

02/2011

# Petfood Industry

WATT

Preview:  
Petfood Forum 2011

www.PetfoodIndustry.com



Innovation in  
nutrition and  
ingredients

Private label  
performance  
in global  
markets

Developing  
a proper  
HACCP plan

Feature company

## NATURAL PETFOOD PIONEERS

Susan Weiss and Jay Weiss of Ark Naturals, p. 22



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

Get Petfood  
Industry on the go  
with our iPhone/iPad App, p. 4



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



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

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

905.456.3660  
sales@peelplastics.com  
www.peelplastics.com

**What's outside counts too.**





{Premium} the word says it all



Is your pet absorbing the right amount of minerals to optimize life?

**Live life to the fullest with Optimin®!**

The nutritional success of most organic trace elements depends on the ability of the complex to remain soluble and mobile while avoiding precipitation by undesirable reactions during digestion. Optimin has been found to remain soluble and mobile while resisting chemical changes that are characteristic during digestion. Choose Optimin chelated minerals for greater probability of nutritional success.

At Trouw Nutrition, we take pride in providing {premium} products to our customers. Contact a Trouw Nutrition representative today to see the nutritional benefits of Optimin.



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

## Features

### Natural petfood pioneers | 22

By Jessica Taylor

Before 'natural' and 'premium' were buzzwords in the industry, Ark Naturals was already starting trends with its innovative pet products.

### PetfoodForum preview | 24

This leading industry event offers more expert content and networking than ever—plus, learn about new safety requirements during Petfood Workshop.

### Private label performance in global markets | 30

By Emily Woon

A whistle-stop tour of regional petfood markets, from North America to Australasia and Europe to Latin America, sheds some light on trends in private label sales.

### Innovation in nutrition and ingredients | 36

By Serge Boutet

A comprehensive list of the most recent nutrition discoveries that can be used to help benefit pets' lives.

### Developing a proper HACCP plan | 40

By Will Henry

A hazard analysis and critical control points plan can help you make safe products and meet new regulations.

## Columns

### Something to Chew On | 6

By Debbie Phillips-Donaldson

### Petfood Insights | 46

By David Dzanis, DVM, PhD, DACVN

### Ingredient Issues | 48

By Greg Aldrich, PhD

## Departments

### Industry News | 10

### New Products | 12

### Research Notes | 50

### Market Place | 51

### Advertisers' Index | 55

### Industry Calendar | 56



22

On the cover: Susan Weiss and Jay Weiss of Ark Naturals with Sailor and Lily Perez.

Photo courtesy of Ark Naturals



30



36



40

Partnership | can take  
you far



**Wouldn't it be nice to have a partner to help steer you through difficult situations?**

As a petfood manufacturer, you face increasingly stringent regulations and labeling requirements. You need suppliers you can depend on to guide you. Depend on ADF. Our expert staff stays current with the constantly changing regulations and ADF® spray-dried protein ingredients meet the highest safety standards. We'll help you make the right choices for your formulations and for your business.

**Contact ADF today** for more information about our protein ingredients and processes. For quality products, backed by knowledge you can depend on, **put your trust in ADF.**

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

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

**ADF**<sup>™</sup>

AMERICAN DEHYDRATED FOODS, INC.

# Petfood Industry.com

Have unlimited access to *Petfood Industry* wherever you go with our full-featured App for the iPhone and iPad and enhanced Mobile Web Reader for smart phones.



Search for "Petfood" in iTunes for your Apple device or bookmark [www.petfoodindustry-digital.com](http://www.petfoodindustry-digital.com) on your mobile web browser now. Or, if your phone has a Web browser and camera, download the free App at <http://qrcode.kaywa.com> and scan over this bar code (left).



## Always on PetfoodIndustry.com

- Popular blogs
- Petfood Insights and Ingredient Issues columns
- Latest news and products

## Online exclusives

### Research: More on ingredients

Check out Serge Boutet's in-depth analysis of 20 innovative ingredients and further research on nutrigenomics and prebiotics at [www.petfoodindustry.com/InnovativeNutrition.aspx](http://www.petfoodindustry.com/InnovativeNutrition.aspx).

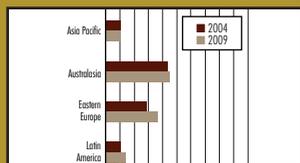


### Article: High-end private label

Read Denise Leathers' information from *Private Label Buyer* at [www.petfoodindustry.com/PrivateLabel.aspx](http://www.petfoodindustry.com/PrivateLabel.aspx) to find out how private label petfoods can really grow.

### E-newsletter: How critical is petfood safety?

Find out more about developing a HACCP plan in *The Extru-Technician* at <http://viewer.zmags.com/publication/9dadb978#9dadb978/1>.



## Community

**Petfood**Connection.com

**Petfood-Connection: Taboo wild ingredients**

<http://www.petfood-connection.com/profiles/blogs/taboo-wild-ingredients>

facebook

**Stay Connected**

[www.facebook.com/PetfoodIndustry](http://www.facebook.com/PetfoodIndustry)

[www.facebook.com/PetfoodConnection](http://www.facebook.com/PetfoodConnection)

twitter

**Daily Tweets**

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

YouTube

**Petfood Industry TV**

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

# WATT

## CORPORATE HEADQUARTERS

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

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

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

## EDITORIAL TEAM

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

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

## Copy Desk Team

Managing Content Editor **Ken Jennison**

Community Manager/SEO Editor

**Kathleen McLaughlin Milella**

Senior Content Editor **Tara Leitner**

Associate Editor **Andrea Saladino**

Associate Editor **Kayla Kling**

Associate Editor **Lindsay Beaton**

## Art/Production Team

Art Director **Candi Teachman**

Production Manager **Jim Riedl**

[jriedl@wattnet.net](mailto:jriedl@wattnet.net) Tel: +1 815 966 5426

Advertising Production

Coordinator **Connie Miller**

## SALES TEAM

### USA

Sales Manager

**Karen Blandford-Anderson**

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

Sales Associate **Ginny Stadel**

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

### Europe/Asia

**Tineke van Spanje**

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

### Southeast Asia

**Dingding Li**

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

Tel: +86 21 54136853

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

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

© Copyright 2011, Watt Publishing Co.  
All rights reserved



# CONFIDENT YOU'RE GETTING THE VERY BEST QUALITY?



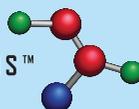
**When it comes to quality, Kemin Palasurance®  
guarantees complete palatability assurance.**

Palatability is more than whether he enjoys his food or can digest it. It starts with controlling the freshness of raw materials and final pet food product. Over the last 42 years Kemin has mastered the science behind stability and palatability. We know fresh ingredients that are stabilized quickly are essential to consistent performance and total acceptance of your product. Let our global service team work with your suppliers to improve the quality of the fats and meals you rely on.

North America +1 877 890 1462    Europe +32 14 25 97 80    South America +55 (49) 3312 8650



INSPIRED MOLECULAR SOLUTIONS™



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

## Something to Chew On

Debbie Phillips-Donaldson

### Find more

Read about other petfood companies' doing good at [www.petfoodindustry.com/news.aspx](http://www.petfoodindustry.com/news.aspx).

# Doing well by doing good for pets



**Like companies in other industries, petfood makers find embracing a cause is good for the bottom line as well as the soul.**

**RECENTLY A NEWSPAPER** reporter called seeking information for an article he was researching on corporate social responsibility in the pet industry. One of his questions was whether petfood companies participate in community programs and charitable causes. Of course, my answer was a resounding yes!

I told him that if he looked up any petfood manufacturer's website, he'd almost assuredly find information about how that company was giving back to the pet community. (Or check the news on [PetfoodIndustry.com](http://PetfoodIndustry.com), which usually includes at least one story about a petfood company doing a good deed.)

In fact, I said, it would probably be easier to find petfood companies that do **not** donate food to shelters, run a charitable foundation or give in another way than it would be to list all the ones that do.

**FOR EXAMPLE, I** can't help being impressed by Iams' recent announcement that its annual Home 4 the Holidays program ([www.iamshome4theholidays.com](http://www.iamshome4theholidays.com)) resulted in more than 1.1 million pets being adopted. Though the program fell short of its goal of placing 1.5 million animals in homes, its 2010 achievements included:

- Working with more than 3,500 shelters and other animal organizations around the world;
- Adopting out nearly 600,000 dogs and just over 500,000 cats;
- Finding homes for about 23,000 other animals, including rabbits, reptiles, birds and horses; and
- Launching a campaign involving a special Facebook page ([www.facebook.com/Iams](http://www.facebook.com/Iams)), other online promotions and specially marked bags of Iams products that resulted in 5 million pet meals being donated.

I could go on and on about myriad other large and small ways that petfood companies do good. And, speaking of large and small, it's not just the big guys—such as Iams backed by its global giant parent, Procter & Gamble—that give back. As I told the reporter, it's nearly everyone, even tiny treat companies that might only be able to afford to donate broken (but perfectly healthy) biscuits.

**NOW, NO COMPANY** in any industry gives to charitable causes just to get a warm and fuzzy feeling. More and more, researchers and business executives alike believe being socially responsible and embracing a purpose pays off financially, too.

"Purpose isn't just good for the soul, it's actually really good for the bottom line," said Dell's former chief marketing officer, Erin Nelson, at the Association of National Advertisers' convention in October 2010. She was joined onstage by executives from other *Fortune* 500 companies such as Coca-Cola, Cisco, Target and P&G (there's that name again) all essentially saying the same thing.

According to the "Second Annual Corporate Social Responsibility Perceptions Survey," released in March 2010 by Penn Schoen Berland, Landor Associates and Burson-Marseller ([www.burson-marsteller.com](http://www.burson-marsteller.com)), over 75% of consumers believe it's important for companies to be socially responsible. And they might follow that belief with action:

- 55% of respondents said they're more likely to choose a product that supports a specific cause;
- 38% said they plan to spend the same or more for products and services from socially responsible companies, despite the economy.

**WHILE EVERY PETFOOD** professional should feel good about being part of an industry that gives so much to animals—which is one reason many of us got involved in petfood in the first place, right?—we should also take comfort knowing such giving helps keep the industry going strong. ■

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

**DON'T GO WITH THE FLOW!**

**Geelen Counterflow®**

**world's highest efficiency  
world's lowest downtime**



**Dry with 20-50% less energy**



Geelen Counterflow / T +31-475-592315  
Geelen Counterflow USA Inc. / T +1-772-559-4338  
Geelen Counterflow América Latina / T +54-9-2362-418899  
E [info@geelencounterflow.com](mailto:info@geelencounterflow.com) / I [www.geelencounterflow.com](http://www.geelencounterflow.com)

**Geelen Counterflow®**  
C O O L   A N D   D R Y !



Excellent  
Quality



Custom  
Innovation



Sourcing &  
Logistics



Value-added  
Service



Superior  
Results

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

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



3D  
Corporate Solutions

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

innovative solutions start here

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

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

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

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

417.236.9602

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

## Industry News

### Quick hits

- Bravo! has hired Tammy Deering to the company sales team as the midwestern regional sales manager.
- The deadline for the DuPont Awards for Packaging Innovation is February 28, 2011.
- Swiss group Minoteries SA sold its subsidiary petfood manufacturer, Biomill SA, to the Fenaco cooperative group.
- Pacepacker Services Ltd. named Spiroflow Systems Inc. as the exclusive North and South American representative of Pacepacker's products.

