding the needs and requirements of our customers is just as important. It allows us to give them exactly what they need every time they need it. At AFB, we understand.

Explore the opportunities at AFB. Contact us at www.afbinternational.com.
Exhibitor categories

As of press time, here are the Petfood Forum 2006 exhibitors divided into four categories: Equipment, Ingredients, Packaging and Services. Booth number follows company name. See the Petfood Forum exhibition floor plan on page 51.

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S&M NuTec joins the ranks as a top contender in the pet industry

BY JENNY KVAMME, DVM
Few products in the marketplace today have enjoyed the kind of phenomenal growth that Greenies® has. Starting as a homemade treat, Greenies has gone from the basement (quite literally) to top of the sales charts in a relatively short period. The manufacturing company—S&M NuTec, LLC—is now one of the top 10 companies worldwide in terms of retail sales in 2004 (US$310 million). In fact, the company has grown 92,000% since 1999 and Greenies has overtaken Milk Bone as the largest US dog treat brand by value sales.

The story

Dr. Joseph Roetheli and Judy Roetheli co-founded S&M NuTec in 1996. The company was named for the couple’s sons Steffan and Michael. By no coincidence, the company mascots are two Greater Swiss Mountain dogs named Serge and Max. Headquartered in North Kansas City, Missouri, USA, the company directly employs 95 people and provides jobs for 450-500 more in the local area.

Joe, an ag economist, managed R&D and commercialization programs for the US Department of Agriculture for 18 years. When asked to relocate his family to the Washington, DC area, Joe opted to stay in Kansas City, Missouri, USA and resign his USDA position. This gave him the opportunity to spend time further developing a product he formulated to improve the breath of the Roetheli family dog, Ivan. With the consultation of a board-certified nutritionist, Dr. Lon Lewis, and a human dentist from the University of Missouri School of Dentistry, the product has evolved into the top-selling pet treat on the US market today.

From humble beginnings, Greenies (so named because of their green coloring) have sold exceedingly well. It took some work; however, as the young, family-run company had to demonstrate sales of over US$1 million (in one month) before it could secure bank financing. Now, with simple growth of 70% per quarter, S&M NuTec strives to deal with its major growing pains.

The company

At the company headquarters, you can see evidence of a bustling, employee-friendly workplace. Worker cubicles and walkways are marked with descriptive street signs displaying canine and feline names. Dogs are seen walking the hallways with their human companions, and the walls are covered with numerous awards and photographs of the good works employees have accomplished.

Joe is quick to point out that the quality of the people who work at S&M NuTec is number one. He runs a “fun firm” with a unique culture where family and community interaction are highly encouraged. The company donates an impressive amount (over US$400,000 in 2004) to local and national charities and dog clubs, as well as contributes time and effort with Heart to Heart International and the local Community Blood Center. In fact, over half of S&M NuTec’s employees are active in volunteer programs outside of work, contributing approximately 4,000 hours per year.

The company has earned over 40 awards, honors and forms of recognition since the beginning of 2002 ranging from national, regional and local honors—including recognition for merchandising strategies in the pet industry. For instance, S&M NuTec was honored by the National District Export Council with its 2004 Small Business Exporter of the Year Award. Also, Petco named S&M NuTec as its Vendor of the Year for 2004 and again in 2005, for supplies.

The American Business Association awarded S&M NuTec with the award for Best Company in America with less than 100 employees in June 2005. The Kansas City Chamber of Commerce awarded S&M NuTec its Mr. K award as the Outstanding Small Business in 2005.

Judy noted that she believes strongly that “one of the keys to success for S&M NuTec has been the company’s ability to attract great people who are passionate about pets and passionate about their work, plus persistent in execution towards goals, and prepared to think creatively and work hard to achieve success as a team.”

There are 95 people employed by the company directly. S&M NuTec is responsible for providing another 450-500 jobs in the local area through outsourced manufacturing, warehousing, packaging and shipping locations within one hour of Kansas City in Eastern Kansas and Western Missouri.

Co-founders Joe (CEO) and Judy (president) are joined on the management team by Brad Allen, COO; Russell Fries, (CSO-chief strategic officer); and Don Coleman, CFO. The mission of the company is “to provide innovative, practical, top-quality pet products that meet market needs; provide functional attributes; and provide value for the welfare of pets and pet owners.” It does this by offering innovative products, which are supported by creative merchandising efforts. According to Brad, a former sales and marketing
executive for Pepsi Co. with 20 years of experience, “we do a lot of things right.”

As Joe noted, “we don’t have the fear of knowing what won’t work.” Coming from outside the industry has allowed him to look at new ideas with an open mind and not be influenced by doubt. He knows that his company has been “very, very fortunate” and shows a real enthusiasm for the work. He did note that there have been challenges in managing such strong growth and that securing financing to keep up with that growth has been a big hurdle. Another hurdle has been protecting the company’s intellectual property.

Joe and Brad are obviously proud of the products S&M NuTec manufactures. They explained that they are still working on every product in their line to continue to improve them. With new products being added all the time, and sales growing by leaps and bounds, the future is bright for S&M NuTec in the pet industry. Brad is quick to point out that it’s “a great industry to be in.” By listening to consumers and supplying their needs, the company plans to grow even further. The current demand for functional pet treats and the prominent positioning the company now holds in pet superstore chains have been key factors in their rapid expansion.

The products

Initially, S&M NuTec limited sales of its Greenies treats to local pet stores and grocery outlets. In 1999, the company expanded to national distribution. In 2002, Greenies began to be carried in larger national pet superstore chains (i.e., Petco and PetSmart). S&M NuTec now distributes its products to all 50 states and exports to over 50 countries worldwide. The company’s packaging is printed in at least 12 languages. Joe noted that sales of Greenies have topped 650 million units to date—a number that if placed end-to-end would circle the globe one and two-thirds times.

The product line began with the original Greenies dog treat, an entirely edible injection-molded product with the distinctive green coloring that gave it the name. The original Greenies is manufactured in six sizes for dogs (Jumbo, Large, Regular, Petite, Teenie™ and Lil’ Bits™). Greenies was the first dog treat to receive the Veterinary Oral Health Council® (VOHC) Seal of Acceptance for both plaque and tartar removal. Independent studies have shown that feeding one Greenies per day resulted in:

- ✔ 19% reduction in plaque formation; and
- ✔ 21% reduction in gingivitis.

Spin-offs from the original Greenies line include the Smart Chew™, a non-edible chew toy for dogs available in four sizes— Jumbo, Large, Regular and Petite. A new complete and balanced baked dog snack named the Smart Biscuit™ has Greenies Lil’ Bits baked into the green- or gold-colored treat to help freshen breath. It is available in three sizes (Small, Medium and Large) and two flavors (Double Green Chunk and Fresh Chip). This product was scheduled for release in February 2006.

Other products sold by S&M NuTec include:

- • Pill Pockets® (a patented treat for pill delivery with a space in the center to help hide medications for pets);
- • Hip Chips™ (a peanut-shaped and flavored treat for dogs);
- • Second Wind Energy Snack™ (a performance-boosting energy bar-type snack for dogs);
- • Barx™ whole-grain Soft Stick™ (low-calorie chew stick for dogs); and
- • Other pet accessories like nail trimmers and grooming gloves.

More information on S&M NuTec’s complete line of products is available on their website at www.nutecforpets.com.

Production snapshot

Within a short drive of company headquarters, one of S&M NuTec’s facilities busily produces, packages, stores and ships products around the globe. In this 300,000-square-foot facility, over 1,400 truckloads per year are distributed and hundreds of area workers are provided with jobs. The facility is impressive in its efficiency and capacity. As the production process is (of course) highly proprietary, the details cannot be revealed, but a quick tour provided highlights.

In the injection molding area, Greenies begin as a drum filled with a resin compound that is brought to the facility to be molded, cooled and then tumbled to remove any excess edges or fines. As Joe demonstrated, the ingredients that go into Greenies are human grade prior to production and are completely edible by dogs, cats and humans alike.

After cooling, the Greenies are packaged in one of several ways. Some of them are individually wrapped on Doboy Linium 301 horizontal wrappers in individual pieces. These pieces are boxed and shrinkwrapped in a Lantech Shrink Tunnel and palleted for shipping. Others proceed to a Sandi Acre machine where the Greenies are packaged in resealable bags and then boxed and palleted for shipment. S&M NuTec’s operation, including local outsource manufacturing, encompasses more than 800,000 square feet. All but one location is within an hour’s drive of the company’s headquarters.

Into the future

S&M NuTec has grown from a simple breath-freshening concept into a major force in the global pet treat industry. An entrepreneurial spirit and pure dedication have propelled S&M NuTec to the top seller of pet treats after just 7 years of sales. Joe
and Judy Roetheli’s simple plan to freshen their dog’s breath has turned into a business success that neither one first envisioned. The future is bright for S&M NuTec with a growing product line, a focus on customer service, a growing work force and a skyrocketing bottom line.

