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mark with
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COMING BY IT HONESTLY

Lucy Postins of The Honest Kitchen, p. 22

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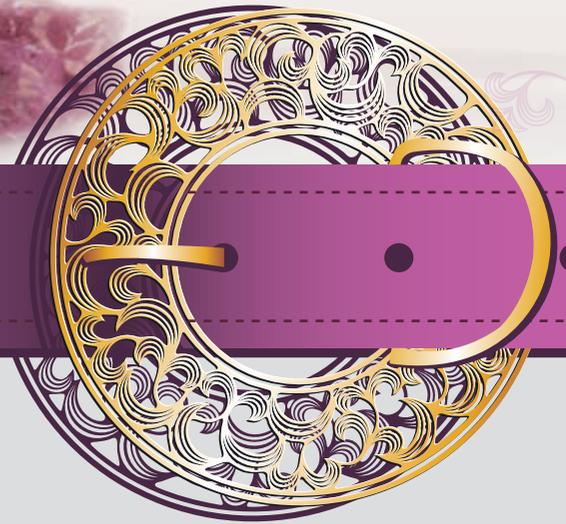
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On the cover: Lucy Postins, co-founder and owner of The Honest Kitchen, with Mosi, her Rhodesian Ridgeback who helped inspire Postins and her husband to start the company.



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Q&A: Interview with The Honest Kitchen

Find out more about this company's development and growth at www.petfoodindustry.com/HonestQA.aspx.

PowerPoint: Health and Wellness opportunities in petfood

Learn about global petfood growth drivers. See the Petfood Workshop 2010 presentation by Lee Linthicum of Euromonitor at www.petfoodindustry.com/Euromonitor2010ppt.aspx.

Video: Wow Bow bowl

Get to know the Acqua BöL a little better at www.petfoodindustry.com/WowBow.aspx.

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Something to Chew On

Debbie Phillips-Donaldson

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Petfood's launch party



A flurry of new products, brands and line extensions show our industry is no stranger to innovation.

A TRIP TO Global Pet Expo (GPE) in Orlando, Florida, USA, in late March provided tangible proof that the pet industry has weathered the recession well and is set for a strong year. There were definitely more people—pet retail store buyers, exhibiting pet product manufacturers and others—than at last year's event, and a palpable buzz filled the aisles and air. A colleague noted the number of orders she saw being written one day.

The largest pet industry trade show in the US, GPE is where many manufacturers launch their new products, and this year's event didn't disappoint. While I saw few truly innovative petfood products, I did find many new petfood and treat brands, line extensions and campaigns, most touting natural or organic claims.

One of the few innovative products: Smart Pup treat cups from Ubuntu, the new pet division of a natural human food manufacturer. Like many other companies entering our industry from the human nutrition world, Ubuntu is using technology from its human products, in this case to fortify peanut butter-banana smoothies with what it says are higher, more absorbable doses of functional ingredients (omega 3 fish oils, glucosamine/chondroitin, prebiotics/probiotics).

COMPANIES INTRODUCING NEW petfood brands and lines include:

- Blue Seal, announcing By Nature and By Nature Organics, both complete lines (dry and wet foods for both dogs and cats, plus dog biscuits) exclusive to the pet specialty channel;
- Three Dog Bakery, known for its franchises of retail bakeries (now numbering about 50 in the US, Canada, Japan and Hong Kong),

starting an all-natural, oven-baked kibble line and a wet petfood line to be distributed to independent pet stores;

- SmartPak, previously specializing in human nutrition and pet medications via online and mail, launching Proportions Whole Food Nutrition Program, which it describes as a "new diet category for dogs that will forever change the way people feed their dog"; and
- Freshfetch, announcing shortly after GPE what it calls a reawakening of "ancestral food for dogs. Every Freshfetch meal is real, unprocessed food that you'll recognize when you see it."

Obviously, more information about these new lines and nutrition programs is needed, but they help make the case that petfood is no stranger to innovation.

ANOTHER NEWSWORTHY TREND noticed at GPE was the number of petfood manufacturers tying their brands and marketing to causes benefiting pets or people. For example, Bil-Jac has secured a license to produce dog treats for America's VetDogs Veteran K-9 Corps, which provides service and therapy dogs to US military veterans and active personnel dealing with post-traumatic symptoms, loss of limbs and other injuries.

As part of its launch of a new line of dog food called Zero/G ("zero grains, zero gluten, zero GMO"), Darford has created a donation program called the Plus One Movement. Its dog foods and treats are packaged in kits with a small donation bag of Zero/G that purchasers can place in a bin at participating pet stores. The donation packs will then be distributed to no-kill animal shelters.

Watch PetfoodIndustry.com and the magazine for more information on cause marketing from petfood companies, as well as a report from Interzoo this summer. Meanwhile, keep those new products, brands and campaigns coming. ■

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



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Industry News

Learn more

The latest news and updates are always on www.PetfoodIndustry.com.

Quick hits

- Bark Busters, a dog training company, has selected Nature's Variety as a preferred brand of premium dog food.
- Kansas State University and Wenger Manufacturing will present the three-day Executive Program for Extrusion Processing: Technology and Strategic Management in June in India and in Kansas, USA, in August.
- On July 1, Wim Kieftenbeld will be appointed managing director of the Dutch distribution company Vitakraft.
- OnlyDogSupplies.com is now operational with thousands of items available to dog owners.
- Apple now offers Greater-Good's new Touch To Give app; 100% of the revenue from the app's sponsor ads will be used to feed and care for rescued pets in shelters and sanctuaries.
- Key Technology appointed Dr. Michael Nichols senior director of research and development.

The crowd grows at Petfood Forum 2010

In a time when most events are suffering losses of 12-20% or more, Petfood Forum and Petfood Workshop 2010 gained 8% in attendance over 2009 (which also saw a year-over-year increase). And for the second year in a row, the exhibit hall sold out, with booths spilling into the foyer outside the hall.

More than 1,000 petfood professionals gathered in Chicago to see keynote Joel Silverman with his dog Foster, hear the latest petfood market reports from David Lummis of Packaged Facts and Lee Linthicum of Euromonitor, listen to executives discuss petfood safety and nutritionists answer audience questions and hear nearly two dozen other industry experts share their knowledge on topics ranging from HACCP, nutrigenomics and prebiotics to convenience in packaging, emerging food safety technologies and the carbon footprint.

You can see a variety of video clips from Petfood Forum on the *Petfood Industry* YouTube channel.

PetfoodForum 2010



More than 1,000 petfood professionals from around the world gathered in Chicago in April for Petfood Forum 2010.

Vets support canned petfood over raw diet

Despite the popularity of raw petfood diets, many vets are not comfortable recommending a raw food diet to their clients, according to *NY Daily News*.

Veterinarian Philip Raclyn's concerns about raw diets include the risk of contamination from *Salmonella*, *E. coli* and other bacteria, not to mention potential dietary imbalances and internal injuries from sharp bones.

Global Pet Expo attendance grows

After compiling final numbers, the American Pet Products Association and Pet Industry Distributors Association announced that Global Pet Expo 2010, held in March in Orlando, Florida, USA, exceeded attendance expectations.

The show featured 803 exhibitors, 2,250 booths and more than 3,000 new product launches. Approximately 4,495 pet product buyers from around the world attended, up from last year's 4,100 buyers.