### Learn more

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

### You're one tap away from the latest issue

iPhone and iPad users receive one-touch mobile access to *Petfood Industry* with our full-featured App. Read current and past issues of the magazine, browse the latest news headlines and view new product information easily from your favorite web-enabled Apple device. Search for "Petfood" in iTunes to download the App now.

Our Mobile Web Reader gives you enhanced access to the latest generation of our robust digital edition from almost any smart phone, including the Droid and Blackberry. Bookmark [www.petfoodindustry-digital.com](http://www.petfoodindustry-digital.com) on your mobile web browser now.



### Petco, Petsmart spend combined US\$70 million on advertising in 2010

From January through October 2010, Petco spent US\$12 million on measured media in the US, while its chief competitor, PetSmart, spent US\$58 million advertising its products and services, according to Kantar Media.

Looking to increase advertising and promotional spending in 2011, Petco named Initiative as its media agency of record, said Greg Seremetis, Petco's vice president of marketing. According to Seremetis, this was the first time the business was reviewed in more than five years.

## Are you backing your claims with solid data?

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

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



**Setting the standard for pet food testing**  
 570.756.2656 • Fax 570.756.2826 • [www.SRFarms.com](http://www.SRFarms.com)



## Early bird registration for Petfood Forum events available now

A Walmart executive has been confirmed as a speaker for Petfood Forum 2011, just as the early bird registration deadline approaches. Frank Yiannis, VP of food safety for Walmart, will provide the closing keynote on April 13 during lunch, discussing the Global Food Safety Initiative. He joins the opening keynote speaker, Timothy A. Hunt, DVM, talking the morning of April 12 about his experiences mushing in and serving as a veterinarian for the Iditarod.

**PetfoodForum** 2011  
**PetfoodWorkshop** 2011  
 SAFETY FIRST

Petfood Forum 2011 starts on April 11 at the Renaissance Schaumburg near Chicago, Illinois, USA. For more information and to save up to 15% on early bird registration (by February 15), visit [www.petfoodindustry.com/PFF2011.aspx](http://www.petfoodindustry.com/PFF2011.aspx). If you also register for Petfood Workshop: Safety First, scheduled for April 13-14, you'll save even more.

Petfood Forum also returns to Europe after four years. Join us on May 4 in beautiful and historic Cologne, Germany, for a day of learning and networking. You can also visit many petfood and agrifeed exhibits as part of Victam International 2011 ([www.victam.com](http://www.victam.com)).

**PetfoodForum** 2011  
 EUROPE

Register by March 14 to save 10% on Petfood Forum Europe. For more information or to register, go to [www.petfoodindustry.com/PFFEuro2011.aspx](http://www.petfoodindustry.com/PFFEuro2011.aspx).

## Kemin expands into veterinary market

Kemin Industries Inc. has expanded into the veterinary market with the launch of a new division, Kemin Vet Innovations, set to provide products, solutions and services for the veterinary community serving the companion animal, equine, livestock and poultry markets worldwide.

The division will be led by Andrew Yersin, former director of research and development for Kemin AgriFoods North



America. "This is an exciting addition to Kemin's growing global presence," said Yersin. "We look forward to expanding our product offerings across regions and supporting the veterinary market with innovative, molecular solutions."

Kemin Vet Innovations will be based at Kemin's corporate headquarters in Des Moines, Iowa, USA, and will have additional representation in the Middle East, China, Mexico, India and Asia Pacific.



Package **PETFOOD**  
 in all SHAPES and SIZES  
 into a BAG, BOX or JAR.

**WEIGHTPACK**  
 SYSTEMS INC.

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



## New Products

### Get more

Find more online in our product database at [www.petfoodindustry.com](http://www.petfoodindustry.com).

### For Consumers

#### Precise Holistic Complete wet dog, cat food

Precise Pet Products, from Texas Farm Products Co., has a wet variety in its Precise Holistic Complete line for dogs and cats. Wet formulas for dogs include the Wild at Heart River Line—Salmon and Trout and Wild at Heart Flight Line—Turkey and Duck. The wet food for cats is available in the Wild at Heart River Line—Salmon, Tuna and Trout.



Texas Farm Products Co.  
+1.888.477.3247  
[www.precisepet.com](http://www.precisepet.com)

#### Fresh Breath Dental Chews

TropiClean offers the Fresh Breath product line for dogs and cats, including Dental Chews. The treats contain dill, parsley and mint infusions, the company says, to help keep pets' teeth clean by chewing. They are also designed to aid in the removal of plaque and tartar.



TropiClean  
+1.800.542.7387  
[www.tropiclean.net](http://www.tropiclean.net)

#### Nutrievio OptiBird parrot food

Nutrievio OptiBird parrot food is designed to produce better feathering and brighter colors and maintain health. A fruity flavor aims to increase palatability. Crumlet technology ensures a unique combination of structure and fibers for optimal digestion, according to the company.



Nutrievio  
+31.0.13.45.60.643  
[www.nutrievio.com](http://www.nutrievio.com)

#### Hip Bones dog treats

Overby Farm Hip Bones dog treats feature ingredients supporting strong bones and healthy joints, according to the company. They are made with tart cherry concentrate, bioflavonoids, fiber, calcium, flax seed and antioxidants.



Overby Farm  
+1.888.594.9805  
[www.overbyfarm.com](http://www.overbyfarm.com)

## POINT & CLICK PROCESS CONTROL



Product consistency, conformity and traceability are automatic with Beta Raven process control solutions. Our automation systems deliver cost-effective solutions to protect your assets and track your products through your process.

Whether you need process controls for a single process or entire facility, Beta Raven offers an automation solution for your needs. With complete process control through real-time, easy-to-read HMI screens and 24-7 technical support, Beta Raven solutions are a click away.

**BETA RAVEN—YOUR AUTOMATION PARTNER.**

800-552-2382 | [SALES@BETARAVEN.COM](mailto:SALES@BETARAVEN.COM) | ST. CHARLES, MO | [WWW.CPM.NET](http://WWW.CPM.NET)

# Value – *that's* the point.



Quality is more than a promise. Ameri-Pac's Q/A Team is committed to ensuring it at every stage of production. We conduct stringent inspections and testing to assure consistency in every batch. Our antioxidants will meet your needs for superior quality and extraordinary value. You'll have peace of mind knowing our products will perform exactly as promised.



Our low overhead, production efficiencies and well-trained staff allow us to offer competitive pricing for increased savings in your finished products. Our central U.S. location helps ensure faster shipping and typically lower freight charges. We're committed to providing cost-effective products using food-grade ingredients and equipment to help you stay ahead of your competition.



At Ameri-Pac, customer service is the driving force behind every product we deliver. Our superior customer service starts with our people – from our manufacturing team to our quality assurance staff. We work hard to establish a one-on-one relationship with our customers to better understand your needs, specifications and deadlines.



When you place your trust in Ameri-Pac, rest assured our products, our people and our processes will fulfill your needs. We perform in-house analyses on each formula, and we guarantee our lab testing methods are safe, rapid and accurate. Our antioxidant formulations are consistent – batch after batch. We deliver the consistent food protection you need.

*Learn more ways the value adds up with proven antioxidant protection from Ameri-Pac. Call us today at 800-373-6156 or visit [Ameri-Pac.com](http://Ameri-Pac.com)*



## For Consumers

### Fish4Dogs dog kibble

Fish4Dogs Ltd. dog kibble contains more than 55% fish, plus vitamins and minerals. The food was designed for ease of digestion and has omega-3 fatty acids to aid



in coat and skin health and joint mobility. The kibble contains no additives, preservatives or colorings, is gluten free and is hypo-allergenic,

according to the company. A small kibble variety of dry food also is available, along with various treats.

**Fish4Dogs Ltd.**  
+0.129.925.2352  
[www.fish4dogs.com](http://www.fish4dogs.com)

### Robbie Dawg organic dog treats

Robbie Dawg Inc. organic dog treats come in Real Brooklyn Pizza, Roasted Chicken & Vegetable, Turkey Sausage & Romano Cheese and Peanut Butter & Carrot. The biscuits are made with ingredients such as rolled oats, brown rice flour, romano cheese, roasted tomatoes, oat flour, chicken, turkey, parsley, carrot and unsalted peanut butter. The treats contain no wheat, corn or soy; no added salt, sugar or preservatives; no wheat gluten or rice proteins; no artificial ingredients, colors or flavors; and no animal by-products, according to the company.

**Robbie Dawg Inc.**  
+1.718.855.1552  
[www.robbiedawg.com](http://www.robbiedawg.com)



### Sweet Little Butterpup dog treats

Lincoln Bark Sweet Little Butterpup dog treats are available in Oatmeal Peanut Butter, Salmon Peanut Butter and Pumpkin Peanut Butter varieties. The treats are made with 100% human-grade ingredients, according to the company, and each batch is made by hand. They contain



## ONE SHOT AT PETFOOD PERFECTION

**In the competitive petfood industry, you only get one shot to put the perfect product in the bag.** That's why so many leading petfood manufacturers in the industry count on Extru-Tech to engineer the perfect petfood production solution.

Is your petfood production system on target? Could you use a cost effective improvement in performance and finished product quality?

**Contact one of the Petfood Consultants at Extru-Tech today at 785-284-2153.**



**Corporate Office**  
P.O. Box 8 • 100 Airport Road  
Sabetha, KS 66534, USA  
Phone: 785-284-2153  
Fax: 785-284-3143  
[extru-techinc@extru-techinc.com](mailto:extru-techinc@extru-techinc.com)  
[www.extru-techinc.com](http://www.extru-techinc.com)



- *extensive color spectrum*
- consistency & stability
- safety & security



## Fusion Precise Natural Colors®

The FUSION PRECISE NATURAL COLORS line delivers an extensive color spectrum with proven consistency and stability.

Sensient® has provided world-class safe and secure natural color solutions for over 60 years.

Allow us to assist you on your latest development or natural conversion project.

To learn more visit [www.sensientfoodcolors.com](http://www.sensientfoodcolors.com)



### U.S.A.

Sensient Colors Inc.  
2515 N. Jefferson  
St. Louis, Missouri 63106  
800-325-8110  
[info@sensientfoodcolors.com](mailto:info@sensientfoodcolors.com)

### Canada

Sensient Colors Canada Ltd.  
30 River Street  
Kingston, Ontario K7K 2A1  
800-267-7884  
[scc-sales@sensient-tech.com](mailto:scc-sales@sensient-tech.com)

### Brasil

Estrada dos Romeiros KM 38,5 nr. 105  
06513-001 Santana de Parnaíba,  
Sao Paulo, Brasil  
55-11-4622-8282  
[atendimento@sensient.com](mailto:atendimento@sensient.com)

### Mexico & Latin America

Sensient Colors S.A. de C.V.  
Rodolfo Patron Num 12  
Parque Industrial Lerma  
Lerma, Edo. De Mexico, C.P. 52000,  
Apartado Postal 17, Mexico  
52-728-285-0569

## For Consumers

no wheat, soy, corn, preservatives, additives or artificial colors or flavors, the company says.