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Recent developments

S&M NuTech has been under intense media scrutiny in recent weeks. In response to consumer complaints and a single lawsuit filed against the company for incidents involving pets with intestinal and esophageal obstructions, the maker of Greenies said it plans to make some changes to its packaging. Joe Roetheli said the company plans to make the instructions more prominent on the packaging telling pet owners to carefully monitor their pets when feeding Greenies and make sure they feed their animal the right size treat. The company warns owners that dogs who gulp their food, or otherwise do not adequately chew Greenies, could have trouble digesting the treat, as could animals which eat Greenies that are too big or too small for their body size. Reportedly, the US Food and Drug Administration has received dozens of complaints about Greenies and is in the process of an informal inquiry, with which Roetheli said his company is cooperating.

In the wake of the press attention, some retailers have removed Greenies from their shelves. Roetheli stated that he didn’t believe that sales of the treats had been affected too adversely, even with the negative publicity. In a recent press conference, Roetheli emphasized the incidence rate was incredibly low based on the number of treats sold. “The worst-case scenario statistics we have seen have one incident reported for every 8.1 million Greenies sold,” he said. He also noted that the biggest misconception to come out of the press was that the Greenies packaging stated that the treat was 100% digestible. The packaging actually states that the treat is 100% edible. Roetheli commented that he would consider removing that statement from the label to prevent consumer confusion.

He added that too little focus has been given to the ability of Greenies to help keep dogs’ teeth clean, saying complications from gum and tooth decay take three to five years off a dog’s life.
**Research Notes**

**Docosahexaenoic acid-enriched salmon oil and plasma composition**

The necessity and importance of a dietary source of the N-3 LCPUFA docosahexaenoic acid (DHA) prompted an evaluation of the effects of supplementation of a typical cat diet with a DHA-enriched salmon oil on the n-3 LCPUFAs in plasma and the relative levels of n-6 and n-3 LCPUFAs.

Cats were orally administered a daily dose of 1.5 ml of DHA-enriched salmon oil at feeding. Following supplementation, both EPA and DHA increased by 5.5-fold and 3.7-fold, respectively, in total fatty acids while DPA increased 2-fold. In plasma phospholipids, EPA increased 70% and DHA by 3.4-fold from their basal levels to the same 4.7%; DPA again increased 2-fold from its low basal level to 1.0% of the fatty acids present in plasma phospholipids. As these n-3 LCPUFAs were increasing, LA decreased by 13-18%, while no change was observed in AA.

The study shows that supplementation with a DHA-enriched salmon oil elicits a rapid shift in the n-6:n-3 balance of LCPUFAs in cat plasma, reflected in both total fatty acids and phospholipids. This shift in the n-6:n-3 ratio resulted from substantial increases in both DHA and EPA, especially in the plasma phospholipids. Further studies are needed, particularly on kittens and on aging cats, where the need for DHA is likely to be the greatest.


**Skeletal mineral accretion in malnourished, growing animals**

Cases of rickets and other conditions of malnutrition in growing animals have been uncommon in recent years, but the popularity of raw and homemade diets in companion and exotic animals has resulted in an increased number of cases presented to veterinary clinics and teaching hospitals.

Growing animals—including four puppies, two cougars, two jaguars and one serval—fed non-commercial diets were diagnosed radiographically with multiple fractures and/or folding fractures. All animals were undersized, exhibited lameness of varying degrees or were beginning to exhibit neurological signs. A review of diets indicated that they were either imbalanced in calcium:phosphorus, or were deficient in calcium. Dual energy x-ray absorptiometry (DEXA) scans were performed prior to correction of nutrition imbalances and were followed up with scans at intervals of 30 days and/or 60 and 90 days. Upon discharge, animals were fed commercial growth diets appropriate for their species and were administered calcium carbonate (250 mg PO q 24 hr).

DEXA scans performed at 30 days showed a significant accretion of bone mineral at fracture sites, with insignificant increase in bone mineral density of long bones. Subsequent radiographs and DEXA scans showed increased cortical bone density, bone healing and remodeling of fracture sites. It appears that the initial period following correction of mineral malnutrition may involve preferential directing of dietary calcium towards sites of bone injury, without significant improvement in overall bone mineral deficits.

**Source:** Lauten, SD, Bartges, JW, Kirk, CA and Klaphake, EA, 2005. From Proceedings of AAVN Clinical Nutrition and Research Symposium, June 1, 2005.
Concentrations of PUFAs and supplementation with n-3 fatty acids

The objective of this study was to determine essential fatty acid concentrations in plasma and tissue before and after supplementation with omega-3 fatty acids in dogs with atopic dermatitis. Thirty dogs with atopic dermatitis were given supplemental flaxseed oil (200 mg/kg/d), eicosapentaenoic acid (EPA; 50 mg/kg/d), docosahexaenoic acid (DHA; 35 mg/kg/d) or mineral oil as a placebo in a double-blind, placebo-controlled, randomized trial. Clinical scores and plasma and cutaneous concentrations of linoleic acid, arachidonic acid, α-linolenic acid (α-LLA), EPA, DHA, prostaglandin E₂ and leukotriene B₄ were determined.

Results indicated that total plasma concentrations of α-LLA and EPA increased, and those of arachidonic acid decreased significantly with administration of EPA-DHA, while concentrations of α-LLA increased with flaxseed oil supplementation. Nevertheless, there was no significant change in the concentrations of these fatty acids or eicosanoids in the skin. There was no correlation between clinical scores and plasma or cutaneous concentrations for any of the measured fatty acids or eicosanoids.

This study indicated that at the dose used, neither the concentrations of fatty acids in skin or plasma nor a decrease in the production of inflammatory eicosanoids was a major factor involved in the mechanism of action in dogs with atopy that responded to fatty acid supplementation.


Immunoglobulin-enriched egg powder promotes GI health

Research by scientists at Nestlé Purina evaluated the benefit of including a natural source of immunoglobulins, as hyperimmunized egg powder, in diets for puppies experiencing the adverse effects of stress. Two groups of 18 Alaskan Husky puppies (12-16 weeks old) undergoing a controlled exercise program were fed identical diets except for the addition of the egg powder.

Key benefits documented in this study included a lowering of fecal pH. Lower pH correlated positively with more beneficial microflora (e.g., Bifidobacteria, Lactobacilli and Enterococci). In addition, the hyperimmunized egg powder helped to stabilize and reduce stress-related changes in GI microflora, based on Temporal Temperature Gel Electrophoresis (TGGE) analysis before and after exercise.

While the very mild stress evaluated in this study did not induce diarrhea in either group, the beneficial markers of
enhanced GI health suggest that the use of hyperimmunized egg powder could be beneficial in reducing GI upset and stress-related diarrhea in puppies.


Mild food restriction on speed in racing Greyhounds

The objective of this study was to determine whether mild restriction of food intake affects clinicopathologic variables, body composition and performance of dogs undertaking intense sprint exercise. For the experiment, nine trained healthy adult Greyhounds were offered food free choice once daily for nine weeks until body weight and food intake stabilized.

Dogs were then randomly assigned to be fed either 85% or 100% of this quantity of food in a cross-over study (duration of each diet treatment period, 9 weeks). Dogs raced a distance of 500 meters twice weekly. Clinicopathologic variables were assessed before and five minutes after racing, including food intake, weight, body composition, body condition score, and race times were compared at the end of each diet period.

Compared with values associated with unrestricted access to food, there were significant decreases in mean body weight (by 6%) and median body condition score (from 3.75 to 3.5 on a 9-point scale) and the mean speed of the dogs was significantly faster (by 0.7 km/h) when food intake was restricted. Results indicate that the common practice among Greyhound trainers of mildly restricting food intake of racing dogs to reduce body weight does improve sprint performance. A body condition score of approximately 3.5 on a 9-point scale is normal for a trained Greyhound in racing condition.


Influence of lifetime food restriction

The objective of this study was to describe the effects of lifetime food restriction on causes of death and the association between body-mass characteristics and time of death in dogs. Forty eight dogs from 7 litters were used in a paired-feeding study. One dog in each pair was fed 25% less food than its pair mate from 8 weeks of age until death. Numerous morphometric and physiologic measures were obtained at various intervals throughout life. Associations of feeding group to time and causes of death were evaluated, along with important associated factors such as body composition components and insulin-glucose responses.

Median life span was significantly longer for the group that was fed 25% less food, whereas causes of death were generally similar between the 2 feeding groups. High body-fat mass and declining lean mass significantly predicted death 1 year...
prior to death, and lean body composition was associated with metabolic responses that appeared to be integrally involved in health and longevity. Results were similar to results of diet restriction studies in rodents and primates, reflecting delayed death from species-and strain-specific intrinsic causes.