Global Pet Expo™

German petfood sales down, total money spent up

Germans spent more money on their pets with a turnover on petfood increasing by 2.7% to €2.97 billion (US\$4 billion).

Since petfood sales in Germany dropped 1.4%, the increase is attributed to higher pricing and shifts in assortment.

Mars to use only sustainably sourced fish



Mars Petcare has committed to using only sustainably sourced fish by 2020 in its petfood products.

Dwindling global fish stocks prompted Mars to work with the World Wildlife Fund to develop its fish sustainability commitment.

Inform your audience

E-mail editor@petfoodindustry.com with the latest news from your company to be considered for our 'Quick hits' section!



Wenger Industry Poll

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To answer the poll question, log on to www.petfoodindustry.com



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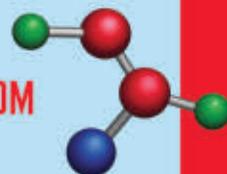


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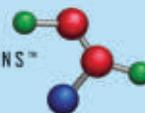
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HSUS responds

I READ WITH interest your piece ("Something to Chew on," March issue) on the new food the Humane Society of the United States (HSUS) recently launched, Humane Choice. There are a few things in the article that I would like to address.

HSUS has not "pursued an activist agenda targeting significant segments of the economy, including petfood in the wake of the 2007 US recalls." HSUS did actively campaign Congress and the US Department of Agriculture (USDA) to ensure companies are held accountable for the safety of the food that we feed to our beloved companion animals. But I hardly call that "targeting a significant segment of the economy."

HSUS offers consumers a Pet Food Safety Center at www.humanesociety.org/petfood-safety. It was due to the extensive publicity and widespread public concern over illness and death caused by adulterated petfood ingredients as well as concern over the cruelties of factory farming that led HSUS to offer this option to dog owners.

As to your question of whether HSUS

considered the carbon footprint of producing this product in another country: The recipe for Humane Choice, based on vegetables and grains, results in a smaller carbon footprint than comparable products based on meat, dairy and eggs. Its USDA Organic certification means Humane Choice is also produced without synthetic, fossil fuel-based fertilizers and pesticides. The greenhouse gas efficiencies gained in the harvest and production phase substantially offset the greenhouse gas costs of long-distance distribution.

We chose to work with our manufacturer in Uruguay because it offered three important assets in one entity. Our manufacturer is an independently certified USDA-approved organic grower and manufacturer, it has an extensive history and experience manufacturing and exporting high-quality petfood, and it has the ability to grow the organic ingredients and manufacture the product in one location, cutting down on the transportation of ingredients to the manufacturing facility.

Finally, the correct website for our product is www.thehumanechoice.com. ■

Heather Sullivan, Director, Public Relations
Humane Society of the United States, Washington, DC, USA

Corrections

The "Just the facts" section of the March article about WellPet, "Leading the pack," included incorrect information about some of the company's officers. Jean Lizotte's title is VP of new products. Greg Kean's title is VP of product development and quality assurance. CFO Nick Deldon's name was misspelled. *Petfood Industry* regrets the errors.

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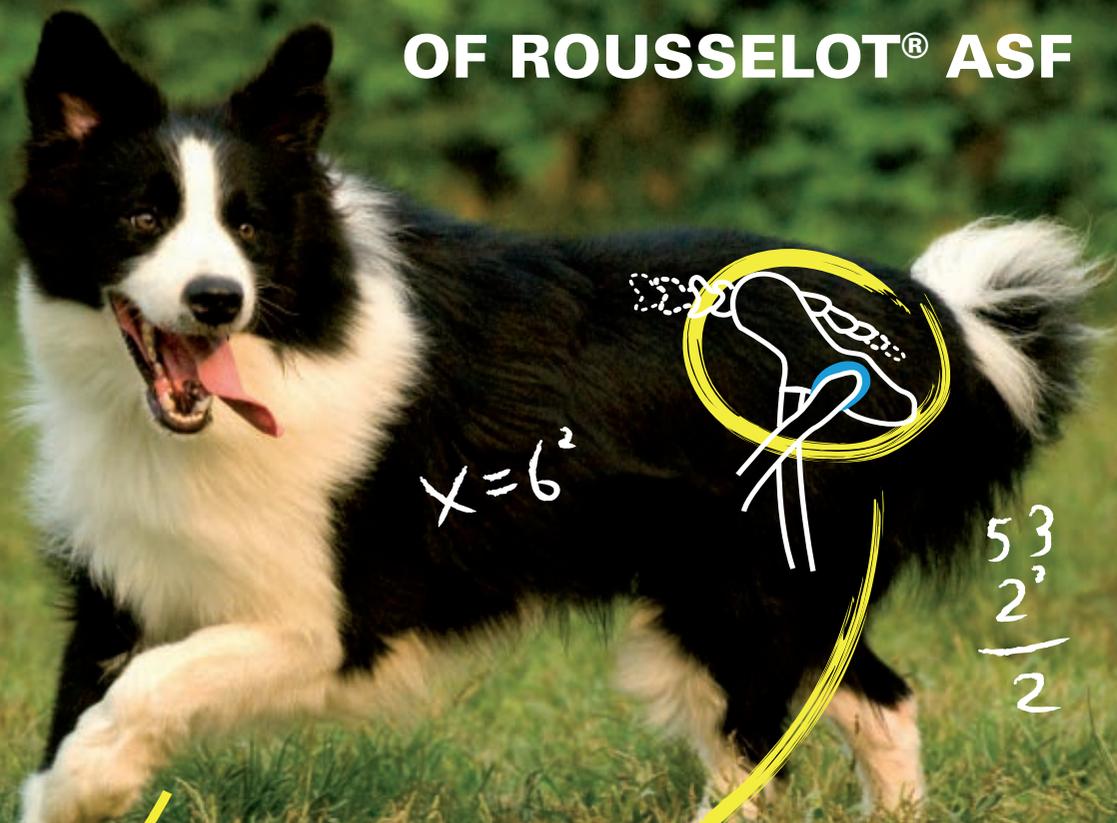
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New Products

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For Consumers

Jarred dog food

Miss Autumn's Barkery offers several jarred formulas for adult dogs: Turkey and Brown Rice, Turkey and Sweet Potato with Pumpkin and Buffalo and Brown Rice. The low-allergen proteins are combined with vegetables. The company also offers dog treat biscuits in both small- and large-breed formulas.

Miss Autumn's Barkery LLC
+1.866.703.6433

www.missautumnsbarkery.com



Meat-based dog food

Freshpet Foods offers Vital—a range of meat-based and grain-free recipes inspired by ancestral dog diets. Designed to replicate carnivorous diets, the recipes are rich in protein and easily digestible, according to the company. All Vital recipes consist of 80% or more fresh poultry, meat or fish and include novel proteins, such as salmon and bison, for dogs with protein sensitivities.

Freshpet Foods
+1.866.789.3737

www.vitaldogfood.com



Meat treats for dogs

Herbsmith offers See Spot Smile treats available in Chicken with Apples & Spinach, Beef with Potatoes, Carrots & Celery and Duck with Oranges. The treats are meat-based with vegetables and fruits. No grains are added, according to the company.