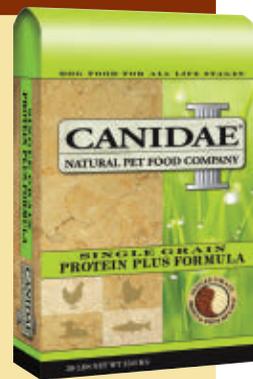
Lincoln Bark  
+1.800.428.4027  
[www.lincolnbark.com](http://www.lincolnbark.com)

### Single Grain Protein Plus dog food

Canidae's Single Grain Protein Plus dog food line is designed to complement the company's existing lines, including its grain-free

offerings and meat-based diets. The line's nutritional focus is to offer 29% total protein and restrict the grain source to rice (both brown and white) with five protein sources: chicken as the first ingredient, followed by chicken, turkey, lamb and fish meals. It includes omega fatty acids, essential vitamins, amino acid chelated minerals and guaranteed viable micro-organisms and enzyme activity, according to the company.

Canidae  
+1.800.398.1600  
[www.canidae.com](http://www.canidae.com)



## Fast Total Protein Analysis for Your Most Challenging Macro Samples



Struggling with heterogeneous or difficult-to-prepare samples? Analyzing feeds, meats, or petfood is easier than ever with the TruMac Nitrogen/Protein determinator. Large, reusable ceramic boats can accommodate large macro samples up to 3 grams—little to no additional preparation required.



Ample surface area for complete sample purge and combustion ensures accurate analysis in as little as 5 minutes, and a 50-position autoloader enhances efficiency. Also available—a Carbon/Nitrogen configuration.



**LECO**<sup>®</sup>

Delivering the Right Results

Phone: 1-800-292-6141 • [info@leco.com](mailto:info@leco.com) • [www.leco.com](http://www.leco.com) • © 2011 LECO Corporation

CHNS&O • Sulfur/Carbon • Mercury • Moisture and Ash

### Natural Balance Indoor Ultra cat formula

Dick Van Patten's Natural Balance Pet Foods Inc. Indoor Ultra cat formula offers lower fat levels and increased fiber to support the less active lifestyle of indoor cats. The formula combines ingredients such as chicken and salmon meal with fiber sources including oatmeal, pea fiber and alfalfa meal. Designed for all breeds of adult cats, it is available in dry and wet varieties.

Dick Van Patten's Natural Balance  
Pet Foods Inc.  
+1.800.829.4493 x145  
[www.naturalbalanceinc.com](http://www.naturalbalanceinc.com)



**REGISTER NOW AND SAVE!**

# Petfood Forum 2011

**LAST CHANCE FOR EARLY BIRD REGISTRATION DISCOUNT**

## Petfood Forum APRIL 11-13, 2011

Renaissance Schaumburg • Schaumburg, Illinois, USA

Don't miss your opportunity to save up to 15% or more on registration with the Early Bird Discount. Register to attend now. The Early Bird Registration Discount ends February 15.

After you register, remember to make your travel arrangements. Rooms are filling up fast at our new location at the beautiful Renaissance Schaumburg, just 10 miles west of Chicago's O'Hare International Airport: [www.renaissanceschaumburg.com](http://www.renaissanceschaumburg.com).

### **CLOSING KEYNOTE SPEAKER: FRANK YIANNIS, VP OF FOOD SAFETY, WALMART**



To close Petfood Forum 2011, Frank Yiannis, VP of food safety for Walmart, describes the Global Food Safety Initiative and why Walmart is a committed, active member. GFSI was launched in 2000 to foster continuous improvement in food safety management systems to ensure confidence in the delivery of food to consumers. Yiannis will explain GFSI's objectives and why he believes more petfood companies should become involved.

## Petfood Workshop SAFETY FIRST APRIL 13-14, 2011

Renaissance Schaumburg • Schaumburg, Illinois, USA

The Early Bird Registration deadline for Petfood Workshop is also February 15. Following Frank Yiannis's presentation about the Global Food Safety Initiative, you'll want to stay for this focused seminar immediately following Petfood Forum to give you in-depth knowledge of petfood safety.

Learn how the newly-passed Food Safety Modernization Act will impact the petfood industry and join experts in small, interactive sessions designed to provide hands-on learning. Register now and save.

### **LOG ON FOR UPDATES**

**Bookmark [www.petfoodindustry.com/PFF2011.aspx](http://www.petfoodindustry.com/PFF2011.aspx) on your computer and check back often for updates on scheduled speakers, exhibitors and more.**

**Petfood**Industry **WATT**

## EARLY BIRD REGISTRATION DEADLINE

Register to attend before February 15, 2011, and **save up to 15%**.

**Register online now at**

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

# Attendee Registration Form

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

**PetfoodForum** 2011

April 11-13, 2011

**PetfoodWorkshop** 2011

April 13-14, 2011

**PetfoodIndustry**

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

**WATT**  
KNOWLEDGE | SOLUTIONS | SUCCESS



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Check if also attending Petfood Workshop:

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

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

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

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

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

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

## FOR TRANSPORTATION FROM O'HARE AIRPORT

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

## PLEASE MAKE HOTEL RESERVATIONS DIRECTLY WITH THE RENAISSANCE SCHAUMBURG

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

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

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

## For Manufacturers



### Buhler Inc. Polytwin extruder

Buhler Inc. offers its twin-screw Polytwin extruder, designed to be flexible in its applications. The screw ejection unit is fully automatic, eliminating the need to disassemble the machine, and a flexible cutter aims for optimized productivity. A touch-screen is mounted directly on the machine, allowing for fine adjustments.

**Buhler Inc.**  
+1.763.847.9900  
[www.buhlergroup.com](http://www.buhlergroup.com)



### K40-1FT-SS sanitary sifter

The Kason Corp. K40-1FT-SSA Flo-Thru sanitary sifter is designed to reduce height requirements while increasing screening capacity. The low-profile configuration uses two, unbalanced-weight gyratory motors mounted on opposing exterior side-walls of the unit, instead of one motor positioned beneath the screening chamber, reducing overall height.

**Kason Corp.**  
+1.973.467.8140  
[www.kason.com](http://www.kason.com)

### Mepax Amixon VM mixer

The Mepax Amixon VM mixer from AZO Inc. aims to increase user advantages for the operator and enhance the production process. The innovation is based on vertical

mixers and designed to be efficient. Spiral-type screw band agitators rotate around a vertical axis, screwing the products to be mixed upward in the periphery of



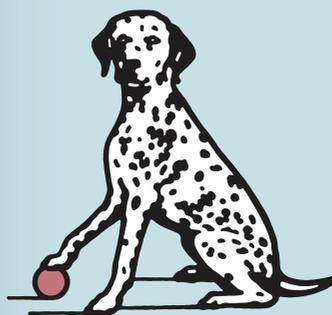
the mixing chamber.

**AZO Inc.**  
+1.901.794.94.80  
[www.amixon.com](http://www.amixon.com)

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



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



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

Emphyreal® 75 is a natural source of high-density, high-energy corn protein that will produce transformational results for your pet food product, your manufacturing processes and your bottom line. Learn more at [emphyreal75.com](http://emphyreal75.com).

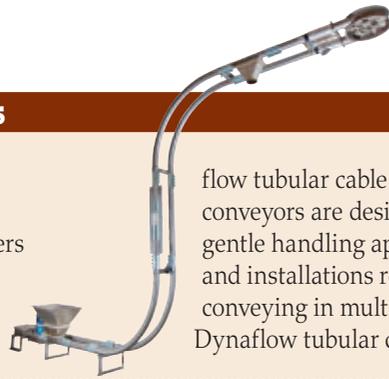
[emphyreal75.com](http://emphyreal75.com)

**EMPHYREAL**  
**75**  
dependably pure.

## For Manufacturers

### Tubular drag conveyors

Spiroflow Systems Inc. offers tubular drag conveyors, including Cableflow and Dynaflow. Cable-



flow tubular cable drag conveyors are designed for gentle handling applications and installations requiring conveying in multiple planes. Dynaflow tubular chain

drag conveyors operate within the confines of a pipe. The discs that move material along the pipe are heavy duty, according to the company, and connected by articulated metal links.

**Spiroflow Systems Inc.**

+1.704.291.9595

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

### Capture the Power: Buhler Aeroglide.

Moisture uniformity, sanitation, efficiency and reliability. Aeroglide® driers and coolers provide these critical elements to pet food producers around the world.

#### Buhler Aeroglide

100 Aeroglide Drive, Cary NC 27511 USA

Tel +1 919 851 2000, Fax +1 919 851 6029

[sales@aeroglide.com](mailto:sales@aeroglide.com), [www.aeroglide.com/petfood](http://www.aeroglide.com/petfood)

### Food Safety Training Program brochure

Silliker Inc. offers its 2011 Food Safety Training Program brochure, with programs designed to help devise your training strategy with the tools that offer up-to-date scientific information and interactive learning techniques. Electronic copies are available online.

**Silliker Inc.**

+1.708.957.7878

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

### Hi-Yield 16-5000 meat saw

Hollymatic has a Hi-Yield 16-5000 meat saw designed to optimize the use of power, resulting in reduced energy costs of up to 11%, according to the company. The high-speed, high-yield saw offers standard a quick stop brake to stop the blade within one second of shut-off to reduce risk of injury. The 16-5000 also engages the stop brake when either one of the two doors are opened.

**Hollymatic**

+1.708.579.3700

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



Innovations for a better world.

**BUHLER**

# Speed Up

your Analytical Controls with BUCHI!



The main focus of modern laboratories is minimizing the time that elapses between incoming samples and result generation. See BUCHI's pioneering solutions for parallel extraction of contaminants/fat with SpeedExtractor and rapid screening of proximate by NIRMasteR®.

#### SpeedExtractor

- **Speed:** parallel pressurized liquid extraction – one batch of 6 samples ready in just 20 minutes
- **Reproducibility:** automatic sealing of extraction cells eliminates manual, error-prone operations
- **No sample loss and ideal fit:** direct transfer of collection vessels to parallel concentration by Multivapor™ or Syncore® Analyst

#### NIRMasteR®

- **Easy operation, stand-alone FT-NIR Spectrometer,** supporting touch screen operation
- **Feed, forage and pet food** quick-start calibrations available
- **Hygienic easy-cleaning** design

BUCHI Solutions will be presented at international shows:  
ARABLAB 2011, Dubai (UAE), 7 – 10 March / PITTCOON 2011, Atlanta (USA), 13 – 18 March /  
Grapas/Victam International 2011, Cologne (Germany), 3 – 5 May

Additional information is available on: [www.buchi.com](http://www.buchi.com)

BÜCHI Labortechnik AG  
9230 Flawil/Switzerland  
T +41 71 394 63 63

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

Quality in your hands

**Learn more online!**

Get advice from Ark Naturals' resident veterinary consultant, Nancy Scanlan, DVM, or helpful tips from company president, Susan D. Weiss, at [www.petfoodindustry.com/ArkTips.aspx](http://www.petfoodindustry.com/ArkTips.aspx).