**Protein’s effect on weight loss of obese cats**

The effects of two hypocaloric rations were evaluated, one with 29% and the other with 42% of crude protein, on the body composition, nitrogen balance (NB) and some biochemical parameters of obese cats. A total of 16 castrated adult cats were used, divided into two groups of eight animals (G1 and G2). The body composition, determined by DEXA, and the biochemical exams were performed at the onset of the experiment (M0), at 10% of weight loss (M10) and 20% of weight loss (M20) for each cat. The weekly weight loss (0.98±0.37% for G1 and 0.94±0.31% for G2), and the ingestion of metabolizable energy (33.7±3.3 kcal/kg/day for G1 and 35.1±3.2 kcal/kg/day for G2) did not differ between the groups. The NB was different at M0 (-70±110 mg/kg/day for G1 and 340±410 mg/kg/day for G2) but roughly similar at M20 (140±170 mg/kg/day for G1 and 330±410 mg/kg/day for G2).

The lean body mass (LM) loss was significant for G1 (p<0.05), it decreased from 2.789±198 g at M0 to 2.563±188 g at M20; for G2 the changes in LM were not significant (p=0.05). Reduction in body fat was significant between M0 and M20 for both rations (p<0.05), without differences between treatments. The ingestion of digestible protein was greater (p<0.05) for G2 (3.20±0.29 g/kg/day) than for G1 (2.21±0.22 g/kg/day). There was a significant correlation between NB and ingestion of digestible protein at M0 (p=0.05; r=0.65), but this correlation was not observed at M20 (p=0.05; r=0.31). A significant reduction in plasma urea was observed for G1 and in the HDL cholesterol for G2, but the other biochemical parameters did not change. The ration with higher protein content prevented LM loss. However, the lower protein content ration seems to maintain animal health and to improve the cat’s NB after weight loss.


**Newfoundlands have lower rates of taurine biosynthesis than Beagles**

Large dogs are more likely than small dogs to have taurine deficiency-induced dilated cardiomyopathy. Newfoundlands appear to be one of the most susceptible large breeds to developing taurine deficiency. The study’s authors hypothesized that the breed disposition is the result of a low taurine biosynthesis capability. To evaluate the relative taurine biosynthetic capability of Newfoundlands, taurine biosynthetic rate (TBR) of six
privately-owned Newfoundlands (54.2±3.4 kg) and six purpose-bred Beagles (12.3±0.25 kg) were measured using the stable isotopic taurine (D4-tau) dilution technique.

All dogs were adapted for three weeks to the same AAFCO protocol-tested commercial dry-type diet containing 0.54% sulfur amino acids (SAA) and 0.022% taurine. Sufficient food was given to maintain an ideal body condition score.

Following a single oral dose of D4-tau, the D4-tau to H4-tau ratio in urine collected daily for six days was measured by GC-MS to determine TBR. Plasma, whole blood and urinary taurine concentrations were also measured. The TBR of Newfoundlands versus that of Beagles was 36.7±4.3 versus 91.8±9.0 mg/kg BW-0.87/day-1 (kg BW-0.87 = relative metabolic liver weight, mean±SEM, p<0.01), respectively. Plasma, whole blood and urine taurine concentrations of Newfoundlands versus Beagles were 48.9±7 versus 96.6±11 nmol/ml (p<0.01) 201±22 versus 277±20 nmol/ml (p<0.05) and 124±41 versus 933±228 nmol/mg creatinine (p<0.05), respectively. Plasma, whole blood and urinary taurine concentrations of Newfoundlands were also measured.

The TBR of Newfoundlands versus Beagles was 36.7±4.3 versus 91.8±9.0 mg/kg BW-0.87/day-1 (kg BW-0.87 = relative metabolic liver weight, mean±SEM, p<0.01), respectively. Plasma, whole blood and urine taurine concentrations of Newfoundlands versus Beagles were 48.9±7 versus 96.6±11 nmol/ml (p<0.01) 201±22 versus 277±20 nmol/ml (p<0.05) and 124±41 versus 933±228 nmol/mg creatinine (p<0.05), respectively.

These results support the hypothesis that there is a breed/size difference in taurine biosynthetic capability when dogs are fed diets near-limiting in dietary SAA but adequate in amounts to maintain body weight. It appears that the low TBR of Newfoundlands accounts for the more frequent observation of taurine-deficiency dilated cardiomyopathy in Newfoundlands relative to that of small breed dogs.

Source: Ko, K, et al., 2005. Newfoundlands have lower rates of taurine biosynthesis than Beagles. Proceedings of the Nestlé Purina Nutrition Forum, St. Louis, Missouri, USA.

Zinc methionine use in weanling puppy diets

Weanling puppies are in a physiologically stressful state, and zinc is important in maintaining a healthy immune system and adequate growth. Differences in bioavailability exist among dietary zinc sources that could impact their physiological effects. The objective of this research was to determine if an organic zinc source—Zinpro zinc methionine (ZnMET)—was more bioavailable to weanling puppies than an inorganic zinc source—zinc oxide (ZnO).

Two, 38-day blocks of 15 (n=30) hound-cross puppies (eight-week-old) were used in a randomized complete block design. Treatments included: 1) control diet (50 mg/kg Zn from dietary ingredients and ZnO); 2) control + 50 mg/kg ZnO; 3) control + 100 mg/kg ZnO; 4) control + 50 mg/kg Zinpro ZnMET; and 5) control + 100 mg/kg Zinpro ZnMET. After receiving the control diet from day 1 to 7, dogs were allotted to one of the five treatments from day 8 to 28. Blood was collected on days 7, 14, 21 and 28.

Plasma zinc, alkaline phosphatase (AP) isoenzyme profile, IgG and IgM and a complete blood count were determined. Change from baseline data was analyzed as repeated measures using the Mixed Models procedure of SAS. Change in plasma zinc was greater (P<0.05) in dogs fed 50 mg/kg Zinpro ZnMET, 100 mg/kg ZnO and 100 mg/kg Zinpro ZnMET compared to control dogs. Weight gain was greater (P<0.01) for dogs fed Zn-supplemented diets when compared to the control. Serum concentrations of the bone isofrom of AP decreased over time for all dogs. However, there was less of a decrease (P<0.05) in dogs consuming 50 or 100 mg/kg Zinpro ZnMET diets. White and red blood cells, IgG, and IgM were not changed. ZinPro zinc methionine may be a more bioavailable zinc source than ZnO.


Association between body size and large intestinal transit time

The objective of this study was to compare large intestinal transit time (LITT) in dogs of various body sizes and determine whether fecal quality was correlated with LITT. Six Miniature Poodles, six Standard Schnauzers, six Giant Schnauzers and six Great Danes were used in the study. LITT was calculated as the difference between total (TTT) and orocecal transit time (OCTT). Minimum and mean OCTTs were determined by use of the sulfasalazine-sulfapyridine method. Minimum TTT was estimated by use of chromium and ferric oxide as color markers, and mean TTT was calculated from the recovery from feces of ingested colored plastic beads. Fecal moisture content
was determined and fecal consistency was scored during the same period.

Large-breed dogs had higher fecal moisture content and more watery fecal consistency. No association between body size and OCTT was detected, but there was a positive correlation between body size and mean TTT. Mean LITT increased significantly with body size, from 9.1 ± 1.1 hours in Miniature Poodles to 39.4 ± 1.6 hours for Giant Schnauzers. Significant correlations were detected among mean LITT, mean TTT and fecal scores—whereas no correlation was observed between fecal moisture content and TTT or LITT. LITT was correlated with fecal consistency in dogs of various body sizes. Mean LITT can be predicted from values for mean TTT in healthy dogs.


**The effect of long chain PUFAs on mental ability**

The effect of long chain PUFA supplementation on cognitive function was studied in five litters of puppies. From three weeks of age, half of each litter were supplemented with LCPUFA (DHA as 1% and AA as 2% of total fat intake) or a placebo (corn oil as 2% of total fat intake), with 20 puppies included in each treatment group. Tests for mental stability (cry and shriek test), problem-solving (U-maze; long maze), memory (long maze) and cue association (T-maze) were performed at standard ages between 8 and 16 weeks. Differences between treatment groups for each response were tested by non-parametric analysis of variance of ranked data after accounting for differences in litters within treatment groups.

No significant difference was found between treatment groups for cry and shriek times or time to run the U-maze. No differences were found for the first trial in the long maze—on the second trial, the mean, median and minimum run times were significantly lower (p<0.05) for the LCPUFA treated puppies. The median and minimum numbers of errors were directionally (p<0.10) lower for the LCPUFA treated puppies in the long maze. There were no significant differences in run time or errors between treatment groups for the T-maze tests.

LCPUFA significantly enhanced memory in puppies as shown by response differences in the long maze. The significant improvement in memory observed in LCPUFA fed puppies may enhance trainability and support an improved pet-owner relationship.

The Association of American Feed Control Officials (AAFCO) held its “mid-year” meeting in January in San Diego, California, USA. The weather was a bit chillier than most attendees expected, though it was still likely warmer than the places from which the majority had traveled. As usual, the AAFCO Pet Food Committee had a full agenda and, in fact, didn’t cover all the agenda items in the time allotted.