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For Consumers

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www.crunchwoofs.com

Small-, large-breed formulas

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www.wellnesspetfood.com

Turtle food formulas



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www.zoomed.com

Small dog treat

Cesar Canine Cuisine treats from Mars Petcare US are for small dogs and are available in soft and chewy textures in three flavors: Filet Mignon, Grilled Chicken and

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Meal for cats. The line was designed for relief from most food allergies and to maintain a healthy weight. It also has a freeze dried raw coating to promote taste and nutrition, according to the company.

Nature's Variety
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For Manufacturers

Thermal imaging camera

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WeighPack Systems Inc.

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www.weighpack.com



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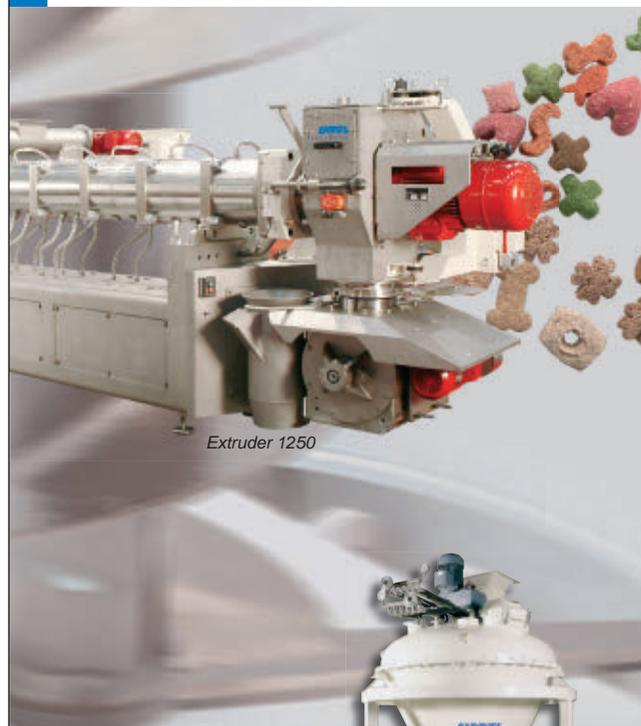
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inflated prior to filling to ensure they are fully extended and without folds or creases. Filling rates are up to 20 1-ton bags per hour. The bag sits on a platform that vibrates to compact the contents.

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during shipping and warehousing. The TaperStack closures feature a

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Innovative Molding Inc.

+1.707.829.2666

www.innovativemolding.com

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Q&A with Lucy Postins of The Honest Kitchen

Want to read what else The Honest Kitchen co-founder has to say about the state of the industry, how the 2007 recalls benefited her business and why the dehydrated petfood-making process is different? Check out our entire interview with the outspoken petfood purveyor at www.petfoodindustry.com/HonestQA.aspx.

"We're very committed to being able to stick to our own path, even if that path takes us on the road less traveled," says Postins. "We don't make decisions based on the bottom line, but rather on what feels right to us and what fits in with our culture and values."

JUST THE FACTS

Headquarters: San Diego, California, USA

Officers: Lucy and Charlie Postins, founders

Brands: Force, Keen, Verve, Prowl, Smooches, Pecks, Sparkle, Invigor, Perfect Form, Nuzzles, Ice Pups, Lihe, Embark, Preference, Thrive and Wishes

Distribution: The Honest Kitchen is sold in more than 1,700 resellers—including veterinary offices and specialty pet stores—in the US and Canada, Japan, Singapore and Hong Kong.

Website: www.TheHonestKitchen.com



Coming by it honestly

By Jessica Taylor

After demand for Lucy Postins' line of petfood built among her friends, she (along with her husband) decided to manufacture it for the consumer marketplace, but on their own terms

IN 2001, AFTER experimenting in her San Diego, California, USA, kitchen making home-cooked and raw petfoods for her Rhodesian Ridgeback, Mosi, Lucy Postins began formulating recipes of her own. Her interest in proper nutrition

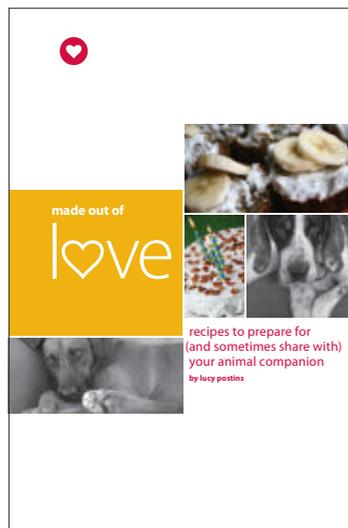
and the raw food diet—prior to founding the company in 2002, Postins served as the equine and canine nutritionist for a Southern California petfood manufacturer—led her to investigate ways to make this form of feeding more conve-

nient and economical, which eventually resulted in the creation of her own holistic petfood company, The Honest Kitchen. "Our company was originally founded from a quest to find a solution to a problem, not as a money-making venture," says Postins. "We maintain a very strong focus on personal, individualized customer service and education."

But what makes The Honest Kitchen's start-up story different from similar holistic or natural petfood companies with grassroots beginnings? "The main thing that sets us apart from the competition is the fact that The Honest Kitchen's products are made in a human food production facility and not in a pet food plant," Postins explains. This allows The Kitchen to use the term "human grade" legally on all its product labels.

The Honest Kitchen began offering products in 2002 that combine the health benefits of a raw diet with the ease and convenience of dry food. The company claims to use only certified organic grains, hormone- and antibiotic-free meats, non-GMO fruits and vegetables and certified fair-trade quinoa. Its comprehensive line includes food and treats for both dogs and cats, grain-free recipes, low-gluten diets, high-protein foods and formulas meant to be used as a base for custom homemade meals.

Keen, which was introduced in 2008, is described as a back-to-basics formula combining the human-grade food quality the company is known for with an economical price tag. "Considering the state of global food costs and the current financial climate, we realized the need for a more economical product that doesn't compromise quality or nutritional integrity," explained Postins in a



"Our foods can be fed alone, of course, but we want to teach pet parents that it's also really fun and rewarding to create homemade meals and to steer away from an obsession with the science of food!" Postins released a pet cookbook, *Made out of Love*, earlier this year.

press release. "Keen is a remarkably exciting product, because it makes wholesome and organic pet nutrition affordable for all pet owners, not just a select few." More recently, The Honest Kitchen has launched a medicinal herbal tea for dogs, as well as a recipe book of meals that consumers can prepare at home for their pets, entitled *Made out of Love*.

"AT THE HONEST Kitchen, we are advocates for dietary variety and promote our products not as a sole source of sustenance but as a valuable part of an animal's total diet and a

truly holistic approach to health," says Postins, explaining her company's untraditional approach. "Our foods can be fed alone, of course, but we want to teach pet parents that it's also really fun and rewarding to create homemade meals and to steer away from an obsession with the science of food! Most people don't know how many milligrams of calcium they consumed today, yet there is this excessive focus on measurement and science in our industry, which is very counterintuitive to me."

Another message Postins is intent on getting out? "Nutritional balance can be achieved throughout the week for cats and dogs just as it is with our own diets," she attests. "There is nothing about a pet's physiology or anatomy that says it should eat the equivalent of a highly processed breakfast cereal for every day of its life. We want to awaken people's minds to the concept that minimally processed, varied food is better—and we're working to provoke change in the way nutrition is regarded in the industry and among pet guardians."