Founded in 1995—a time, according to Susan Weiss (shown here with Jay Weiss), when the petfood industry was not interested in natural—Ark Naturals has continued to steadily grow while sticking to its initial goals.



## JUST THE FACTS

**Headquarters:**

Naples, Florida, USA

**Officers:** Susan D. Weiss, president and founder; Jay Weiss, COO

**Sales:** Up by 10% in 2009, Ark Naturals likely doubled its profits by the end of 2010

**Products:** A complete, all-natural product line for dogs and cats that includes 'wellness' and 'remedy' food and treat products, dental fresheners and topical sprays

**Distribution:** Worldwide

**Website:**

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



# Natural petfood pioneers

By Jessica Taylor

Before 'natural' and 'premium' were buzzwords in the industry, Ark Naturals was already starting trends with its innovative pet products

**"WE STARTED THIS** business before it was fashionable," declares Susan Weiss, founder of Ark Naturals, Natural Products for Pets. "We believed and still believe we can make a difference." Founded in 1995—a time, according to Weiss, when the petfood industry was not interested in natural—the company has continued to steadily grow while sticking to its initial goals.

"I can remember a (trade) show in the late '90s, where I was trying to induce a retailer to carry natural," Weiss recalls. "And she said to me, 'No one is interested in natural.' I can remember when I would walk into a pet store and tell them that they needed to put a small sign up that said natural corner. That was a revelation to retailers!"

**FIFTEEN YEARS LATER**

and the demand for natural products has grown explosively, with Ark Naturals doing better than ever.

In 2009, its profits were up by 10%, and Weiss predicts that the final 2010 numbers will show double-digit growth. "I think one of the things

that has made us so successful is we had to figure out tools to stay in business by making it understandable to the retailers so they wouldn't shake in their shoes about whether they could understand enough to sell natural," Weiss says. "We continue to work hard. We continue to question our formulas as science is ongoing and we have to be flexible and re-think what we held as absolutes."

In 2009, Ark Naturals introduced its pet dental line—including Breath-Less Brushless Toothpaste and Breath-Less Plaque Zapper—and won the 2009 *Pet Age* award for the most requested product by retailers. In 2010, the company introduced three new products, including Paws in the Pie, low-calorie, low-sodium, wheat-, corn- and soy-free treats for small and large breed dogs. And the product line only continues to expand—the company will unveil several new products in March 2011.

"One of the problems with growth is trying to remain hands-on," says Weiss. "As our products move into distributor environments, it gets more difficult to stay in touch with our retailers. Growth means the juggling act gets harder, not easier."

Ark Naturals tries to keep all those bones and biscuits in the air by providing exceptional customer service with live people to talk



"I can remember when I would walk into a pet store and tell them that they needed to put a small sign up that said natural corner. That was a revelation to retailers," recalls Weiss, of the 100% natural line of Ark products.

to and getting back to customers quickly, says the company. Weiss also emphasizes the importance of maintaining inventory, maintaining quality control and providing education to both retailers and pet parents.

**"ONE OF THE** things I worry about is how our message is being delivered," Weiss says when asked about what keeps her up at night. "What I mean is, how is the pet guardian interpreting it? Do they know how to use the product? Do they know when to use the product? Do they think if they use Ark Naturals (or any natural competitor) products that they never have to consult with a vet?"

Ark Naturals tries hard to encourage pet guardians to ask questions and get the right answers and thinks working with the Association of American Feed Control Officials to improve labeling and ingredient claims is the key. Weiss describes pet parents as "self-diagnosing" because they think

they know what glucosamine is or what probiotics do, and often decide if their pet really needs it without getting any kind of advice. "I don't want to say that I can cure cancer," she says. "But somewhere between saying almost nothing and making wild crazy claims, there should be better options out there. I think this is really important."

As for predictions regarding the future of her company and the industry as a whole, Weiss declares Americans are the most amazing pet guardians and will continue to support the natural pet industry. "I just hope that we don't sell our souls to get the most shelf space." ■

## Florida honors Ark



In December 2010, 50 companies from 18 Florida counties earned a place in Florida's inaugural class of "Companies to Watch," including Ark Naturals. The accolade, to be presented by GrowFL, recognizes the state's privately held businesses that employ up to 99 employees and have between US\$750,000 to US\$50 million in annual revenue or capital.

"Firms like these named 'Companies to Watch' continue to be the catalyst that is fueling Florida's emergence from a turbulent national economy," said Randy Berridge, president of the Florida High Tech Corridor Council. "Congratulations to this exemplary group of Florida businesses that continue to invest in their communities and create new jobs in all corners of our state."

Ark Naturals was named to the list after GrowFL evaluated more than 310 nominations for the awards. The 50 "Florida Companies to Watch" will be honored at the awards celebration on February 17, 2011, in Orlando. In addition to the recognition of being named a winner of the award, Ark Naturals has the opportunity to participate in a leaders retreat attended by former Companies to Watch award recipients from other states at the Edward Lowe Foundation's Big Rock Valley retreat facility in southwestern Michigan.

**More online!**

You can find updated speaker lists, topics and schedules—and register for Petfood Forum and Petfood Workshop—at [www.petfoodindustry.com/PFF2011.aspx](http://www.petfoodindustry.com/PFF2011.aspx). Register by February 15 to save up to 15%; save even more if you register for both events.

# Petfood Forum

## preview

This leading industry event offers more expert content and networking than ever—plus, learn about new safety requirements during Petfood Workshop

**TO STAY AHEAD** of the competition and grow your business, you need to arm yourself with knowledge and key contacts. There's no better way to increase both than by attending Petfood Forum 2011 and Petfood Workshop: Safety First.

Petfood Forum, scheduled for April 11-13, is expanding this year with a new, larger venue—the Renaissance Schaumburg (about 10 miles west of Chicago's O'Hare Airport)—and three content tracks: nutrition, marketing/packaging/regulatory and safety/processing. Experts from the petfood, human food, veterinary, retail and marketing industries will share their insights and tips to help you improve your job and business performance.

**WALMART'S VP OF** food safety, Frank Yiannis, will be the closing keynote speaker—a new session this year—discussing the Global Food Safety Initiative. Timothy A. Hunt, DVM, kicks off the conference with the opening keynote about his experiences and lessons from mushing in and serving as a veterinarian for the Iditarod.

You'll also enjoy as many networking opportunities as ever with new and familiar industry peers as well as leading suppliers in the new exhibit hall—now part of a full convention center.

**PETFOOD WORKSHOP: SAFETY** First follows on April 13-14, also at the Renaissance Schaumburg. This interactive, hands-on seminar will help you understand and prepare for the new US food safety regulations by bringing you face-to-face with experts on:

- Best practices from the human food world on dealing with the new food safety law;
- Navigating the quickly changing regulatory landscape;
- How to prepare for—and survive—an FDA inspection;
- Creating and improving a HACCP program;
- Testing and controlling for toxins and pathogens; and
- An “ask the experts” panel so you can get all your safety questions answered.

Please bookmark [www.petfoodindustry.com/PFF2011.aspx](http://www.petfoodindustry.com/PFF2011.aspx) and watch for the March issue for updates.

### Monday, April 11

12:00-6:30 pm	Exhibitor set-up
12:00-7:30 pm	Registration/check-in
5:30-7:30 pm	Opening reception

### Tuesday, April 12

7:00-8:00 am	Breakfast
9:00 am-6:15 pm	Exhibit hall open
8:00-9:00 am	

**Keynote:** Learn about the thrill and excitement

of the Iditarod from Timothy A. Hunt, DVM, who has not only worked the legendary race as a veterinarian but has also mushed in it.

#### 9:00-9:45 am

**General session: New petfood product trends: Focus on 'clean' labels**—Lynn Dornblaser, director of CPG Trend Insight for Mintel International, gives an update on new petfood products and discusses simplicity as a growing trend, using global examples to demonstrate a stronger focus on natural, easy-to-understand ingredients, simple language and communication of benefits.

#### 9:45-10:30 am Coffee break

#### 10:30-11:15 am

**General session: Consumer brand perception: who's in the driver's seat?**—Melissa Brookshire, DVM, director of North River Enterprises, discusses how petfood companies are often taking a back seat to internet-based information sources. These sources may have no professional credentials and sometimes foster misinformation. Dr. Brookshire explains how to take control of the information—and your reputation—to ensure consumers are getting **your** message.

#### 11:15 am-12:30 pm Lunch

Petfood Forum sessions in specific tracks are color-coded as follows: ■ Nutrition ■ Marketing/packaging/regulatory ■ Safety/processing

12:30-1:10 pm

**The effects of processing on petfood nutrition: the formulator's dilemma—**

Greg Aldrich, PhD, Pet Food & Ingredient Technology, reviews published information on what happens to various nutrients during the petfood production and merchandising process. He highlights what is required to overcome nutrient losses during processing.

**US petfood update: marketing the benefits of pet ownership—**

David Lummis, Packaged Facts, provides an overview of the US pet market, which continues to feel the recessionary impact of the "new normal" of more value-focused consumer behavior. Marketers and retailers that have long relied on premiumization for growth are looking in new directions. The human/pet health connection promises to galvanize the market, and the spotlight here is on why, how and when.

**Ultra-high fresh meat inclusion in low-grain extruded pet diets—**

Tom Willard, PhD, TRW Consulting, and Galen Rokey, Wenger Manufacturing, describe how fresh meat products with low or no grains is the fastest growing segment in the petfood market. Extrusion is still the best, most cost-effective processing method for these diets, yet fresh meat inclusion is limited by both mechanical and ingredient factors. Specialized equipment and ingredients, along with process controls, can help.

1:15-1:55 pm

**Pulses for petfood—**Jolene Hoke, ADM Alliance Nutrition Inc., provides an overview of the attributes of pulses and explores their use in petfood applications. Pulses are natural sources of quality protein, fiber, complex carbohydrates and micronutrients and affordable, sustainable substances that work well with many ingredients used in petfoods.

**Marketing with a higher purpose: the power of pet ownership—**

Robert Wheatley, Wheatley & Timmons, picks up on the trend of the benefits of pet ownership and explains how it could become an entirely new proposition for petfood brand marketing. It fits into the strategic arena of what Wheatley calls finding your higher purpose and transcending to a new, stronger level of relevance and engagement with customers.