Committee responsibilities

The Committee stopped doing private label reviews for individual companies a decade or so ago. Among the problems with doing those reviews was the tremendous time burden it put on the Committee members. However, the AAFCO Procedures Manual still has private label reviews as one of the charges to the Committee. Therefore, the Committee discussed and edited the document to delete the private label review process as one of its functions.

The Committee indicated the intent to consider specific “issues” brought before it, such as mediation of a difference of opinion between a state feed control official and a petfood company on the interpretation of an AAFCO Model Pet Food Regulation. There was some discussion about the criteria upon which an issue would be considered (e.g., that both sides first agree to defer to the Committee’s ruling), but no specific action was taken on that point. While not discussed, I hope that the Committee will make these decisions public; maybe not with disclosure of the names of the state or company involved, but at least with enough information so that other interested parties can understand the issue and the rationale for the ruling. Otherwise, other firms or regulators are likely to make the same mistake down the road, causing more work for everyone.

“Weighty” issues

The Committee entertained discussion on the proposal I submitted in August on behalf of the American College of Veterinary Nutrition (ACVN) that would, among other things, make a calorie content statement mandatory for all dog and cat foods. Points and counterpoints as to the proposal’s merits were made. The Committee did not move to either accept or reject the proposal, but did commit to keeping the matter on the table for further discussion at the Annual Meeting.

A related issue is the Pet Food Institute’s proposal of amendment of the AAFCO Model Pet Food Regulations. If enacted, it would allow for “a statement of dietary and/or nutritional approach” in lieu of a calorie content statement for those dog and cat foods where a claim regarding weight management or control is on the label but no specific calorie-related claim (e.g., “lite”) is made.

Lack of time at the meeting prevented discussion of the proposal’s merits, but the Committee did promise to discuss it at the next meeting. I know I have my personal opinions on the matter, but I’m anxious to hear the Committee’s views. It may not ever come to the table though, because if the ACVN proposal was accepted, this amendment would be rendered moot.

Other items

In light of the recent incident involving an aflatoxin-contaminated dog food, the Committee Chair made a few comments to industry regarding the need for good quality assurance/quality control programs.

Two of the model affidavits used
to attest to nutritional adequacy and calorie content were amended to clarify that there were options in some of the testing procedures. For example, it is now clearer that determination of a product as meeting the AAFCO Dog and Cat Food Nutrient Profiles can be accomplished either by calculations based on the ingredients’ nutrient contents or by chemical analysis of the finished product.

Time constraints did not allow for much discussion on the proposed new AAFCO Policy Statement, PS29. This policy would delineate when guarantees are required and, more importantly, when they are not required to support a nutrient content claim. A recent change by the group working on the matter altered one criterion to allow for exemption from a guarantee; so that instead of requiring the nutrient to be listed in the AAFCO Dog and Cat Food Nutrient Profiles, it only needed to be “recognized by AAFCO.” This would allow claims for some non-essential nutrients to be exempt from the need for guarantees (provided the other criteria for exemption were also met).

Finally, there was time for discussion on the Committee’s concern regarding the use (and misuse) of parenthetical statements in the ingredient declaration. Since this matter deserves more elaboration than can be provided here, the topic will be discussed in detail next month.

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SK Food grower site launched

SK Food International has announced a new section on its website created specifically for growers. SK Food International is a licensed and bonded grain buyer and contract producer of beans, grains, seeds, etc. This portion of the company’s website includes information on SK Food International’s crop production program including grower services/reward programs, crop variety descriptions and 2005 crop show plot pictures. Some of the highlighted grower services/reward programs include seed selection, agronomic support/consultation, document assistance and the Master Farmer Award. Another area within the crop production pages directs you to information about SK Food Specialty Processing, SK Food International’s wholly-owned subsidiary located in Moorhead, Minnesota, USA. To access these pages, visit www.skfood.com and click on the “Grower Information” link.

US Grains Council launches redesigned website

The US Grains Council launched its newly-redesigned website, www.grains.org. The site has been completely revamped in response to feedback from the Council’s international customers, members, worldwide staff and the general public. According to the Council, the new site features a crisp, clean look that is easily navigated using either dial-up or high-speed Internet. Articles and photos on the site’s homepage will change regularly to reflect the work being done by the US Grains Council. Throughout the site, visitors will find up-to-date information about US barley, corn and sorghum, as well as Council activities to develop markets for these grains around the world.

Poultry industry’s avian influenza website

The US poultry industry’s top organizations have joined forces to educate consumers about avian influenza by launching a new website that will provide the latest news about the pandemic, as well as other food safety-related issues. The website, www.avianinfluenza-info.com, will allow the industry to communicate with their partners, customers and consumers regarding the latest information on avian influenza.

Corporate E-mail is not all business

As a result of spam and personal messages, over half of what fills corporate E-mail boxes has nothing to do with work. A new study from Mirapoint and Radicati Group found that 23% of all messages in corporate E-mailboxes are personal in nature. When coupled with earlier data from an April 2005 survey that found that approximately 33% of corporate E-mail is spam, the study revealed that more than half of corporate E-mail messages are not work related.

Why do workers use personal accounts for work E-mail? Reasons range from the innocuous, such as staying on the job during an E-mail outage or working at home at night or on weekends, to the nefarious, such as avoiding a paper trail with their corporate E-mail account. With messages sent and stored from unknown and unsecured locations, however, businesses lose the ability to monitor where messages are sent, how long they are kept and how the information is used. Outside of corporate firewalls, there can be leakage of intellectual property and trade secrets, or unauthorized access to private customer and employee data, creating liability issues for many companies.
“Despite good intentions,” said Bethany Mayer, CMO at Mirapoint, “employees may unwittingly expose sensitive company information via working with their personal E-mail, underscoring the need for greater outbound E-mail filtering and policy enforcement.”

**E-mail, E-mail everywhere**

In its *Sixth Annual Consumer E-mail Study*, DoubleClick stated: “Consumers are increasingly reliant on and comfortable with E-mail as a communication channel. It is no longer a novelty, and is fully integrated into the personal and professional lives of most consumers. This integration has facilitated a merging of personal and professional time with most consumers checking work E-mail from home and checking personal E-mail while at the office.”

DoubleClick reports that 90% of consumers go online to send and receive E-mail several times a day. Forty-four percent report that their use of E-mail is “constant,” up 11 points from those who reported constant usage in 2004. The average consumer now receives 361 E-mails per week, a 17% increase on 2004.

The increasingly important role E-mail is playing in all aspects of marketing and customer services and communications cannot be ignored. When asked what they would *like* to see E-mail replace, 51% of respondents said telemarketing, 44% said in-person sales calls and 41% said direct mail. In addition, 33% would like to see E-mail replace retail offers and coupons, while 31% said bills and statements.

Although E-mail began mainly as an acquisition vehicle, it is emerging as a critical channel for customer retention and loyalty marketing with 94% of consumers now expecting E-mails to confirm orders and 90% expecting shipping confirmations. Consumers are also clearly open to the idea of E-mails doing even more.

**RFID to top US$3 billion by 2010**

In a new report, *RFID Enables Sensory Network Strategies to Transform Industries*, Gartner analysts argue that managers should stop thinking of RFID tags as a replacement for bar codes, but rather the two technologies should be seen as co-existing. In other words, the right data collection technology should be matched to the right situation.

“All just because bar codes are used extensively in distribution centers does not mean RFID will be,” said Jeff Woods of Gartner. “Businesses are beginning to discover business value in places where they cannot use bar coding, which will be the force that moves RFID forward.”

As a result, Gartner projects that worldwide RFID spending will reach US$504 million in 2005, up 39% from 2004. By 2010, the firm forecasts that spending will surpass US$3 billion. For more information on related issues, read eMarketer’s Telecom Spending and Trends report.

**Spam changes**

A new report on eMarketer.com by Ipswitch indicates that the number of spam E-mail messages may be down, but surmises that spam may just be appearing elsewhere instead. The most common types of spam subject matter should be no surprise to anyone who uses E-mail: Mortgages and loans, pornography, lottery/gambling (including phishing E-mails), gift cards and medication (in that order). Mortgages and loans account for over one-fifth of spam E-mails, down from one-third in the third quarter of 2005. Pornography became more common, while medication-related spam fell from 18% to 12%.

Based on a comparison between December 2004 and
December 2005, spam is making up a smaller percentage of E-mail now than it did last year. Ipswitch found that almost three-quarters of all E-mail sent around Christmas 2004 was spam, but that percentage had dropped to 57% by the most recent holiday season.

A report by Symantec found that the decline in spam was in full effect from the beginning of 2005 through June. Symantec’s update for the rest of the year should be released in March, indicating whether the number of messages continued to decline, held steady or increased.