As controversial as The Honest Kitchen's mission may be to the majority of the industry, consumers are certainly listening with pricked ears and open wallets. The company's 2009 sales were up about 27% over 2008 figures with an average growth



The Honest Kitchen's comprehensive line includes food and treats for both dogs and cats, grain-free recipes, low-gluten diets, high-protein foods and formulas meant to be used as a base for custom homemade meals.



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HONEST KITCHEN

rate of 56% for the past five years, according to Postins. "In late 2009 and early this year, we have picked up several new major distributors who are instrumental in the next phase of our growth. We're currently available in almost 2,000 resellers nationwide."

The Kitchen is continuing to innovate, and the company has a new dog food recipe in the works for summer 2010, which will be made with fish as its protein source. "We're expanding online and community-based grassroots marketing efforts with some exciting new initiatives in 2010. We also have a new groundbreaking, patent-pending initiative that will go live toward the end of this year and will further revolutionize the way companion animals are fed," shares Postins on her company's

future. Postins also says she sees many opportunities within the holistic and conventional veterinary communities, and The Honest Kitchen is conducting a veterinary-based feeding trial this year that is already yielding interesting results.

"WE'RE VERY COMMITTED to being able to stick to our own path, even if that path takes us on the road less traveled," sums up Postins. "We have some strong ideas about what ingredients we will and will not use in



Founder Lucy Postins says The Honest Kitchen is working to provoke change in the way nutrition is regarded in the industry and among pet owners. The daily routine at the company includes an employee walk with their dogs.

our products, vendors we will and will not work with and distribution channels that do and don't fall within our boundaries of acceptability. We don't make decisions based on the bottom line, but rather on what feels right to us and what fits in with our culture and values." ■

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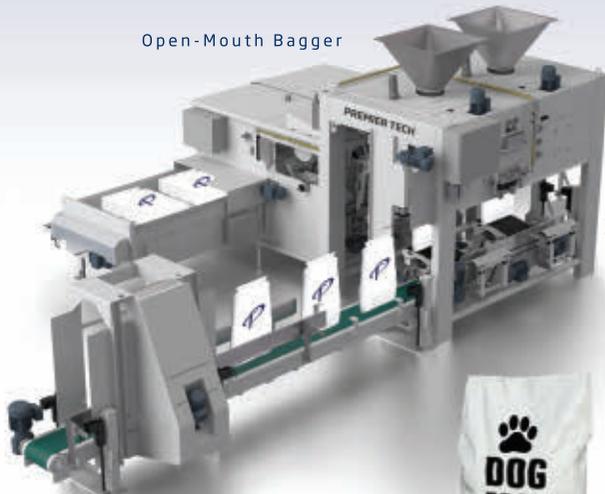
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For more about the growth drivers for the global petfood market, see the Petfood Workshop 2010 presentation by Lee Linthicum, head of global food research for Euromonitor, at www.petfoodindustry.com/Euromonitor2010ppt.aspx.

Hot categories, such as treats, premium foods and products with health and wellness claims, are helping spur petfood market growth.



What's hot in petfood

By Debbie Phillips-Donaldson

Rising markets and trends with staying power are driving industry growth

Figure 1. Fastest growing petfood markets by 2014

For the first time, the top 10 dog and cat food markets for growth include countries from the Middle East and Africa, though they are starting from very small sales bases, Euromonitor says. For its size, the Russian petfood market's growth is worth noting.

*CAGR = compound annual growth rate

Country	2014 US\$ millions	2009-2014 CAGR*
India	65	11.9
Russia	2,226	11.8
Romania	333	11.5
Morocco	54	8.5
Thailand	409	7.7
South Africa	489	7.2
Indonesia	25	7.1
Slovakia	120	6.9
China	407	5.9
Venezuela	490	5.9

IF YOU'RE A petfood professional in Russia or Thailand or you make treats, premium petfood or products with health and wellness claims, you're in the driver's seat behind the industry's growth engines.

According to Euromonitor International (www.euromonitor.com), while the growth rate of global dog and cat food sales fell to about 4% in 2009 after reaching a high of nearly 7% in 2008, that level of growth during a major recession is one most industries would envy. Our industry can thank specific regional

markets and hot product categories for that relatively healthy increase leading to 2009 global sales of US\$52 billion.

REGIONS SUCH AS Eastern Europe and Latin America are showing the highest petfood sales increases. For example, Eastern Europe grew about 12% in 2009, followed by Latin America at 10%, Euromonitor says. The Middle East and Africa recorded nearly 15% growth, though on a much smaller sales base. North America and Asia-Pacific have held their own, both growing at about 5% last year, while Western Europe and Australasia are lagging (only 2-3% growth in 2009).

Among individual countries, Russia scores in the top 10 by 2014 for largest petfood markets, coming in sixth,

and fastest growing (Figure 1). Euromonitor projects the Russian petfood market will grow 11.8% a year through 2014, second only to India. Eastern Europe will have two other markets in the fastest growing: Romania and Slovakia.

In Latin America, Brazil reigns; Euromonitor projects it to be the second-largest petfood market by 2014, reaching US\$4.3 billion sales, behind only the US at US\$20.2 billion. But only one country in Latin America, Venezuela, promises to be among the fastest growing.

For the first time, the top 10 growing markets include several from the Middle East and Africa—India, Morocco, South Africa and Indonesia—along with a couple Asian countries—Thailand and China—that have been on growth

spurts for a few years now. Though most of these fast-rising markets are starting from very small sales bases, their growth potential comes partially from how little commercially prepared

petfood is currently fed vs. table scraps or homemade food. In Russia, for example, less than 15% of dogs and less than 20% of cats ate commercially prepared petfood in 2009.

Figure 2. Health and wellness trends

More petfood players, from large multinationals to start-ups and smaller companies, are following applications in human nutrition as pets become treated like family members, Euromonitor says.