**Case study: High pressure pasteurization for petfood—**

Ed O'Neill, Nature's Variety, provides a case study of how and why this manufacturer of raw frozen, grain-free and other petfoods decided to base its safety system on high pressure pasteurization, its rapid conversion to this system and how it educated retailers, customers and employees on HPP.

2:00-2:40 pm

**Kibble shape and its effect on feline palatability—**Kristopher Figge, AFB International, describes an experiment involving cat kibble. Five shapes were extruded with constants of material, equipment and measurement. Palatability was measured via two-bowl, paired comparison testing over a two-day period.

**Using the 7 R's to develop more sustainable petfood packaging—**Paul Kearns, Exopack, highlights recent advances in more sustainable petfood packaging. He will review the 7 R's of sustainable packaging as defined by Walmart, provide real-life examples of

**Find exhibitors online!**

Petfood Forum 2011 features a brand new, larger exhibit hall. For a list of exhibitors as of press time, check out [www.petfoodindustry.com/PFF2011exhibitors.aspx](http://www.petfoodindustry.com/PFF2011exhibitors.aspx).

petfood packaging that have claimed sustainability benefits and show the importance of quantifiable benefits by using a widely available modeling tool.

**Detection and control of Salmonella—**Wendy Warren, PhD, Food Safety Net Services, aims to help processors understand the science behind *Salmonella* and how to best manage this food-borne pathogen during production. She will review sampling plan design and implementation, discuss testing technologies and explain the role of process validation studies.

2:40-3:20 pm Coffee break

3:20-4:00 pm

**High-quality animal protein sources—**Trevor Faber, University of Illinois, discusses methods to determine animal protein quality differences among sources. Protein quality may be evaluated by using various *in vitro* and *in vivo* assays, techniques that can determine the differences that exist among species and sources of protein.

**Integration of petfood safety programs in the palatant industry—**Loïc Cosquer, PhD, SPF, explains how the globalization of the petfood market has brought many benefits but has also complicated the management of hazards. Palatants are used in a low percentage that generates a high level of dispersion in the petfood supply chain, requiring excellence in safety.

4:05-4:45 pm

**Comparing animal protein sources using cecectomized rooster digestibility assays—**Marie Varloud, PhD, In Vivo NSA, explains an experiment designed to help maximize digestibility of nutrients. To compare

sources of protein from animal origin, their digestibility was measured on force-fed cecectomized roosters. The results underline the large variability in quality of animal meals and therefore the need for screening tools to evaluate these materials.

**Panel discussion: using social media to reach your target audience—**Why should you be using platforms such as Twitter and Facebook to promote your brands and connect with consumers? What are the best practices to follow? Our expert panel will help answer these questions as well as any from the audience. Panelists include Julie Lenzer Kirk, Path Forward International; Angela

McClanahan, Nature's Variety; Duncan White, OneUpWeb; and David Yaskulka, Halo, Purely for Pets.

**Does process heating fit into the sustainability triangle?—**David Degelau, Hydro-Thermal Corp., discusses the challenge of balancing food safety, product quality and taste and energy consumption. He examines case studies, including in petfood extrusion, where direct steam replaced other forms of process and utility heating and how it may be a solution for companies with sustainability initiatives.

4:45-6:15 pm Reception

5:30-6:15 pm Poster reception

**Wednesday, April 13**

7:00-8:00 am Breakfast

8:00 am-12 noon Exhibit hall open

8:00-8:40 am

**Ingredient manufacturer's perspective on sustainability in grain-based petfood ingredients—**Don Shandera, PhD, Cargill, reviews several grain-based bioprocesses and their contribution to supporting sustainable practices in the petfood industry. Carbohydrates are renewable and a cornerstone to creating several categories of sustainable products for the human market. Long-term sustainability best integrates available resources and minimizes needed inputs by leveraging emerging technologies.

**continued on p. 26 >**

**Private label petfood market update—**

Lee Linthicum, Euromonitor, sheds some light on trends in private label sales, which accounted for 11.6% of the US\$61.9 billion global petfood market in 2009. With pets increasingly viewed as children, will private label petfood ever take off? What lessons can it learn from branded rivals and private label offerings in other consumer goods industries?

8:45-9:25 am

**Update on senior pet nutrition—**Sally Perea, DVM, MS, DACVN, Natura Pet Products, reviews the latest research in senior pet nutrition, the unique nutritional needs of pets as they advance into their senior years and how nutrition can be used to help address common health problems of aging pets.

**Regulatory changes in the EU affecting petfood—**Terry Plant, TA Plant Consulting, explains new petfood labeling and marketing requirements in the European Union, helps you understand changes in animal by-products regulations, brings you up to date with the list of EU-permitted additives and provides a complete picture for exporting to the EU.

9:25-10:10 am Coffee break

10:10-10:50 am

**Nutritional management of osteoarthritis—**Karen Wedekind, PhD, Novus International, discusses the osteoarthritis models used to evaluate efficacy of therapeutic foods and nutritional supplements, including for other species besides companion animals. She describes the use of cartilage and bone markers as early indicators of treatment effectiveness and presents evidence on the role of nutrition in managing lameness and OA in dogs and other species.

**Covering your GRAS: how to use FDA's notification process—**David Dzanis, PhD, Regulatory Discretion Inc., explains what data are needed to make a generally recognized as safe determination, how to submit a GRAS notification to the US Food and Drug Administration and how the GRAS notification process differs from other methods of petfood ingredient approval.

10:55-11:35 am

**L-carnitine: scientific update and application review—**Johnny Lopez, PhD, Lonza, explains that today's continual interest in the growing human market has helped reveal other metabolic functions for L-carnitine besides its support of pet weight manage-

ment programs. After a review of the role L-carnitine plays in fat metabolism, weight loss and improvement in lean mass, the presentation will include peer reviewed research on the importance of L-carnitine in heart function and its antioxidant properties.

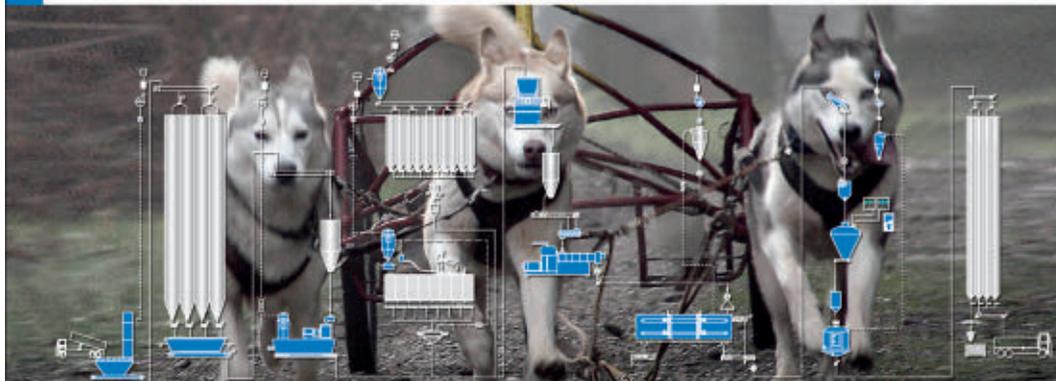
**Innovations and trends in petfood packaging—**Robert Hepburn, Pacific Bag Inc., leads an interactive discussion about innovations and trends in petfood packaging and how they relate to the production environment. He will discuss some of the newer formats in petfood packaging and focus on the benefits and challenges involved in converting from paper to plastic packaging.

11:40 am-1:00 pm

**Lunch/closing keynote:** Frank Yiannis, VP of food safety for Walmart, describes the Global Food Safety Initiative and why Walmart is a committed, active member. GFSI was launched in 2000 to foster continuous improvement in food safety management systems to ensure confidence in the delivery of food to consumers. Yiannis will explain GFSI's objectives, his work with behavior-based food safety and how petfood companies can adopt these principles.

## Process Technology and Complete Plants - for the Petfood Industry

**ANDRITZ**  
Feed & Biofuel



- New process lines and plants
- Process equipment upgrades and replacements
- Spare- and wear parts
- Service and maintenance programmes
- Optimization and support.

Leading technologies - Global presence - Local service

Together, we make it work!

ANDRITZ FEED & BIOFUEL  
Europe, Asia and South America: andritz-fb@andritz.com  
USA and Canada: andritz-fb.us@andritz.com

www.andritz.com

**Wednesday, April 13**

12:00-2:00 pm Registration

2:00-3:00 pm

**Opening general session: Best practices from the human food world on dealing with the new food safety law**—Kantha Shelke, PhD, spokesperson for the Institute of Food Technologists and principal of a food science and research firm, provides an overview of how the Food Safety Modernization Act is playing out in human foods and what petfood professionals can learn.

3:00-3:20 pm Coffee break

3:20-4:35 pm **First round of breakout sessions** (each an interactive workshop, attendees rotate among the four breakout rooms):

**Navigating the quickly changing regulatory landscape**—Judi Lazaro, AIB International, explains what the Food Safety Modernization Act of 2010 means for petfood regulations and safety requirements, along with other changing regulations. She will help you focus on what you need to do and when to ensure you're meeting requirements for ensuring safe petfood products.

**How to prepare for—and survive—an FDA inspection**—Bob McDonald, Food Safety Validation, helps you plan for an inspection, surprise or otherwise, from the Food and Drug Administration or other regulatory authorities. What are your legal rights before, during and after the inspection? He will share tips on surviving the experience with your business, reputation and sanity intact.

**Establishing and improving a HACCP program**—David Rosenblatt, DVM, Sher Consulting and Training, provides current tips and tricks for establishing, implementing, maintaining and improving a successful hazard analysis and critical control points program in a petfood plant. He will cover basic theory and demonstrate the formation of HACCP plans while practicing real, hands-on HACCP decision making.

**Testing for and controlling toxins and pathogens**—Phil Elliott, PhD, Grocery Manufacturers Association, describes how to detect, manage and control contaminants that commonly arise during the petfood production process, including *Salmonella*, aflatoxin and others. He will present an interactive view of sampling plans, validation studies, testing technologies and other ways to help ensure your products are free of safety risks.

4:40-5:55 pm **Second round of breakout sessions** (see first round; attendees rotate among the four breakout rooms)

6:00-7:00 pm Reception

**Thursday, April 14**

7:00-8:00 am Breakfast

8:00-9:15 am

**General session: Ask the experts panel—**What safety problems are you experiencing in your facility? Is there a safety issue that's been nagging at you, and you just don't know where to turn for answers? Here's your chance to pose your safety-related questions to our panel of experts. Go ahead, pick their brains! Panel members include Will Henry of Extru-Tech, Jarrod Kersey of the Nutro Co., Carole Koch of C.J. Foods and Anthony Pavel of K&L Gates. (For updates, check [www.petfoodindustry.com/PetfoodWorkshop2011.aspx](http://www.petfoodindustry.com/PetfoodWorkshop2011.aspx).)