Spam may not be disappearing, though, just migrating—according to Ipswitch, instant messaging and blogs are becoming popular mediums for spammers. The statistics for IM and blog spam are limited. A study by the Pew Internet and American Life from 2005 found that 39% of US Internet users under 30 had received spam via IM (or “spim”), along with 27% of 30- to 49-year-olds. According to Dave Sifry of Technorati, an additional 5.8% of blog posts each day are spam (translating to 50,000 posts per day), though this percentage has reached as high as 18%.

**Report warns of RFID conversion cost**

Use of radio frequency identification (RFID) technology will increase this year, but early adopters moving to new standards could face costly transition periods, according to research. A report published last week by market researcher Regan, Jacob and Sydney says wider adoption of RFID will push license revenue up by 30% in 2006, from US$504 million last year to US$751 million.

A new RFID standard, Gen2, was introduced in December, which sets interoperability and bandwidth technologies. “We expect to see stories in 2006 about the horrific costs of conversion from Gen1 to Gen2 tag frequency standards or users who made bad deployment decisions in 2004 and 2005,” say the report’s authors.

Peter Jordan, international business-to-business strategy director at food giant Kraft, says new users should not be affected. “I do not anticipate any real problems for those testing RFID because they are likely to go straight for the Gen2-compliant systems,” he said.

The report estimates that only 15-25% of RFID deployment and support will be handled by large IT firms, and service providers or consultancies will only claim a 10% share of the total RFID market.

**Employers favor Internet recruitment**

According to a new study by Booz Allen Hamilton, 51% of new hires in 2005 came about through the Internet, and only 5% through newspapers. The study was commissioned by the DirectEmployers Association, a non-profit consortium of US employers focused on Internet recruiting solutions, and included data from 73 leading US employers.

Employers’ own websites were the top source of new hires, followed closely by referrals from current staff, each accounting for about one-fifth of new hires in 2005. A host of other channels, including job boards, search firms and campus recruiting, accounted for the remaining newly-hired employees. Referrals were the top source, in terms of volume of candidates, by a large margin.

One obvious benefit of relying on employee referrals and company websites is the lower cost involved. In fact, respondents reported that they spent 27% of their advertising on general job boards compared to 15% on their websites and 11% on employee referrals. Additionally, companies are most satisfied with new workers who were referred by current employees, and from the ones that came about through their own site, both in terms of return on investment and the general quality of applicants.

As for the future, companies are inclined to use the same internal resources to a greater extent. Almost three-quarters plan to use their own websites more as a recruitment tool, and 68% hope to rely more on referrals. There is also substantial interest in social networking technology as a resource for finding new employees.

**Spam “deadline” passes**

On January 28, 2004, Bill Gates predicted that spam would be a “thing of the past” within two years. His deadline has come and gone and spam is still with us. Although, some authorities say it is declining, a little. As the Security Threat Management Report, from Sophos puts
it, “the [spam] threat remains alive and kicking despite the increased action against spammers and constantly improving anti-spam software.”

Internationally, the US remains the worst spammer, but relays less of the world’s spam than it did in 2004. Vigorous prosecution, high fines and jail sentences for spammers, and better legislation and system security have contributed to the decline.

However, country of origin is becoming a less relevant measure. Sophos says that over 60% of all spam is now generated from zombie computers—hijacked PCs infected by malware—which means that spammers do not have to be in the same country as the innocent computers they are using to send their spam. Nevertheless, a number of reports show spam rates falling over the past year. Symantec found that the decline in spam was in full effect from the beginning of 2005 through June.

Ipswitch found that while almost three-quarters of all E-mail sent around August 2005 was spam, that percentage had dropped to 57% by the most recent holiday season. Now a report from JupiterResearch predicts that the volume of spam messages per consumer will steadily decrease by 13% a year from 2005 to 2010. In fact, the researcher says the average active E-mail consumer will see a drop from 3,253 pieces of spam in 2005 to 1,640 pieces of spam in 2010.
Fish oil
Great omega-3 source (but not without challenges)

Many nutritional benefits of omega-3 fatty acids have become well established in the last 15+ years of pet nutrition research and product innovation. What started as a way to improve skin and coat and a variety of dermatitis conditions, has blossomed into discoveries related to a whole host of benefits from proper fatty acid nutrition. Notably, benefits to renal, coronary, bowel and joint health, tumor prevention, wound healing, neural and visual health and insulin/diabetes management in dogs and cats (Pike and Miller, 2000) to name a few.

The omega-3s are thought to work by maintaining cellular membrane integrity, by serving as endocrine precursors (eicosanoids) and/or as anti-inflammatory intermediates (Bauer, 2004). Because of this body of evidence, omega-3 fatty acids, for the first time, will be considered as conditionally essential nutrients in the soon to be released Nutrient Requirements of Dogs and Cats (NRC, 2006).

Structure and function

Part of what makes the omega-3 fatty acids so physiologically effective is their high degree of unsaturation. The more unsaturated, the more fluid the oil is at body temperature, and therefore the more fluid the cellular membrane. With each subsequent double bond (degree of unsaturation), the rate of oxidation increases in a logarithmic fashion—leading to rancidity. So, while omega-3s have great physiological benefit, they are also quite perishable. This presents a substantial challenge to producing a palatable, shelf-stable food that delivers the targeted level of omega-3s. How the source of omega-3s is harvested, handled and preserved can have a tremendous effect on how stable a food containing omega-3s will be.

While some of the omega-3 fatty acid research in dogs and cats was based on flaxseed (source of linolenic acid; C18:3n3), the majority of this research has been conducted with the longer-chain omega-3s from fish oil (source of eicosapentaenoic acid [C20:5n3] and docosahexaenoic acid [C22:6n3]). These oils are derived primarily from pelagic fish like menhaden, anchovy, herring and mackerel.

Maintaining this high nutritional value starts before the fish are even caught. For example, menhaden are caught by fishing vessels that are directed to the schools of fish by spotter planes. From the ship, a purse net is draped completely around the school and thousands of fish are hoisted simultaneously into cargo holds that are filled with refrigerated water. At port, the fish are off-loaded into a rendering facility and immediately processed.

Quality parameters

Fish oils are sold by several grade and quality parameters. While few suppliers will guarantee the long-chain fatty acid composition, most will provide data for a “typical” fatty acid profile. Guarantees for the iodine value (IV; a measure of unsaturation), moisture and impurities, free fatty acids (FFAs), peroxide value (PV; a measure of primary oxidation) and color are common. To control some of these parameters, the oil is further processed. Much of the fish oil used in the petfood industry is sold as cold pressed and/or refined.

Cold pressing involves lowering the temperature of the oil so that saturated fats (known as stearene) are crystallized and can be easily removed. Without this step, the oil can become very viscous and gum transport pipes in the manufacturing plant. Additional refining, bleaching and deodorizing steps decrease FFAs, pro-oxidants, color and fishy

While omega-3s are not themselves the “fountain of youth” they may quite possibly be the fluid that primes the pump beneath the fountain. — G. Aldrich
aromas. Each additional processing step adds some cost, but the trade-off is improved handling, shelf life and animal acceptability.

Stabilizing bulk fish oil requires very little to no preservative; the same goes for oil in canned foods. Surface application on a dry extruded kibble is where oxidation becomes an issue. The preferred antioxidant of fish oil suppliers is ethoxyquin; however, with some reluctance they will use a natural antioxidant. Natural antioxidant systems based on tocopherols, mineral-chelating acids and herb extracts can be effective. But, when compared to ethoxyquin, they typically require a much higher application rate, better packaging and inventory control, have shorter shelf lives and will cost a great deal more.

In petfood, the application of fish oil to meet the desired omega-3 fatty acid level is typically less than 1% of the formula. Most fats and oils are added to the surface of the product, which can be challenging to accurately control without properly-designed equipment. Further, surface application can also be a palatability concern. In general, the various fish oils are readily accepted by dogs, but cats may show a preference for one fish oil over another. Once ingested, the digestibility of fish oil is similar to other fat sources.

While omega-3s are not themselves the “fountain of youth” they may quite possibly be the fluid that primes the pump beneath the fountain. Adding fish oil to fortify the diet with omega-3s can be challenging, but with care and attention can provide rewarding results for the long-term health of dogs and cats.

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Petfood Industry offers an E-mail newsletter with the latest industry info. Contact petfoodindustry@wattnet.com to start receiving your copy or register online at www.petfoodindustry.com.
Forecasts are always guessing games, but a disease in chickens has made European market forecasting even more difficult than normal in the first few weeks of this year. The question requiring a prediction from the veterinary authorities in Western Europe has been when, rather than if, the disease will reach their countries. Those of us in the petfood sector have wanted to know something else: Whether the disease could threaten ingredient supplies or the demand for certain types of product.

Of course, we are talking here about a highly-pathogenic form of the avian influenza (AI) virus called H5N1 that started out years ago among wild birds somewhere in Asia and has since spread westwards to reach member states of the European Union. Two factors in particular have given this virus a high profile with the general public internationally. One involves the deaths of people in Asian countries who were in close contact with infected poultry. The other has been the series of warnings from representatives of the World Health Organisation (WHO) that the virus could mutate to produce a pandemic of deadly disease transmitting directly from person to person.