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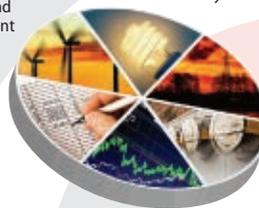
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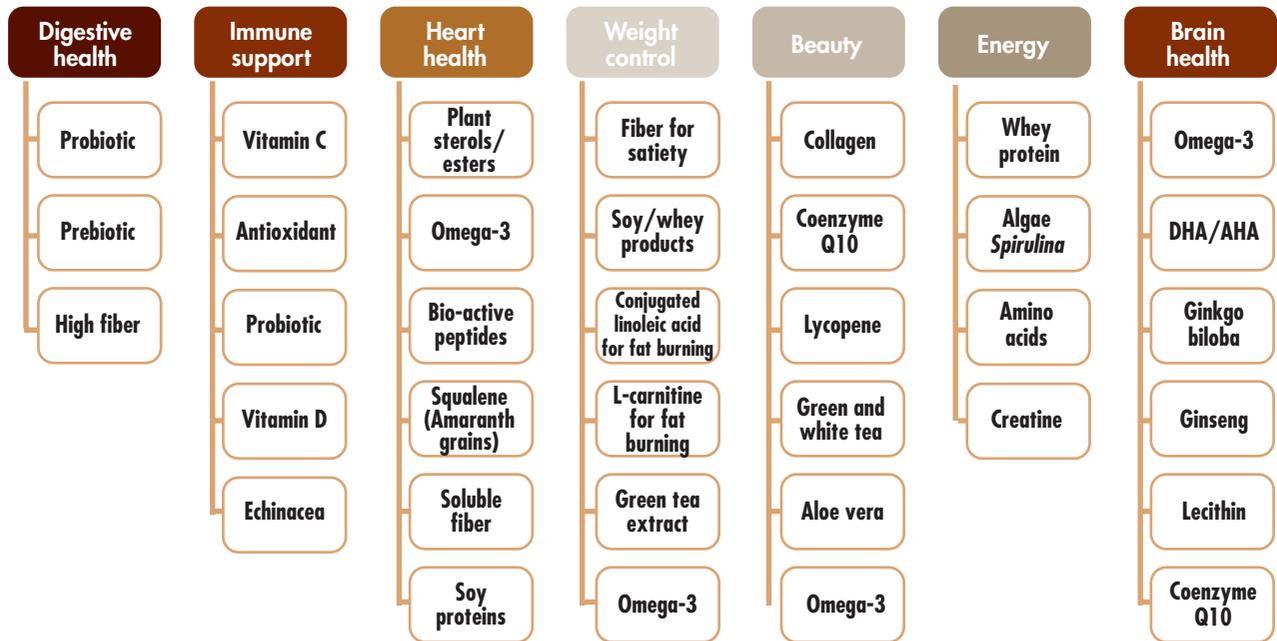
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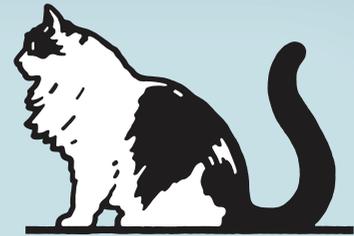
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Figure 3. Leading functional trends and ingredients

Many functional ingredients in human foods are finding their way into petfood products, according to Euromonitor.



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IN DEVELOPED AND developing petfood markets alike, Euromonitor says specific product categories have been growing the fastest for the past 10 years:

- Cat treats and mixers, at 8% growth;
- Premium dog food, 8%;
- Health care, 7%;
- Dog treats and mixers, 6%;
- Premium cat food, 6%;
- Dietary supplements, 5%;
- Economy dog food, 4%;
- Mid-priced dog food, 3%;
- Mid-priced cat food, 3%; and
- Economy cat food, 3%.

The health care segment is especially worth noting, as more and more petfood players—from multinationals such as Mars, Nestle Purina, Colgate-Palmolive and Procter & Gamble to smaller, privately held companies, start-ups and manufacturers specializing in alternative categories such as raw and fresh—make claims based on health and wellness, specific conditions and functional ingredients.

Figure 2 (p. 29) shows the top health and wellness trends for dog and cat food products globally, according to Euromonitor. In most cases, these trends got their start in human food and nutrition advancements. This is no surprise, given how pets have come to be treated like human family members, especially in so-called developed markets.

In fact, more and more ingredients used in human foods, supplements and other products are making their way into petfoods and treats. Figure 3 highlights some of these, especially the ones getting most of the attention in packaging and marketing claims, as well as others being used with less fanfare or undergoing research for possible benefits to pets.

IF YOUR COMPANY is capitalizing on these hot health and wellness trends, including use of such human-led functional ingredients, pay close attention to your communication, Euromonitor says. Though many people around the world have heard of most of the ingredients and may even consume or feed them to human family members, consumers may not understand these substances or their benefits, especially to pets.

Solid science is essential (and also helps with regulatory concerns), according to Euromonitor, but too much scientific detail can confuse consumers or turn them off. A clear message is the key. ■

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Imagine you have an empty suitcase laid open in front of you the night before a vacation you've been looking forward to (and saving up for!) for months. Now imagine you're taking that dream vacation with a friend with four paws.



Petfood takes a vacation

By Jessica Taylor

Now is the time for packagers, producers, marketers and manufacturers to capitalize on the traveling-with-pets trend

To-go packaging for petfood and treats should be easy to research, develop and implement—there are already many pet accessory products available that would easily translate into a marketable package for travel-ready food and water.



AS THE WINTER months start to fade to memory and the warmer months of summer approach, many pet owners, like many people the world over, will be looking forward to a weekend getaway, a relaxing trip to a tropical destination or lazy days of lounging on the beach. What makes pet owners' vacation plans different? While most of us will be packing our bags with sunscreen and flip-flops, pet owners may be searching for an easy-to-tote water bowl and petfood packaging that will keep sand and sea water out.

The tourism bureaus of US cities like St. Louis, San Francisco, Austin

and Ann Arbor all tout themselves as pet-friendly destinations and offer pet travel guides with restaurants, beaches and national parks that welcome dogs and cats. Hotel chains like Marriot, Holiday Inn and Choice Hotels not only invite guests to check-in with their furry companions, but also offer specialty pet services, package discounts and custom-made, room-service-delivered meals and treats. It's about time our industry created innovative packaging, treats, food and branding to capitalize on this growing and economically ripe trend.

IMAGINE YOU HAVE an empty suitcase laid open in front of you the night before a



© Franc. BigStockPhoto.com

you're taking that dream vacation with a friend with four paws. How does that change the travel essentials list? And how can your company help those consumers fill that suitcase with items that are convenient and fun?

To-go packaging for petfood and treats should be easy to research, develop and implement—there are already many pet accessory products available that would easily translate into a marketable package for travel-sized portions of food and water. Take, for example, the Gamma 2 Vittles Vault Jr. Pet Food Travel Container. The container is designed to keep petfood fresh and keep outside contaminants (remember that beach sand?) out, according to Gamma 2. The container's compact size, airtight lid and durable, high-impact resistant plastic makes it ideal for traveling. The Vittles Vault Jr. also has molded handles, making it easy to transport, and comes with a measuring cup that can be stored within the container, making portioning meals while on the go simple for pet parents.

Wow Bow, a company that describes itself as designers creating clever products and intelligent solutions for dogs, offers a credit card-sized water bowl called Acqua Bøl. The bowl is described on www.WowBowProducts.com as convenient, reusable, durable, leak-proof and stylish—just like any set of luggage should be. The Acqua Bøl allows pet owners to hydrate their pets anywhere, anytime, since the water bowl fits in a purse or pocket. The reusable bowl also has a two-year guarantee and is made of a latex impregnated, waterproof material.

But even with the most easy-to-travel-with packaging, you still need a

product to put inside! One suggestion I have, after reading multiple traveling-with-your-pet online tips and published guides, is to develop food and treats that make the experience of travel more comfortable for pets. The Humane Society of the United States talks about motion sickness—something pets are prone to experience during the bumpy car ride or

Join the discussion!

Do you have the next great idea for the travel pet market? Are you interested in developing a new package for to-go petfood or think you're just the person to formulate a recipe for a travel-sized petfood? Start a discussion in the packaging, marketing or product development group at www.Petfood-Connection.com!

disorienting flight—and its website suggests that ice cubes will keep animals hydrated and calm, and are gentler on the animals' stomach than a large amount of water or a small meal. Bottled water products for dogs, cats and small mammals have already been having success in the market—could canine and kitty flavored ice cubes be the next niche?