9:15-9:45 am Coffee break

9:45-11:00 am **Third round of breakout sessions** (see first round; attendees rotate among the four breakout rooms)

11:05 am-12:20 pm **Fourth round of breakout sessions**

# Cutting edge formulations

The Peterson Company, through our unique industry partnerships, has developed a distinctive line of products that provide nutritional value for pet food formulations. Contact us today for more information about getting the quality products you expect and your customers deserve.

## Solutions provided.





north america 800.218.5607  
northamerica@afbinternational.com

asia/pacific 61.398.799093  
khal@afbinternational.com

# PROBIOTICS AS PROMISED.

To be truly functional, probiotics must survive manufacturing, shelf life, and the digestive system. AFB's BioFlavor® with GanedenBC<sup>30</sup> is designed to do just that.

## **SURVIVABILITY AND EASE OF APPLICATION.**

BioFlavor® with GanedenBC<sup>30</sup> is incorporated *prior* to extrusion, using the same processes you would with any other functional ingredients. There is no new expensive equipment to install, no special procedures to put in place.

BioFlavor® with GanedenBC<sup>30</sup> brings you everything you are looking for in a probiotic: palatability, survivability and ease of use.

Learn more about the next generation in probiotics and how they can increase your market share. Contact your AFB Account Executive or call 800 218 5607.



## The future and private label petfoods

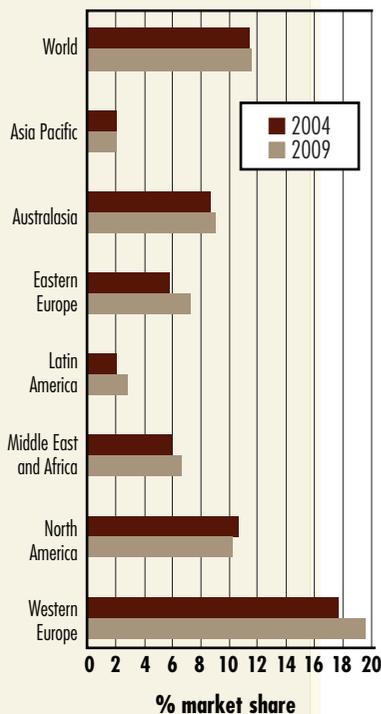
According to *Private Label Buyer* ([www.privatelabelbuyer.com](http://www.privatelabelbuyer.com)), private label outperforms the national brands in the increasingly high-end petfood category, but store brand share remains low. Read Denise Leathers' article, "Barking Up the Right Tree," at [www.petfoodindustry.com/PrivateLabel.aspx](http://www.petfoodindustry.com/PrivateLabel.aspx) and find out how private label petfoods can really grow.

Global market share of private label petfood may be stable, but it masks a much more complex regional picture.



### Figure 1: Global sales of private label petfood

Proportion of regional petfood sales accounted for by private label products in 2004 and 2009.



Source: Euromonitor International from trade sources/national statistics

# Private label performance in global markets

By Emily Woon

A whistle-stop tour of regional petfood markets, from North America to Australasia and Europe to Latin America, sheds some light on trends in private label sales

**THE PROPORTION OF** value sales accounted for by private label in the US\$61.9 billion global petfood market (2010) stood at 11.6% in 2009, up by just 10 basis points since 2004. However, this stable global market share belies significant inter- and intra-regional variations. Global market share may be stable, but it masks a much more complex regional picture. Let's take a closer look.

In spite of an ongoing recession, the 2007 recalls continue to

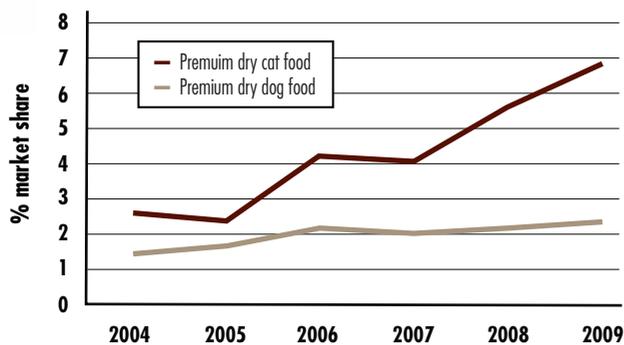
adversely impact private label sales in North America. Private label accounted for 10.2% of North American petfood value sales in 2009. Although this figure stood at 10.5% in 2004, it had fallen to as low as 9.7% in 2007. This dip can be largely attributed to the impact of the 2007 petfood recalls, which centered on a Canadian private label manufacturer, Menu Foods. As a result, consumer confidence in the safety of private label pet offerings was badly shaken.

In subsequent years, recession has squeezed the disposable incomes of many American households, fueling a modest recovery in private label's overall market share. North American consumers have become much more indulgent of their pets in recent years, fueling market-beating growth in such segments as premium dry dog and cat food. However, private label manufacturers are adapting to this, increasing their share of premium dry dog food sales from 1.1% to 3.1% between 2004 and 2009. Their share of premium dry cat food exhibited even more vigorous growth, expanding from 2.6% to 6.8% over the same period.

**IN THE WESTERN** European petfood market, private label is particularly important, accounting for 19.6% of value sales in 2009, up from 17.7% in 2004. In general, Western European consumers have proved much more willing than their North American counterparts to abandon branded products for private label across a range of fast moving consumer goods categories, ranging from home care to packaged food. Petfood

### Figure 2: North America: Private label dog food vs. cat food

Proportion of North American premium dry dog food and premium dry cat food accounted for by private label products during the period of 2004-2009.



Source: Euromonitor International from trade sources/national statistics

has been at the forefront of this trend, perhaps aided by the growth of pet superstores, particularly Fressnapf and, to a lesser extent, Pets at Home, in the region.

This is particularly the case in Germany, where private label accounted for 35% of value sales of petfood in 2009. However, most of this growth occurred prior to 2007 when economic growth was quite weak in Germany. Unlike many other developed economies, Germany has fared quite well during the current global downturn, and this relatively benign economy has slowed growth in the market share of private label.

This stands in stark contrast to the likes of Spain, where

the market share of private label was static until 2007 but then began to rise as its economy began to buckle.

**PRIVATE LABEL PRODUCTS** have yet to gain significant traction in the Asia-Pacific market, accounting for just 2.1% of value sales in 2009, up a mere 10 basis points since 2004. In such markets as Japan, premium petfood is increasingly the

# Pet Food

- customized pet food solutions
- quality ingredients for optimized product performance
- industry leading antioxidant solutions



- innovative technical and R&D capabilities
- bulk and batch specific blended solutions
- oxidative stability and shelf life testing capabilities



**nealanders**  
INTERNATIONAL INC.  
*ingredients for your success!*

**1-800-500-7676**  
[www.nealanders.com](http://www.nealanders.com)

*Petfood Industry* on your terms...  
when, where and how you want.



- **In-print:** *Petfood Industry*
- **Online:** [www.PetfoodIndustry.com](http://www.PetfoodIndustry.com)
-  **iPhone and iPad App:** search "Petfood" in iTunes
- **Digital edition for smart phones:** bookmark [www.petfoodindustry-digital.com](http://www.petfoodindustry-digital.com) on your mobile web browser

**PRIVATE LABEL** norm, but as of yet, there are no significant private label offerings. However, with hard-pressed Japanese consumers now less brand-conscious than before in such markets as clothing, they may now be ready to follow the lead of North American consumers and purchase premium private label petfood.

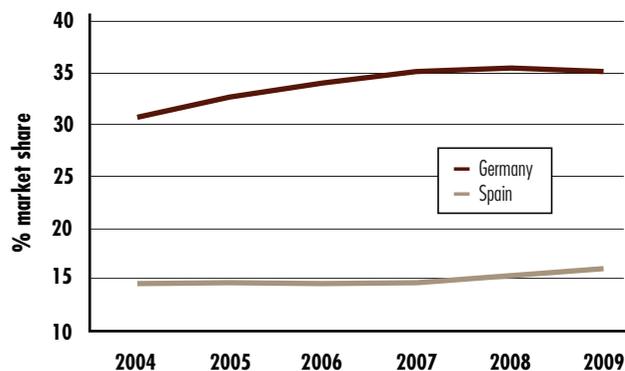
In emerging markets like China and India, those who purchase petfood tend to be much more affluent than the norm, and private label does not hold much appeal for them. This may change as petfood becomes a more commonplace purchase for less affluent owners, but this will be a slow process that will take many years.

Having risen steadily from 8.7% to 9.5% between 2004 and 2008, the share of Australasian petfood value sales accounted for by private label fell back to 9% in 2009. The Australian economy has fared particularly well during the global downturn, so most local consumers have not been forced to trade down. Moreover, consumer worries over melamine contamination in petfood have hurt sales of private label products.

**THE LATIN AMERICAN** petfood market has seen a slow but steady rise in the market share of private label in recent

### Figure 3: Private label sales in Germany and Spain

Proportion of German and Spanish petfood sales accounted for by private label products during the period of 2004-2009.



Source: Euromonitor International from trade sources/national statistics

years, from 2% to 2.8% between 2004 and 2009. This growth has largely been driven by economy products as the region's middle class swells and a growing number of owners substitute table scraps for prepared products.



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

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

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

EMPYREAL®  
**75**  
dependably pure.

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

**PRIVATE LABEL**

For example, according to Euromonitor International data, the proportion of Brazilian households with an annual disposable income in excess of US\$25,000 (at purchasing power parity) rose from 20.3% to 28.3% between 2004 and 2009. Over the same period, value sales of economy dry dog food more than doubled, to over US\$1.1 billion (significantly outperforming mid-priced and premium products).

In Latin America as a whole, the proportion of value sales of economy dry dog food accounted for by private label rose from 6.7% to 9.3% between 2004 and 2009.

**THE EMERGENCE OF** a strong middle-class is also driving private label growth in the Eastern European pet market. Another factor is the growth of Western European supermarkets/hypermarkets (such as Tesco in Poland, Hungary, the Czech Republic and Slovakia), which have made private label more accessible to consumers in the region. The global downturn has also made Eastern European consumers somewhat more amenable, with the value share of private label jumping from 7.3% to 7.6% between 2008 and 2009.

Private label products are less of a factor in the Russian

market, where they accounted for a mere 2.9% of petfood value sales in 2009. This is largely due to the fact that many poorer owners in Russia still tend to feed their pets table scraps.

**PRIVATE LABEL PETFOOD** has performed well in the Middle East and Africa, driven mainly by strong gains in economy segments (up from a value share of 36.2% to 44.4% in economy dry dog food between 2004 and 2009 and from 10.1% to 22.7% in economy dry cat food). This was driven in large part by a strong rise in the proportion of owners feeding their pets prepared food (up from 33% to 43% between 2005 and 2010 among cat owners in Saudi Arabia, for example).

However, private label is virtually absent in the mid-priced and premium segments. As a result, its overall market share in petfood rose only modestly, from 5.9% to 6.6%, over this period. ■

Emily Woon is the global head of pet care research for Euromonitor International ([www.euromonitor.com](http://www.euromonitor.com)).