Put this pair of elements into the hands of television and the newspapers and the results are eminently predictable. Banner headlines have fueled public fears of a plague sweeping away people in the thousands. Medical facilities report near-panic demands for some form of vaccine or drug to be dispensed as protection against the virus. More to the point in our case, consumers have stopped eating chicken. It makes no difference that the disease almost certainly cannot be transmitted in this way. Perfectly rational folks say they have removed all poultry meat from their personal menu as a temporary precaution. Here, as in other ways, they treat their pet as a member of the family. Therefore, they no longer give the dog or cat any food with a poultry ingredient.

You can interpret that last remark as referring only to the description on the product label. A petfood marked as containing, say, “Chicken and Rice” is likely to be regarded with suspicion. But the existence of chicken fat in a product probably would not have the same effect because it was less obvious.

At the time of writing there is no real measurement of the impact on sales of petfoods with chicken or turkey connections. All we have so far are incidental reports of lower sales in some places, affecting certain categories. The situation could escalate overnight, however, in the event of outbreaks of AI in European commercial poultry or (the WHO nightmare scenario) an example of the mutation to a human infection. All former market forecasts could then be forgotten.

Online advice on saving energy

Everywhere in Europe, the one safe prediction is that energy will be more expensive in 2006. Some increases mentioned for the charge per unit of energy have been as high as 20%. Supply and demand are in an unstable balance currently. The medium-term outlook is little better. Official policies for the European Union have been formulated on the assumption that the community’s total energy use will rise by 1% annually over the coming five years. They also assume that two-thirds of all energy needs in the EU area by the year 2020 will have to be imported, compared with 50% in 1995.
Brussels office of European petfood industry federation Fediaf directed our attention to a source of useful guidance on the subject of energy efficiency—a source that can be found and scrutinized online.

Check out the website http://eippcb.jrc.es and follow it to its section of technical documentation for the food, drink and milk industries. This leads to a substantial reference document on energy efficiency that applies equally to petfood manufacturing as to other food production processes.

A quick lexicon of abbreviations might help. The website is for the European IPPC Bureau, which exists to create a Europe-wide information exchange for those industries confronted by the requirements of new “Integrated Pollution Prevention and Control” regulations in the countries of the European Union. These particular regulations relate to food industries, among many others. All are advised to follow the so-called Best Available Technologies (BATs) for their field. The reference documents setting out the technologies are known in turn as BREFs because they are the references to the BATs!

Forgive all the initials, but it is worth wading past them to unearth the comprehensive guidance on offer over managing the energy consumed in the manufacturing process. Savings in the region of 12% are said to be possible for factories that adapt their methods to the best available in energy terms. That was always a firm target because of the Kyoto international commitment to cut greenhouse gas emissions. The way that energy charges have risen recently, Europe’s petfood plants will not need government-sponsored edicts about global warming to persuade them to be more efficient in how they use the power they buy.

Peter Best is the European editor for Petfood Industry magazine. He invites comments and suggestions from all readers about future topics for his column. He can be contacted at: best@watt-4.demon.co.uk.
Correction for ADF Corporate Profile

In the January issue of *Petfood Industry*, an error was made in the Corporate Profile for American Dehydrated Foods (ADF). In the final paragraph, the information should have read: Global distribution of our products is carried out by CIMA Nutrition in Waregem, Belgium; Chr. Olesen Company, Denmark; Chori Co. Ltd., Tokyo, Japan; Universal Company, Cebu, Philippines; Weiger Company, Taipei, Taiwan.

The Corporate Profile is being repeated in this issue on page 80 to make up for the error.

Diamond did not properly test ingredients

According to a government report, the US Food and Drug Administration (FDA) found that Diamond Pet Foods allowed tainted corn into its Gaston plant and failed to properly test for the naturally-occurring poison aflatoxin. The federal agency began an investigation after the company recalled about 1 million pounds of dried dog food on December 20, 2005, said FDA investigator Phil Campbell. The report represents the agency’s findings but reportedly does not penalize the company.

According to a statement from Diamond, the company cooperated fully with the investigation and supports the findings that were released. Prior to the product recall, the company had stringent guidelines in place to test incoming shipments of corn for aflatoxin exposure. It was apparent by the FDA report that those guidelines were not followed. The company has taken the necessary actions to prevent these oversights from happening in the future. In addition, Diamond also has strengthened its testing procedures on incoming shipments of corn, and initiated final product testing as an additive step to its procedures. This additional step will provide an extra layer of protection prior to the bagging and shipping of products.

As a result of Diamond’s cooperation with the FDA investigation and Diamond’s implementation of additional testing, the United States Department of Agriculture has cleared the Gaston, South Carolina, USA facility for all product shipments, including exports.

Hope for UK petfood factory workers

Workers were hopeful for the re-development of the Co. Longford, Ireland petfood factory, which was ravaged in a fire, after management at C&D Foods said it would be taking back 173 staff members within two weeks. A partial re-opening of the plant in Edgeworthstown was expected to see some of the 500-strong workforce start back at the canning plant on February 6, 2006. Staff members have been out of work since the fire in mid-January. The workers will resume operations in the section of the plant which was not destroyed.

It is hoped the firm will return to full production within two years. The company produced 160 million cans of petfood last year, generating sales of around 100 million, but its existing stocks were expected to run out in less than two weeks. C&D Foods currently has contracts to supply major British supermarket chains including Tesco, Asda and Sainsbury.

CPM acquires Century Extrusion

CPM, a leading equipment provider for particle size reduction and pellet agglomeration, recently announced the acquisition of Century Extrusion, from Century, Inc. of Traverse City, Michigan, USA. The acquisition adds Century Extrusion’s industry-leading extrusion equipment and parts to the CPM product line. Based in Traverse City, Century Extrusion is a North American leader in extrusion equipment and parts for the twin screw extrusion industry—the mixing, compounding or reacting of polymeric materials.
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For more information, or to purchase your copies online, visit [wattbooks.com](http://wattbooks.com) or e-mail Sherry Hartzell at hartzell@wattmm.com.
USDA invites applications for export assistance programs

The US Department of Agriculture (USDA) announced recently that it is accepting applications until March 13, 2006, for four export market development programs. The programs are the Emerging Markets Program (EMP), the Market Access Program (MAP), the Quality Samples Program (QSP) and the Foreign Market Development Cooperator Program (FMD). All of the programs are administered by USDA’s Foreign Agricultural Service. Applications for funding are due by 5:00 pm Eastern Standard Time on Monday, March 13, 2006.

Details on application procedures for these programs can be found at http://www.fas.usda.gov/info/fr/notices.asp. Applicants can submit a single application for all of the export assistance programs using the online Unified Export Strategy (UES). The web-based application is located on the Internet at http://www.fas.usda.gov/cooperators.html. Contact the FAS Marketing Operations Staff by calling +1.202.720.4327 for a log-on ID and a password.

All applicants must obtain a Dun & Bradstreet (DUNS) number for federal assistance prior to submitting applications. Information and numbers may be obtained by calling +1.866.705.5711.

Conforma Clad updates logo

Conforma Clad has updated their logo as part of a re-branding process to “build a stronger, more cohesive brand message with parent company, Kennametal Inc.” Conforma Clad was acquired by Kennametal, a multi-national supplier of tooling solutions, in March 2004. In order to support this effort, all marketing and communications materials, including the company logo, will be updated to reflect the new Kennametal marketing style.

Cageless testing offered

Preference Technology, Inc. owners Ron and Sue Fuller have started a new feline palatability testing facility that features the use of radio frequency and loadcell technology. The system allows them to have group-housed cat preference panels that reside in a beautiful “home type” environment. According to the company, Preference Technology, Inc. is the only privately-owned petfood testing company in the US using this equipment. The RFID system allows them to capture all of the data generated when cats feed. The web-enabled database that works in concert with the RFID system then tabulates the data and reports standard pal testing data like first choice and per animal consumption, along with approaches per hour; total choices per hour; and total consumption per hour. The company stated that the accuracy of the system is significantly more accurate than traditional “caged” methodology where spillage is inherent.

Preference Technology, Inc. also offers feline treat testing using RFID or hand-feeding protocols. Fuller has spent 26 years in the petfood industry, including the last 10 managing a large corporate-owned canine and feline preference testing operation. For information, contact Ron Fuller at +1.815.473.4035, or E-mail: ron_fuller@direcway.com.

CFIA confirms new BSE case

Canada’s fourth case of mad cow disease was found in a six-year-old animal from central Alberta, the Canadian Food Inspection Agency (CFIA) confirmed recently. The Canadian government was quick to reassure Canadians no parts from the cross-breed cow ever entered the human food or animal feed chains. The CFIA is tracking cattle born on the same farm at the same time as the infected animal, as well as the cow’s most recently-born two offspring. Industry officials have already said it is accepted that stringent testing developed after that case will find some infected animals.