How about that pet owner whose dream vacation involves hiking and the outdoors? Maybe his tail-wagging travel companion needs a granola or energy bar, too. And what about the pet parent who wants bright lights and the big city on her trip? Why not market kitschy mini-fridge treats or help develop a gourmet petfood menu for a pet-friendly hotel chain? By the time you've finished brainstorming new ideas for products, packaging and marketing for these to-go, travel-sized, easy-carry petfoods and treats, you should have a very full suitcase! ■

The Acqua Bøl allows pet owners to hydrate their pets anywhere, anytime, since the water bowl fits in a purse or pocket. The reusable bowl also has a two-year guarantee and is made of a latex impregnated, water-proof material.

vacation you've been looking forward to (and saving up for!) for months. As you prepare a mental checklist of the essential items you need to travel with, you allow yourself to daydream about just what you're looking forward to on your trip. Maybe your perfect getaway includes being in the outdoors, solitude and picnics. Perhaps you're looking forward to a little self-indulgence, shopping and nightlife. Now imagine

More online!

Check out hot brands, consumer-friendly packaging and niche marketing by perusing our online consumer product database at www.petfoodindustry.com/ListConsumerProducts.aspx.

Petfood marketing and branding is all about taking a consumer from thinking, "What an interesting product!" to "What an interesting product! I need that for my dog and/or cat."



Make your mark with a bark!

By Jessica Taylor

Your packaging should set your food or treat apart from the pack, establishing your brand, utilizing a clear label and reaching your audience, whether niche or commercial

LABELING, MARKETING AND branding:

How do these elements work together on your packaging to communicate your product's benefits and promote your brand? Setting yourself apart from the pack of other petfood and treat makers is one of the most important parts of building a successful brand. You have to get noticed, get customers excited about your products and, most importantly, make the sale. Petfood marketing and branding is all about taking a consumer

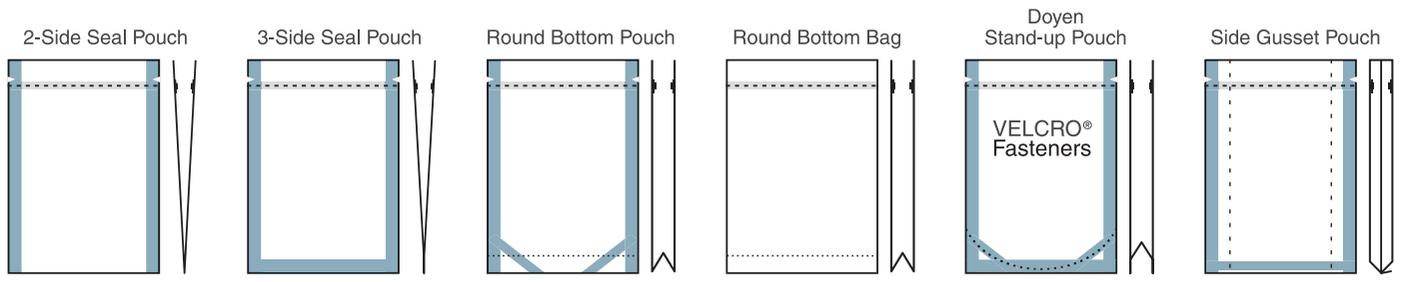
from thinking, "What an interesting product!" to "What an interesting product! I need that for my dog and/or cat."

So, how do you get noticed? One way to set yourself apart from your competitors and build a solid pet product marketing plan is to build a better, more intriguing pet product than is already available on petfood shelves. Is there something unique about your petfood? Is there something about the way you prepare the product that no one else is doing?

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Count on the experts of North State Flexibles to deliver packaging that stands out in the retail environment.

The labeling of your products should express to consumers how your pet product is different and why that means it's a better choice. No allergens, no fat, no grain, low calories, high protein, US Department of Agriculture organic certification—do any of these apply to your product? Niche marketing is all about building a unique product and brand that should open up a group of pet owners that no one else is tending to.

Defining how, where and to whom you want to sell your petfood products is critical. If you plan on selling your treats or food at a local farmer's market every Saturday, then the packaging you might select and the ingredients you want to use would be very different than if you wanted to sell your product at a local, independently owned pet store. Or, if you plan on selling your products at veterinary offices or in an upscale gift boutique—all of these situations would warrant very different strategies.

The pet parent at each of these places is probably looking for very different types of products as well. So how you market your pet products to those individuals will differ. Build your brand for the people who will be shopping where you sell.



Packaging and labeling is also an important aspect of introducing a new petfood to the market. Many decisions must be made, including how many package sizes will be offered, what material the packaging will be made of, what other information will be

aging," she explains.

Beneful, one of the most successful premium dog foods on the market through 2006-2009, reinvented dog food as we know it with the launch of Beneful Prepared Meals. Prepared Meals showcase the eight varieties



One of the initial concepts for the Barkly's packaging was the use of innovative techniques such as the vivid flavor names and visually appetizing images of the ingredients.

included on the package, the package design and what the name of the product and brand will be.

Lindsey Faye Sherman, a graphic design student at Maryland Institute College of Art, offers a packaging concept for a gourmet dog treat line on www.thedieline.com. According to Sherman, Barkly's Doggy Style Dog Treats were conceptualized and designed for the sophisticated gourmet shopper. One of the initial concepts for the Barkly's packaging was the use of innovative techniques such as the vivid flavor names and visually appetizing images of the ingredients. "The combination of photography, vector and white space are to visually say 'natural' and 'gourmet' to the consumer, with out having to literally say it on the pack-

and real food ingredients in clear, ready-to-serve, resealable plastic containers.

"With the humanization of pets trend, dog owners have become more interested in the food they feed their dogs, including the ingredients on the label and the way the food is packaged," said Steve Crimmins, VP of dog food marketing for Nestle Purina at the time of the Prepared Meals launch in 2006.

Be innovative in not only your products' formulation, but also its packaging and target audience. Make your packaging exciting, new and convenient. Label your products clearly and with confidence. Following these simple rules will often have you and your brand ending up at the top of the kibble heap! ■

Defining how, where and to whom you want to sell your petfood products is critical. If you plan on selling your treats or food at a local farmer's market every Saturday, then the packaging you might select and the ingredients you want to use would be very different than if you wanted to sell your product at a local, independently owned pet store.



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Petfood Insights

David A. Dzanis, DVM, PhD, DACVN

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Read other "Petfood Insights" columns by Dr. Dzanis online at www.petfoodindustry.com/ListArticles.aspx?FolderID=1030.

Trouble brewing for organic petfoods?



A new finding by the US National Organic Program could rule out certifying a complete and balanced petfood as organic.

THE ORGANIC PETFOOD market has grown considerably over the past decade. Admittedly, when I first was introduced to the concept, I wasn't convinced that many pet owners would be willing to pay the significantly higher costs associated with organic production compared to its less tangible benefits. It is now clear that a significant segment of the public finds organic petfoods to be an attractive offering. However, a recent directive by the US Department of Agriculture (USDA) National Organic Program (NOP) may adversely impact this growing market.

PRESENTLY, ORGANIC FOOD regulations under NOP apply only to foods for human consumption and livestock feeds. The rules for livestock feeds were very important to establish early in the process, since animals intended to be the sources of organic meat, milk and eggs for human consumption must be fed organic feed. Establishing rules for organic petfoods, however, has been considered by NOP to be a less critical need.