**Drum-dried Sweet Potato**

**Natural Fruit & Vegetable Ingredients**

*Freeze-dried • Drum-dried • Dehydrated  
Grower and Processor*

**Van Drunen Farms**

815.472.3100 • sales@vandrunen.com • vandrunenfarms.com

**PET FOOD FORUM - BOOTH #117**

**Discover why our Tasco® - AOS is your competitive advantage!**

New research has shown that Tasco's® Alginate Oligosaccharide (AOS) content has potent prebiotic benefits that, along with other bioactive compounds, help improve the GI tract function and overall health in pets.

Some of the beneficial effects observed in companion animals are:

- ✓ Improves immune status and helps combats disease
- ✓ Provides glossy hair and smooth body appearance
- ✓ Enhances resistance to stresses

**Tasco®**  
SCIENCE AT WORK®

For more information contact:  
Acadian AgriTech™  
1-800-575-9100  
1-902-468-2840  
info@acadian.ca      tasco.ca

Acadian AgriTech™ is a division of Acadian Seaplants Limited

Is your  
conveying  
system doing  
more than just  
conveying?

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



ENGINEERED FOR NFPA COMPLIANCE.

PATENT PENDING

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



### Research: Science behind the nutrition

Check out more of Serge Boutet's in-depth analysis of 20 innovative ingredients, including rarely used products like potato protein and concentrated fish oil, and further research on nutrigenomics, prebiotics and other functional ingredients at [www.petfoodindustry.com/InnovativeNutrition.aspx](http://www.petfoodindustry.com/InnovativeNutrition.aspx).

Some of the latest innovative functional ingredients originating from the most recent nutrition discoveries help improve or maintain good pet health.

Photo by algorithmfly, BigStockPhoto.com



# Innovation in nutrition and ingredients

By Serge Boutet

A comprehensive list of the most recent nutrition discoveries that can be used to help benefit pets' lives

**SINCE THE EARLY** age of pet nutrition, innovations have become part of petfood's development. From the use of amino acids, flavoring agents, herbs and glucosamine, innovations have always had their prime spot in pet nutrition. In the past 50 years, we have seen an evolution through the creation of dry extruded kibble, foods to help in disease treatments, natural, holistic, organic, as well as breed-specific foods.

Product innovation seems now to converge toward nutrigenomics, which is the study of the way genes and nutrients interact and the reasons why people and animals react differently depending on their genetic variations. Nutrigenomics is linked to the action of ingredients on the body and leads to the functionality of these elements.

Let's look at some of the latest innovative functional ingredients originating

from the most recent nutrition discoveries that help improve or maintain good health.

- Dehydrated fermented whey is a protein and bioactive nutrient-rich ingredient manufactured from food-grade dairy products that provides quality amino acids, glucose, minerals, vitamins, beta-glucans and mannans.
- L-carnitine is an amino acid, called vitamin B(t), which has a role in energy metabolism, cardiovascular function, weight loss control as well as helping maintain muscle tone.
- MOS (mannan-oligosaccharides) are carbohydrates from the yeast cell wall that help prevent pathogen colonization. These bacteria bind to MOS and are excreted with the stool instead of binding to the intestinal wall and reproducing.
- FOS (fructo-oligosaccharides) are fibers derived from chicory roots, sugar beet or cane and are an excellent food source (prebiotics) for beneficial bacteria. They aid digestion as they are fermented by beneficial bacteria in the colon, helping then lowering intestinal pH and reducing stool odors.
- Thyme extracts are natural essential oils obtained by steam distillation of thyme leaves, which has antimicrobial activity at very low inclusion. They help lower intestinal pH while maintaining firm stools.
- Organic acids help promote beneficial bacteria presence by acidifying the intestines, thus reducing the presence of pathogens that do not like acidity. The following acids are generally used: fumaric, citric, lactic, phosphoric and malic.
- Cranberry extract is the concentrated cranberries' active components. Through their bacterial anti-adhesion properties, active phytochemicals help prevent bladder and urethra epithelial cells' *E. coli* colonization by urine acidification.



luisocary, BigStockPhoto.com

- Microalgae are the only marine organisms actually synthesizing omega-3 fatty acids (EPA and DHA). Fish accumulate omega-3s by eating microalgae or organisms that have fed on them.



ostromec, BigStockPhoto.com

- Calcium butyrate is a source of butyric acid that helps keep intestinal wall cells in excellent health,

thus improving nutrient absorption and protection against pathogenic bacteria.

- Betain is extracted from sugar beets, helps prevent dehydration (excellent osmo-regulator) and aids in reducing energy needs. It facilitates liver function and helps maintain excellent digestive, intestinal and urinary health as well as



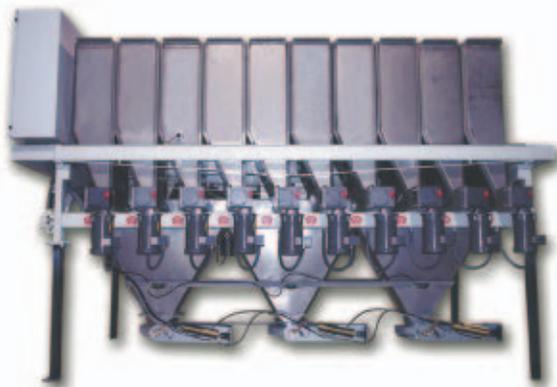
**BETA RAVEN**  
Your Automation Partner

## A HEAVYWEIGHT, FOR YOUR LIGHT WEIGHTS

Get the little things right every time with the Beta Raven MicroMaster™, the most accurate micro-ingredient scaling system available. Premix and hand-add methods are lightweights by comparison.

Roll over, funnel hopper or loss-in-weight models available.

For your lightweight jobs, get the heavyweight champ—Beta Raven MicroMaster™—in your corner.



**800-552-2382 | WWW.CPM.NET**  
**ST. CHARLES, MISSOURI**

optimal weight in normal feeding conditions.

- Yeast-autolysate (beta-glucans) is a natural extract from yeast that helps maintain a strong immune system by activating macrophages that can destroy viruses and bacteria that

could affect animals.

- GOS (galacto-oligosaccharides) are carbohydrates derived from milk (lactose) and are an excellent food source (prebiotics) for beneficial bacteria. They act by helping digestive and intestinal func-

tions, reducing inflammation and enhancing minerals absorption.

- Hyperimmunized eggs are a concentrated natural source of immunoglobulins that help improve general condition, vitality and help reduce various stresses affecting animals. They contain no drugs and act similarly to colostrum. These egg-specific natural antibodies also help optimize joints and immune, gastrointestinal and cardiovascular functions.

**From the use of amino acids, flavoring agents, herbs and glucosamine, innovations have always had their prime spot in pet nutrition.**

- Gangliosides are an unusual type of lipid, which is a component of animals' cell membranes (particularly in cells that line the gastrointestinal tract). Also found as part of the milk fat globule membrane (structures that contain the fat found in mammalian milk), dietary gangliosides can destroy *Giardia* organisms in the intestine, replenish gangliosides in cells lining the GI tract, as well as mediate GI inflammation.

Through nutritional innovations like these, let's create more health for our companions. ■

Serge Boutet is the manager of petfoods and nutrition at Mondou Ltd. (sboutet@mondou.com).

## VICTAM International 2011 FIAAP International 2011

3 - 5 May 2011 Cologne Exhibition Halls • Cologne • Germany

# The showpiece event for the world's dry petfood and animal feed industry



**Everything you need from the raw material to the finished product**

Visit **VICTAM International**, the world's largest event for the production and processing of dry petfoods and animal feeds, together with **FIAAP International**, the only dedicated trade show and conference for the supply, use and formulation of ingredients & additives for dry petfood and animal feeds.

### "a partnership in synergy"

Visitors to the shows will find the world's foremost companies supplying specialist equipment, technology, ingredients & additives, used in the formulation & production of dry petfoods and animal feeds alongside systems for their handling, storage, packaging & distribution.

### Supporting conferences:

- **The IFF Feed Processing Conference**
- **The FIAAP Conference**
- **Petfood Forum Europe 2011**
- **Aquafeed Horizons**
- **Feed Safety Assurance in a Globalizing Industry**

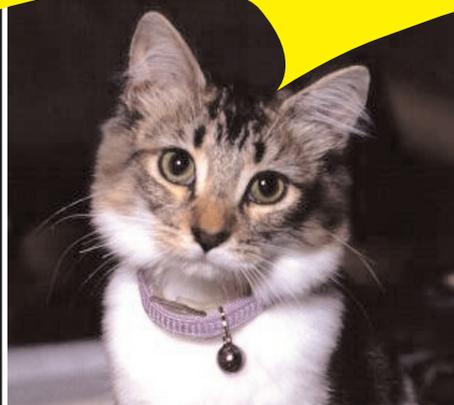
### Co-located with GRAPAS International

The exhibition and conference for flour & rice milling, grain processing, industrial pasta & noodle processing, extruded snack & breakfast cereal production.

Plus

For conference programmes, delegate registration, travel, accommodation and free visitor registration:  
**E:** Expo@victam.com **W:** www.victam.com  
**T:** ++31 33 246 4404 **F:** ++31 33 246 4706

# Order up from "THE BARR"!



AJINOMOTO HEARTLAND LLC  
AJINOMOTO ANIMAL NUTRITION



Natural  
Pigments

FLAX

Bill Barr  
SUPPLI-K®



Bill Barr  
SUPPLI-MATE®



AJINOMOTO.  
ADISSEO

BALCHEM™  
ANIMAL NUTRITION & HEALTH

FEED GRADE CALCIUM SULFATE  
United States Gypsum Company

**This is Barr Country.**  
**We source the world.**  
We deliver in bag or bulk,  
by transport or rail. For  
fastest ingredient service,  
call or fax your order today.



Amino acids, buffers,  
direct fed microbials, flax,  
enzymes, flavors, milk replacers,  
minerals, natural pigments,  
pelleting agents, phosphates,  
specialty ingredients,  
vitamins and surfactants.



**Bill Barr & Co., Inc.**

8800 Grant Ave. • Overland Park, KS 66212

1-800-336-BARR • FAX (913) 599-0425

www.billbarr.com • e-mail: Bill@billbarr.com

**Learn more online**

This article is adapted from a recent issue of *The Extru-Technician*. Read the e-newsletter at <http://viewer.zmags.com/publication/9dad978#9dad978/1>

HACCP, or hazard analysis and critical control points, is a widely accepted method employed within many food safety management systems.

# Developing a proper HACCP plan

By Will Henry

A hazard analysis and critical control points plan can help you make safe products and meet new regulations

## 7 principles of HACCP

1. Analyze the process for potential hazards
2. Identify critical control points
3. Establish a critical limit for each CCP
4. Establish CCP monitoring procedures
5. Develop corrective actions
6. Establish verification procedures
7. Develop recordkeeping procedures

**THE FOOD SAFETY** Modernization Act of 2010, recently passed by the US

Congress, will require that food producers—including petfood processors—create written, risk-based hazard control programs. HACCP, or hazard analysis and critical control points, is a widely accepted method employed within many food safety management systems.