This latest case of BSE won’t necessarily have the same repercussions as the original one in May 2003 that shut world markets to Canadian beef. The mad cow crisis is estimated to have cost Canada’s cattle industry more than US$7 billion.
BM&M announces staff/company changes

BM&M Partnership announces the promotion of Collin Jackson to the position of president of BM&M Screening Solutions. Past-president, Peter Humphrey, will continue to have an active role at BM&M as chief engineer and test facility manager. Collin joined BM&M January 1997 as sales manager.

Andy Turner has been brought on board as regional manager, USA—SE seaboard. Maureen Goosen, sales assistant, has been promoted to customer service and logistics coordinator. She joined BM&M in January 2000 as receptionist/sales support. BM&M Partnership also announced that Leanna Humphrey has been promoted to receptionist/AutoCAD assistant.

In other news, BM&M Screening Solutions has brought Central Industrial Supply on board as its exclusive sales representative in Arkansas, Louisiana, Mississippi and Eastern Texas.

Internet seminar series

Mocon is hosting free monthly Internet seminars on a variety of packaging material testing and performance topics. The webinars are designed to last 30 minutes with a question/answer period at the conclusion. Webinars begin at 10 a.m. CT on the scheduled date. For those interested in participating, E-mail: webinars@mocon.com for instructions, or register online at http://www.mocon.com/webinar_form.shtml.

Weatherchem participates in the FPA-SAFE Program

Weatherchem has announced their participation in the FPA-SAFE (Supplier Audits for Food Excellence) Program. In existence since 2002, the Food Products Association (FPA) is the largest trade association representing the food and beverage industries worldwide. The FPA-SAFE Program was created by a diverse group of leading food companies that collectively designed a comprehensive food quality and safety audit system. This program provides suppliers with a consistent evaluation of a company’s entire food quality and safety system.

Leading Consumer-Packaged-Goods (CPG) companies, such as McCormick, Kraft and Nestlé, rely on this program to confirm that their suppliers comply with the demanding safety and security standards.

D&D Commodities Ltd. announces staff changes

D&D Commodities Ltd. has hired David Van Eecke as its new west coast
district sales manager. Van Eecke will be responsible for expanding feed, farm supply, pet and grocery business, as well as servicing current distributors in the western United States for Wild Delight®, L’Avian Plus™ and other branded products. Van Eecke has extensive experience with distributor networks and retailing.

D&D Commodities Ltd. has also promoted Monte Hess to national accounts manager. Hess’s responsibilities include expanding sales of branded and private label products to national chains and wholesalers. Hess has been in sales and sales management for 25 years. Most recently, Hess has been working as the western district sales manager for D&D Commodities Ltd.

Cherry dog treat

The Leland Company has recently introduced cherry Hip Bones™. The “Original Cherry Dog Treat™” was formulated and developed by Overby Farm, headquartered in Leland, Michigan, USA. Carol and Bob Adams began developing the treats in 2003, when they began to explore the possibility that tart cherries could relieve pain. “It was evident in northern Michigan that tart cherries had, for years, been touted for their ‘elixir’ status in the relief of arthritis,” said Adams.

“Carol and I had read numerous articles about Michigan State University researchers’ discovery of the science behind this documented, anecdotal relief. Our idea was to use dog bones, biscuits and chews as the medium to provide this same relief to our dogs,” he said. Made for the active canine, the all-natural ingredients include ground wheat flour, cherry solubles, barley flour, canola oil, calcium carbonate, ground flaxseed, natural cherry flavor, cinnamon, carmine and ginger. Visit the Hip Bones website at www.hipbones.org.

Texas Farm Products Company announces VP

Texas Farm Products Company announces the promotion of Robert Peel to vice president of commodity purchasing. Prior to joining the company in 1992 as commodity purchasing manager, he worked for Archer Daniels Midland Corporation in Decatur, Illinois, USA, with responsibilities in purchasing and pricing. Peel has served as a board member of the Texas Grain and Feed Association and on the American Feed Institute Association Purchasing Committee.

LECO opens Global Support Center

LECO Corporation has opened its new Global Support Center at its headquarters in St. Joseph, Michigan, USA, to “better serve the needs of its domestic and international customers.” The new building will house its service, customer training and consumables departments, as well

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as three mobile laboratories. Features include spacious offices, cubicles with personal lockers, cafeteria and break areas, warehousing and production areas and a number of service benches with gas, water and power lines for convenient instrument hook-ups. A separate customer entrance, auditorium and training room cafeteria and restrooms have been designed exclusively for customers attending training classes at the new building. Up-to-date technology has also been installed, ensuring service and training needs for all customers are met quickly and efficiently.

**Mid-Atlantic Nutrition Conference**

Professional nutritionists, consultants, government officials, university scientists, students, farmers, ranchers and allied industry personnel have the opportunity to learn about new discoveries within the animal nutrition industry at the Mid-Atlantic Nutrition Conference. The meeting will be held March 29-30, 2006 at the Holiday Inn Select in Timonium, Maryland, USA. It will feature internationally-recognized researchers giving presentations on equine, dairy and poultry nutrition issues. The conference is a regional event hosted by the Maryland Feed Industry Council, University of Maryland, Pennsylvania State University, University of Delaware, Virginia Polytechnic Institute and State University, Rutgers University, West Virginia University and the American Feed Industry Association (AFIA). For more information, visit www.agnr.umd.edu/MNC/, or contact Kristen Spahn at +1.301.405.1392.

**Rising food costs will be moderate**

While food manufacturers and distributors have been facing huge cost increases, the impact on consumers will be moderate in 2006, according to the experts who spoke at The Food Institute’s first annual outlook seminar. Large food makers like Kraft, Hershey and others have already announced price increases (most in the range of 3-5%) for many of the products they sell to retailers, because of the substantial double-digit packaging, fuel and energy costs faced by the manufacturers.

The impact of the increases to consumers is expected to be a 2.5-3.5% increase in the Consumer Price Index in 2006, according to USDA economist Ephraim Leibtag. Most of the increases are expected to hit consumers in the first half of 2006, he noted. If 2006 food inflation reaches the high end of the estimate, it will be just slightly higher than increases experienced in 2004, 2001 and 1996.

Looking back even further, food price inflation this decade is expected to be much more moderate than it was...
in the 1980s or 1970s. The average annual change in food price inflation in the 1980s was 4.6%, while in the 1970s it was 8.1%. Leibtag noted that the stabilizing forces for consumer food prices are:

- Better inventory management/cost-saving technologies;
- Globalized trade: Year-round availability;
- Increased competition from non-traditional retail formats;
- Food-away-from-home continues as an upward trend in share of food bill; and
- Increased demand by consumers for convenience, quality and low prices.

Pacific Bag relocates head office

Pacific Bag, Inc. (PBi) will relocate its head office in Washington, USA and expand its East Coast sales and service office in Pennsylvania, USA in early 2006. In March 2006, PBi headquarters will relocate from its current 17,000-sq-ft. Bellevue, Washington, USA location to the new 33,000-square-foot location in Woodinville, Washington (approximately 10 miles north of Bellevue). PBi facilities will be at 15300 Woodinville Redmond Road, Suite A, Woodinville, WA 98072 USA.

Mark Howley, president/CEO explained: “Business in our core coffee and petfood markets has been strong, and we needed more space. The Woodinville facility is attractive and much more convenient for freight and manufacturing. With the new location, we can keep our focus on our core markets, as well as plan for future warehouse and manufacturing requirements. We also decided to expand the Spring House, Pennsylvania, USA offices to facilitate increased sales personnel for our East Coast clients. We are all excited to get through the move and up and running as quickly as possible.”

Venkys Pet makes plans for petfood plant

Venkys Pet, a division of the Venkateshwara Hatcheries group, has plans to enter the petfoods business focusing on the top-end segment of dog and cat foods. The company will have the first plant for producing petfoods in the premium range in India. OP Singh, chief executive officer of the Venkateshwara Hatcheries group, said the plant will come up as an extension of its animal feed plant at a sprawling 75-acre plot at Morwadi, near Pune.

The plant will have a fully-automated, extrusion-based facility to manufacture high-quality dog and cat food, he said, adding that the company will make an investment of Rs 15 crore for the project, most of which will be spent on the machinery and technology to be sourced from the US.
Additionally, the project includes setting up a research center that will concentrate on development of balanced nutrition for companion animals to suit various conditions, Singh said. The annual capacity of the plant is planned at 10,000 tons.

**Tesco announces US entry**

Tesco has released a statement announcing that it will enter the United States. The group plans to enter the country through the development of a new convenience format, with initial focus on the West Coast in 2007. The group will develop the business organically and plans an initial capital expenditure of up to £250 million per year. This will be funded by existing resources, and break-even is expected by the end of the second full year of operation.