Unfortunately, neither the existing regulations for human foods nor those for livestock feeds are a good fit when it comes to petfoods, making compliance with the rules confusing at best. At first, USDA told the Association of American Feed Control Offi-

cial (AAFCO) in a 2002 letter that the organic regulations would apply. A couple of years later, it issued a statement saying products that were not subject to specifically applicable USDA regulations (including petfoods) could not bear the USDA Organic Seal or otherwise imply compliance with the organic regulations—only to rescind that statement soon after.

In 2006, a task force under the National Organic Standards Board (NOSB) made recommendations to amend the organic livestock feed regulations to include petfood-specific rules. At the time, I had a few comments I believed would improve the draft regulations, but in general I thought they were appropriate and sorely needed. While NOSB accepted the recommendations of the task force in 2008, there has not appeared to be any further action on the part of NOP to promulgate these new regulations.

ALTHOUGH NOP'S 2002 letter to AAFCO is not clear on this point, the implication has always been that organic petfoods needed to follow the human food rules. In practice, though, there appeared to be some wiggle room, particularly with regard to including vitamins and minerals.

To be certified as organic, all synthetic ingredients in foods or feeds must be expressly on the National List. The list allows inclusion of Food and Drug Administration (FDA)-approved vitamins and minerals for livestock feeds, but historically certifiers did not appear to have any consternation in extending the provision for use of these ingredients in petfoods as well. There remained issues with nutrients that were neither vitamins nor minerals (e.g., taurine), but for the most part there have been minimal problems with selling a complete and balanced organic petfood.

More information

- NOP letter to AAFCO, 2002, www.aafco.org/Portals/0/Public/organic_regs_pet_foods.pdf
- Draft organic petfood standards, 2008, www.ams.usda.gov/AMSv1.0/getfile?dDocName=STELPRDC5074516&acct=nosb
- NOP comments about petfoods (pp. 25-26), 2010, www.ams.usda.gov/AMSv1.0/getfile?dDocName=STELPRDC5082076&acct=nopgeninfo

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

HOWEVER, IN A new public comment from NOP, it notes that pets are not livestock; hence, petfoods may not in any fashion be certified under the livestock feed rules. Unfortunately, the only reference to permissible micronutrients in the human food rules is an FDA regulation that is specific to human foods. Thus, NOP concludes that neither the vitamins and minerals permitted in organic human foods nor those in livestock feeds are acceptable for use in organic petfoods. So, any petfood containing added vitamins and minerals cannot be certified.

Neither the existing regulations for human foods nor those for livestock feeds are a good fit for petfoods.

This ruling is not an issue for non-fortified snacks and treats but is a major problem for complete and balanced products. While it is technically possible to formulate a complete and balanced petfood without the use of synthetic micronutrients, it is extremely difficult in practice, and because of normal variability in incoming ingredients, the resulting product may not consistently meet AAFCO requirements for nutritional adequacy. Essentially, then, this finding by NOP virtually eliminates the possibility of certifying a complete and balanced petfood as organic.

A MAJOR ORGANIC certifier indicates in a letter to a petfood manufacturer that products must be brought into

compliance by September or their certification will be revoked. The certifiers are not to blame. They must comply with NOP's directives or risk facing severe penalties themselves (including loss of accreditation).

As I understand it, efforts are

being made by trade associations to get NOP to reconsider this ruling, and hopefully, the matter will be resolved soon. However, unless and until new petfood-specific organic rules are enacted, these types of issues are bound to recur. ■

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Vitamin A: a balancing act



Supplementation of this essential vitamin requires ensuring enough, but not too much, is in the diet the day it is eaten.

IN AN AGE of extremes and absolutes, vitamin A serves as a potent example of the necessity of balance in diet and nutrition. This is an important vitamin that has a direct effect on vision, the endocrine system and gene expression modulation. A deficiency can lead to blindness, skin lesions, reproductive issues and pneumonia, while an excess may result in anorexia, diarrhea, bone deformities and cancer. So, a more-is-better approach is as detrimental as having none at all. Achieving just the right amount is all important, especially considering that vitamin A is derived solely from the diet. That puts the full responsibility for getting it right squarely on our shoulders.

MANY STANDARD ANIMAL- and fish-based petfood ingredients like beef liver, chicken meal and fish oil contain measurable amounts of vitamin A. However, the level in the total mix of ingredients in a petfood may not be fully adequate to support the animals' needs. In addition, processing can destroy vitamin A and more may be depleted during storage. So, supplementation is typically required. Almost every commercial dog and cat food is supplemented with ingredients such as "Vitamin A Supplement," "Vitamin A Acetate" or some other form of vitamin A.

While there is plenty of information in standard nutrition texts regarding the biochemistry of this nutrient and food sources for it, there is very little information about the commercially produced supplemental vitamin A compounds used to fortify petfood products. Considering how common these supplemental ingredients are, maybe it's time to do some digging.

VITAMIN A WAS one of the first essential micronutrients to be officially recognized nearly a century ago, in 1915 by Elmer McCollum. It was originally isolated from fish liver oils and called "fat soluble A," thus the name. Today, vitamin A describes a class of fat soluble compounds with retinol bio-activity. These "retinoids" include pre-formed vitamin A (retinyl esters and retinol—found in organ meats like liver, eggs and dairy) and the pro-vitamin A carotenoids (β -carotene, α -carotene and β -cryptoxanthin—found in green, yellow and orange fruits and vegetables).

Just for clarity, plants do not produce vitamin A. Dogs, but not cats, can convert β -carotene into vitamin A by cleaving this molecule in half at the intestinal mucosa through the enzymatic activity of 15,15'-dioxygenase.

VITAMIN A IS produced commercially through exothermic carbon-carbon synthetic processes involving metal catalysts. The starting materials are basic carbon compounds such as acetone or formaldehyde, which are formed into 5-carbon isoprene subunits. From two of these subunits, a ring structure (β -ionone) is formed, and then a third isoprene subunit is added to elongate the molecule.

This 15-carbon vinyl- β -ionol is combined with the last isoprene subunit to form the 20-carbon trans-retinol molecule. This last subunit is commonly esterified to a palmitate or acetate (e.g., retinyl acetate) to help protect it from oxidation. The resulting product is a resinous oil identical to that occurring in nature.

Commercial products are commonly processed further to improve their handling and storage qualities. As an example, because vitamin A is extremely sensitive to oxidation, most commercial vitamin A supplements used in petfoods are encapsulated. Various approaches are used,

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

but the general idea is to atomize the retinyl acetate in combination with powdered gelatin, starch, sugars or alginates. These may then be heated to form maillard reaction products or other suitable cements that lock the retinyl acetate in a fixed matrix.

If we looked at a cross-section of one of these "beadlets" under magnification, the vitamin A would look like berries trapped in a muffin. The net result is a physical barrier for the vitamin A to protect it from oxidation.

A more-is-better approach is as detrimental as having none at all.

In addition, large quantities of antioxidants are included to serve as further protection. The final products are commonly sold in strengths of 500,000 to 1 million international units (IU) per gram through vitamin premixes.

IN ITS LAST publication on dog and cat nutrient requirements (2006), the National Research Council changed the units to express vitamin A requirements from IU to retinol equivalents to factor for the bioavailability of vitamin A from various sources. For example, 1 mg of retinol equals 3,333 IU of vitamin A; in the dog specifically, 1 mg of β -carotene equals 833 IU of vitamin A.

The challenge is that the 2008 guidelines from the European Pet Food Industry (known as FEDIAF), the 2010 nutrient profiles from the Association of American Feed Control Officials, most vitamin and ingredient supplier specifications and the older ingredient composition tables all still use IU. Reconciling one with the other simply requires some math.

The exception is new reference tables such as the US Department of Agriculture nutrient database for standard reference (NDB SR22), which provides retinol, retinol equivalents and a computed vitamin A

value. Caution should be exercised to use only the reported retinol concentrations because the vitamin A values have been computed using equations applicable to humans and would lead to gross overestimations of vitamin A content if applied to dogs and cats.

IT IS COMMON to overformulate vitamin A to compensate for losses during production and storage. No process is immune; something as simple as boiling vegetables can

destroy 67% of the retinol.

For synthetic vitamins, it has been reported that storage in vitamin premixes can drop vitamin A levels from 3.9% to 20% per month. Extrusion can account for a 40% to 60% loss (at 141-145C depending on preparation) and drying can destroy another 25% to 40% (at 201-205C depending on preparation). Plus, vitamin A can be lost during finished product storage in the warehouse or on the store shelf at a rate of 8% to 30% per month (BASF, 2000).

In canned foods, loss of vitamin A is not common because these diets usually contain large quantities of liver, which may push levels near the recognized upper limits.

TO ACHIEVE THE necessary vitamin A fortification in complete pet diets, supplementing with a synthetic is almost mandatory. These commercial forms are identical to natural vitamin A, perform the same way and are subject to the same process and environmental losses. The trick is getting all the inputs on a consistent unit of potency, factoring for all the losses, then supplementing with the most protected form of vitamin A available to assure enough, but not too much, is in the diet the day it is eaten. ■

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Research Notes

Key Concepts

- Omega-3 effect on carprofen**
 (JAVMA 236: 535-539. doi: 10.2460/javma.236.5.535) In dogs with chronic osteoarthritis, a diet supplemented with fish oil omega-3 fatty acids may allow for reduced carprofen dosages to treat pain.
- Obesity's role in disease**
 (Vet Clin North Am Small Anim Pract 40(2):221-39. PMID: 20219485) Prevention and early recognition of obesity, as well as correcting it when it is present, are essential to appropriate health care and increase both the quality and quantity of life.
- Hormones, food intake**
 (Br J Nutr 26:1-10. PMID: 20100379) The relationship between hormone secretion, food intake and glucose metabolism in cats requires further study.

Omega-3 effect on carprofen

The goal was to determine the effects of a diet supplemented with fish oil omega-3 fatty acids on carprofen dosage in dogs with chronic osteoarthritis. The study involved 131 client-owned dogs at 33 private US veterinary hospitals.

The carprofen dosage was standardized; then the dogs were randomly assigned to receive a food supplemented with fish oil omega-3 fatty acids or

a control food with low omega-3 content. At weeks 3, 6, 9 and 12, investigators increased or decreased the carprofen dosage based on five clinical signs and owner assessments of 15 signs.

Carprofen dosage decreased significantly faster among dogs fed the supplemented diet than dogs fed the control diet. The distribution of changes in carprofen dosage for the control group was significantly different from changes for the test group. This suggests that in dogs with chronic osteoarthritis, a diet supplemented with fish oil omega-3 fatty acids may allow for reduced carprofen dosages to treat pain.

Source: D.A. Fritsch *et al.*, 2010. A multicenter study of the effect of dietary supplementation with fish oil omega-3 fatty acids on carprofen dosage in dogs with osteoarthritis. JAVMA 236: 535-539. doi: 10.2460/javma.236.5.535

Obesity's role in disease

Obesity has been called the most common nutritional disease of dogs in Western countries. Most investigators agree at least 33% of dogs presented to veterinary clinics are obese and the incidence is increasing as human obesity rises.

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amounts of adipose tissue but is also associated with important metabolic and hormonal changes and a variety of conditions, including osteoarthritis, respiratory distress, glucose intolerance and diabetes mellitus, hypertension, dystocia, decreased heat tolerance, some forms of cancer and increased risk of anesthetic and surgical complications.

Prevention and early recognition of obesity, as well as correcting it, are essential to appropriate health care and increasing the quality and quantity of life for pets.

Source: D.L. Zoran, 2010. Obesity in dogs and cats: a metabolic and endocrine disorder. *Vet Clin North Am Small Anim Pract* 40(2):221-39. PMID: 20219485

Hormones, food intake

The effects of different protein:fat ratios on hormones (insulin, acylated ghrelin and amylin) involved in the

control of food intake and glucose metabolism were compared to determine the propensity of diets to promote obesity in cats.

Five lean and five obese adult cats were fed a high-protein (HP), a high-fat and a high-carbohydrate diet. Food intake did not differ between cats fed the different diets, but obese cats consumed significantly more energy.

Baseline concentrations of glucose, amylin and acylated ghrelin were higher in obese cats, and obese cats showed the highest postprandial responses of glucose and amylin. The HP diet led to higher postprandial amylin concentrations. The relationship between hormone secretion, food intake and glucose metabolism in cats requires further study.

Source: L.J. Martin *et al.*, 2010. Postprandial response of plasma insulin, amylin and acylated ghrelin to various test meals in lean and obese cats. *Br J Nutr* 26:1-10. PMID: 20100379



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Industry Calendar

See more

Find out what industry events are approaching. Go to www.PetfoodIndustry.com.

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May							1
	2	3	4	5	6	7	8
	9	10	11	12	13	14	15
	16	17	18	19	20	21	22
	23 _{/30}	24 _{/31}	25	26	27	28	29



WESTERN PET EXPO

- Western Pet Expo, May 2-3, 2010, Richmond Curling Club, Richmond, British Columbia, Canada. For registration, e-mail communications@pijaccanada.com or visit www.pijaccanada.com/en/tradeshows/western.



Interzoo 2010

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- Interzoo 2010, May 13-16, 2010, Exhibition Centre Nuremberg, Nuremberg, Germany. For more information, visit www.interzoo.com.

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



- AFIA Feed Industry Institute, June 14-17, 2010, Hilton St. Louis at the Ballpark, St. Louis, Missouri, USA. For more information, please contact akeller@afia.org or visit www.afia.org.



- Expo Pack México and Processa 2010, June 22-25, 2010, Centro Banamex, Mexico City, Mexico. For information on this event, please visit www.expopack.com.mx or e-mail mercadotecnia@expopack.com.mx.

PetfoodForum 2010

VIRTUAL PETFOOD FORUM

- Virtual Petfood Form, October 21, 2010. Save the date and check www.wattevents.com for updates!

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



- IFT Annual Meeting and Food Expo, July 17-21, 2010, Chicago, Illinois, USA. For more information, contact info@ift.org or visit www.ift.org.

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

EXPO ZOO

- ExpoZoo 2010, August 29-30, 2010, St. Hyacinthe, Quebec, Canada. For registration and exhibition information, contact communications@pijaccanada.com or visit www.pijaccanada.com/en/tradeshow/expozoo.



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