Tim Mason, Tesco’s current marketing director, will head up the business and will continue to remain as a board member. This move is a logical expansion of Tesco’s international presence and was predicted by IGD in its Tesco International 2006 Report, published in November 2005.

**Pet products find a US$3 billion home outside the pet store**

As pet owners’ tastes become increasingly upscale, they’re more likely to be looking outside traditional pet retail stores to purchase high-ticket luxury, gift and human-brand products. As a result, the market for pet products in “non-traditional” outlets should reach nearly US$4.2 billion by 2010, according to Market Trends: Pet Products and Shoppers in Non-Traditional Retail Outlets, a new report from market research publisher Packaged Facts, a division of MarketResearch.com.

Packaged Facts expects 2005 sales through non-traditional outlets—classified as wholesale, dollar, convenience, department, home furnishing/housewares, home improvement/hardware/garden, sporting goods and Internet/catalog stores—to show an increase of 8.1% over 2004, reaching US$2.9 billion. Outpacing growth in the overall US market for pet supplies—currently at US$23.7 billion—sales in non-traditional outlets have grown from 11.1% of the overall market in 2001, to 12.3% in 2005.

Market Trends: Pet Products and Shoppers in Non-Traditional Retail Outlets thoroughly examines each non-traditional retail segment, including product selection, marketing, display and merchandising; analyzes demographics and shopping patterns of both pet and non-pet owners; and tracks sales and trends influencing the robust growth in the non-traditional marketplace. Priced at US$1,995, this report can be purchased directly from Packaged Facts by clicking www.packagedfacts.com/pub/1087709.html.

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American Dehydrated Foods, Inc. (ADF) was founded in 1978 by William H. (Bill) Darr in Springfield, Missouri, USA. Our success owes much to the philosophy instilled by Bill as he worked with customers to develop value-added ingredients that met their unique needs. His plan has been refined by identifying under-utilized agricultural raw materials and, through specialized processing, transforming those materials into high-quality food ingredients of significant nutritional value.

Starting with one plant in Verona, Missouri, USA, ADF now operates nine facilities in six states. ADF has a variety of capabilities to meet our customers’ specific product and quality requirements. All of ADF’s processing and drying plants are American Institute of Baking (AIB) certified “Superior” and staffed with top professionals in the industry.

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• Broths;
• Extruded protein complexes and customer extruded base mixes; and
• Chicken fat.

At ADF, we believe the best products begin with higher-quality ingredients. Today, ADF is recognized as a leader in providing high-quality protein and fat ingredients to the petfood and animal industry worldwide, and we are a world leader in the processing of petfood and feed-grade egg products.

Now celebrating over 25 years of operation, ADF credits its success to building strong relationships with our associates, our customers and our suppliers. ADF’s professional staff works with individual customers in developing products and processes that meet their unique business objectives and applications—helping them to bring new opportunities to market.

In developing new products, our research scientists work with each customer to establish the specific product goals and timetable for completion. Tests are performed to evaluate product expectations and performance, with the results from those tests implemented into the final product. Knowledge of a customer’s need(s), the desired results and the application of resources available enable our research scientists to provide recommendations and/or to develop proprietary products. Throughout this process, we maintain constant and open communications with our customers, ensuring that they receive the best product at the “best value.” Our bottom line is our commitment to the value of long-term relationships built on customer satisfaction—before and after the sale.

ADF understands that the quality of people working throughout each organization directly contributes to the overall success of our company. After all: “Success depends on what you are made of.”

ADF is a privately-held corporation headquartered in Springfield, Missouri, USA, with US plants located in Hanceville, Alabama; Cummings, Georgia; Social Circle, Georgia; Princess Anne, Maryland; Verona, Missouri (two plants and R&D facility); Lillington, North Carolina; Forrest, Mississippi; and Texarkana, Texas.

Global distribution of our products is carried out by CIMA Nutrition in Waregem, Belgium; Chr. Olesen Company, Denmark; Chori Co. Ltd., Tokyo, Japan; Universal Company, Cebu, Philippines; Weiger Company, Taipei, Taiwan.

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**Petfood Forum**, April 3-5, 2006, Hyatt Regency O’Hare Hotel, Chicago, Illinois USA. Contact: Marcia Riddle, Watt Publishing Company, 122 S. Wesley Avenue, Mt. Morris, Illinois 61054 USA, E-mail: riddle@wattmm.com, Website: www.petfoodindustry.com.

**Focus on Palatability**, April 5-6, 2006, Hyatt Regency O’Hare Hotel, Chicago, Illinois USA. Contact: Marcia Riddle, Watt Publishing Company, 122 S. Wesley Avenue, Mt. Morris, Illinois 61054 USA, E-mail: riddle@wattmm.com, Website: www.petfoodindustry.com.

**Pet Industry Spring Trade Show**, April 7-9, 2006, Atlantic City, New Jersey USA. Contact: HH Backer Associates, Inc., 200 S. Michigan Avenue, Suite 840, Chicago, Illinois 60604 USA, Tel: +1.312.663.4040, Fax: +1.312.663.5676, E-mail: hhbacker@hhbacker.com, Website: www.hhbacker.com.

**InterZoo 2006 International Trade Fair for Pet Supplies**, May 11-14, 2006, Exhibition Centre Nuremberg, Nuremberg, Germany. Contact: WZF Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH, Postfach 14 20, 63204 Lange, Germany, Tel: +49.9.11.86.06.49.69, Fax: +49.9.11.86.06.49.68, E-mail: info@zzf.de, Website: www.interzoo.com.

**VIV Europe 2006** (postponed from November, 2005), May 16-18, 2006, Jaarbeurs Exhibition Halls, Utrecht, Netherlands. Contact: Richard de Boer, VNU Exhibitions Europe, PO Box 8800, 3503 RV Utrecht, Netherlands, Tel: +31.30.295.2714,Fax:+31.30.295.2809,E-mail: richard.de.boer@vnuexhibitions.com, Website: www.vnuexhibitions.com, www.viv.net.

**ACVIM Annual Forum**, May 31-June 3, 2006, New Orleans, Louisiana USA. Contact: ACVIM, 1931 North Meacham Road, Suite 100, Schaumburg, Illinois 60173 USA, Tel: +1.847.925.8070, Fax: +1.847.925.1329, E-mail: ACVIM@ACVIM.org, Website: www.acvim.org.

**AVMA Annual Meeting**, July 15-19, 2006, Honolulu, Hawaii USA. Contact: AVMA, 1931 North Meacham Road, Suite 100, Schaumburg, Illinois 60173 USA, Tel: +1.847.925.8070, Fax: +1.847.925.1329, E-mail: avmainfo@ava.org, Website: www.avma.org.

**IFT Annual Meeting and IFT Food Expo**, July 22-26, 2006, Orlando, Florida USA. Contact: Institute of Food Technologists, 525 W. Van Buren, Suite 1000, Chicago, Illinois 60067 USA, Tel: +1.312.782.8424, Fax: +1.312.782.0045, E-mail: info@ift.org, Website: www.ift.org.

**Petfood Forum Asia**, September 11-13, 2006, Queen’s Park Imperial Palace Hotel, Bangkok, Thailand. Contact: Marcia Riddle, Watt Publishing Company, 122 S. Wesley Avenue, Mt. Morris, Illinois 61054 USA, Fax: +1.815.734.5631, E-mail: riddle@wattmm.com, Website: www.petfoodindustry.com.

**American Association of Cereal Chemists (AACC) 2006 Annual Meeting**, September 17-20, 2006, The Moscone Center, San Francisco, California USA. Contact: American Association of Cereal Chemists, 3340 Pilot Knob Road, St. Paul, Minnesota 55121-2097 USA, Tel: +1.651.454.7250, Fax: +1.651.454.0766, E-mail: aacc@scisoc.org, Website: www.aaccnet.org.


**Pet South America International Trade Show 2006**, September 27-29, 2006, Sao Paulo, Brazil. Contact: VNU Business Media do Brasil, Tel: +55.11.3873.0081, ext. 110, Fax: +55.11.3873.1912, E-mail: pet@vnu.com.br, Website: www.petsa.com.br.

**Pet Industry Christmas Trade Show**, October 6-8, 2006, Donald E. Stephens Convention Center, Rosemont (Chicago), Illinois USA. Contact: HH Backer Associates, Inc., 200 S. Michigan Avenue, Suite 840, Chicago, Illinois 60604 USA, Tel: +1.312.663.4040, Fax: +1.312.663.5676, E-mail: hhbacker@hhbacker.com, Website: www.hhbacker.com.

**PetExpo** (Trade Only), October 11-17, 2006, Brisbane Convention & Exhibition Center, Brisbane, Australia. Contact: Pet Industry Association of Australia Ltd (PIAA), PO Box 7108, Baulkham Hills Business Center, Baulkham Hills NSW 2153, Australia, Tel: +61.2.9659.5811, Fax: +61.2.9659.5822, E-mail: info@piaa.net.au, Website: www.piaa.net.au.
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