Developing and implementing a HACCP plan can be broken down into a very basic set of steps (also called principles).



### **STEP 1. Analyze the process for potential hazards.**

This step has three key stages:

- List all potential hazards. Look at every component and step of your operations, including (but not limited to) raw materials and ingredients, processing activities, equipment, methods of storage/distribution, microbial contamination and other toxins, parasites and physical hazards.
- Evaluate all potential hazards for severity and likelihood of occurrence. Consider the seriousness of the effect and susceptibility of intended consumers, impact of secondary problems and magnitude of illness and/or injury. If not controlled, how likely is the hazard to affect the ingredient/product, method of preparation in the facility, conditions during transportation, expected storage conditions and preparation steps before consumption?

# Introducing **eLearning** WATT

Powered by Petfood Industry 

## The online educational portal for industry professionals.

- ➔ Petfood Industry now brings you unprecedented access to the industry's top thought leaders... from the comfort of your home or office.
- ➔ View on-demand sessions from Petfood Forum events on your computer or smart phone, featuring speakers recognized as key experts in their industry.
- ➔ Log on to [www.wattlearning.com](http://www.wattlearning.com) to start browsing the current catalog of Petfood Forum sessions now. Check back often for newly added sessions and updated offerings.

### • **WATT eLearning is...**

**FLEXIBLE**—learn at your own pace

**CONVENIENT**—access sessions 24 hours a day from any internet-based computer or smart phone

**USER-FRIENDLY**—log on, choose a session and start learning

**AFFORDABLE**—learn from the best in the industry without the added cost of travel

**Coming Soon:** *Participate in live online courses taught by industry experts and academia*

## HACCP

■ Determine if each hazard needs to be addressed in the HACCP plan. Include all significant hazards based on severity and reasonable likelihood to occur. Be sure to justify your decisions and keep a record of all your findings and deliberations during this step—even the hazards you end up not including in the plan. This is a difficult, often subjective, process.



### STEP 2. Identify critical control points.

If deemed significant—passing all the criteria specified in step 1—a hazard must be controlled by a CCP. The point in a process that is the last step at which a control measure can be applied and that is essential to prevent, eliminate or reduce a specific food safety hazard to an acceptable level is the CCP for that hazard or process.

Remember, a CCP defines the type of hazard and the process location. A regular, non-critical control point is typically not safety related but rather about maintaining quality or regulatory compliance. A CCP is about safety. Examples include using thermal treatment to destroy pathogens (such as during extrusion) or a metal detector to alert for metallic contaminants.

A proper HACCP plan should end up with only about five CCPs. If you have more, they likely are not all critical or safety related. By choosing a small number of CCPs, you can concentrate your resources in the places where they have the strongest impact. This is the essence of HACCP.



### STEP 3. Establish a critical limit for each CCP.

What is the operational

reference point that guarantees the hazard has been identified and killed or removed from the process? That is a critical limit: the maximum and/or minimum value to which a biological, chemical or physical parameter must be controlled.

Basically, a critical limit establishes

## Developing and implementing a HACCP plan can be broken down into a very basic set of steps (also called principles).

the absolute limit between safe vs. unsafe. So in identifying these, you want to look at food safety limits, not operational ones. Focus on studies done in your own plant or others. Other sources of data include government guidelines (such as Codex), university publications, scientific journals and publications and industry experts, including your key suppliers.



### STEP 4. Establish CCP monitoring procedures.

Formally, this step is defined as conducting a planned sequence of observations or measurements to assess whether a CCP is under control and to produce an accurate record for future use in verification (NACMCF, 1997). The only way to ensure CCPs are working is to constantly monitor them. Loss of control must be identified as soon as possible.

Be sure your procedures include the “four W’s plus H”: who, what, when, where and how to monitor. One of the more common mistakes is with the “when,” particularly if the monitoring is not continuous or is periodic. Consider the interval, which must be

short enough to detect possible deviations, and frequency, which should not overly burden the process. Other considerations are the amount of variability in the parameter, how close the operating parameter is to the control limit and how much product you are willing to sacrifice.



### STEP 5. Develop corrective actions.

What do you do if an issue arises—a CCP falls out of control? Under the new food safety legislation, petfood will likely come under the same regulations (or similar ones) as human food. For example, the Food and Drug Administration requires documented corrective actions in food HACCP plans.

At the least, CA procedures should:

- Determine and correct the cause of non-compliance. How was the critical limit exceeded or otherwise not met? If applicable, determine the root cause, not the “symptom”;
- Determine disposition of non-compliant product. Was it identified and isolated, reworked or destroyed?
- Record the CAs, and causes thereof, that have been taken. In other words, how will this be situation be corrected or addressed to prevent recurrence? (NACMCF, 1997)



### STEP 6. Establish verification procedures.

These are activities other



# Petfood Forum Europe



**LEARN HOW TO CONTINUE GROWTH IN YOUR BUSINESS.**

## **PetfoodForum** EUROPE

**MAY 4, 2011 — COLOGNE, GERMANY**

Wherever you do business across the globe, you can join in the continual growth of the petfood market by learning about innovations in the industry and meeting with fellow professionals at Petfood Forum Europe, held in conjunction with one of the largest agri-feed events in the world, Victam International: [www.victam.com](http://www.victam.com).

You'll come away with knowledge from the experts and the opportunity to network with colleagues and visit top suppliers at their trade booths as part of Victam International. Register today!

**Petfood**Industry **WATT**

**VICTAM** 

### SESSIONS + SPEAKERS

**Consumers and Web 2.0:  
impact on the global petfood market**  
— Lee Linthicum, Euromonitor

**Open innovation: what is in it for you?**  
— Edwin Grim, Ralco Nutrition

**Assessing risks when buying raw  
materials for petfood production**  
— Geert Jacobs, Radar Automation NV

**Advances in palatability for dogs**  
— Marie Jane Fallourd, SPF

**Applying polymer science to  
petfood production**  
— Brian Plattner, Wenger Manufacturing

**Energy recovery and odor reduction in  
modern petfood production**  
— Tjitze Smit, Graintec A/S

**New frontiers in nutrition for pet health:  
the role of nutrigenomics**  
— Dr. Peter Spring,  
Swiss College of Agriculture

REGISTER NOW  
AND SAVE

**Register online now**

at [www.petfoodindustry.com/PFFEurope2011.aspx#tab\\_1](http://www.petfoodindustry.com/PFFEurope2011.aspx#tab_1) to take advantage of the Early Bird Registration discount and **save 10%** through March 14, 2011.

# Petfood Forum EUROPE 2011

Petfood Industry  
WATT

May 4, 2011 • Koelnmesse • Cologne, Germany In conjunction with Victam International 2011

## Attendee Registration Form

Register online at [www.petfoodindustry.com/PFFEuro2011.aspx](http://www.petfoodindustry.com/PFFEuro2011.aspx)



### Registration date

### Registration fee

Through March 14, 2011

225 Euros

After March 14, 2011

255 Euros

Registration includes all conference sessions, a light breakfast, generous buffet lunch and coffee break.

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

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

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

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

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

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

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

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

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

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

### ADDITIONAL ATTENDEES—same rates above apply.

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

Method of payment:  MasterCard  VISA  American Express

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

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

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

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

PETFOOD FORUM EUROPE HAS NO EXHIBIT HALL; ALL EXHIBITS ARE PART OF VICTAM INTERNATIONAL. For information on exhibiting, please visit [www.victam.com](http://www.victam.com) or contact Steve Akins at +1.815.209.6444 or [sakins@wattnet.net](mailto:sakins@wattnet.net).

ENTRY INTO VICTAM INTERNATIONAL is free; register online at [www.victam.com](http://www.victam.com). Also check the Victam website for information on special hotel rates and travel packages.



**NOTE:** Registrations will not be processed without payment; rate is determined by date payment is received. Prior to March 14, 2011, attendee registration fees are refundable minus a cancellation fee; contact [OutreachRegistration@niu.edu](mailto:OutreachRegistration@niu.edu) or +1.815.753.7922. Substitution of registered personnel at no charge. Watt Media reserves the right to substitute speakers and change schedule as necessary. If anyone in your party requires special assistance, please contact us.

than monitoring that determine the validity of the HACCP plan and verify that the system is operating. The procedures should include short-term and long-term measures, such as audits.

Verification should be ongoing and answer this basic question: "Are we getting it right?" Your procedures should address two issues:

## By choosing a small number of CCPs, you can concentrate your resources in the places where they have the strongest impact.

- Is everything we planned actually being performed? Activities should include visual monitoring (live or taped), review of records and internal auditing.
- Are the desired results being attained? Ways to measure this include testing finished product, analyzing customer complaints and challenging tests (simulating a safety event and monitoring the system's performance).



### STEP 7. Develop recordkeeping procedures.

This is fairly straightforward: You need written documentation that the HACCP plan is being carried out. The documentation should include all activities and discussions that have occurred

during the first six steps and all ongoing activities and decisions within the HACCP plan.

Many good examples and tools

for documentation already exist. For ideas, look to textbooks, universities and key suppliers or other business partners already using HACCP. ■

Will Henry is director of technology R&D for Extru-Tech Inc. ([www.extru-techinc.com](http://www.extru-techinc.com)).

A "NOSE"  
for Quality

- Peroxide Value
- Free Fatty Acids
- Percent Fat
- Alkenals
- Aldehydes

**"Touch Screen Easy"**

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

## Petfood Insights

David A. Dzanis, DVM, PhD, DACVN

### Get more

Find more columns by Dr. Dzanis online at [www.petfoodindustry.com/petfoodinsights.aspx](http://www.petfoodindustry.com/petfoodinsights.aspx).

# There oughta be an App for that!



**Petfood-related applications for smart phones and tablet computers.**

**I AM NOT** a Luddite. Admittedly, though, I do tend to keep using my electronic gadgetry for periods well beyond their optimal utility. Thus, it was a rare and auspicious occasion when I recently retired my 12-year-old cell phone in favor of both a new smart phone and a new tablet computer (I won't divulge the brand name of these items, but it rhymes with "Snapple"). With that update in equipment, I quickly became exposed to the wonderful world of Apps (short for applications) and became particularly interested in those related to petfoods.

**BY COINCIDENCE,** THE free iPad and iPhone App for *Petfood Industry* was made available almost to the day I purchased my new gadgets, so it was the first downloaded. As I understand it, there is also a *Petfood Industry* Mobile Web Reader compatible with other brands of equipment. The application provides the reader with full issues of *Petfood Industry* (starting with October 2010) along with more frequently updated news bites and new product information.

Please note that I tend to be a traditionalist when it comes to my preference in reading materials—i.e., I enjoy the more tangible qualities of something printed on paper rather than on an electronic screen. However, I found the application for the tablet to be easy to navigate and very readable. In fact, I personally found it much better for me to use compared to the web-based version of the magazine. Admitted advantages of the App format over physical copies include the ability to:

- Search on keywords across multiple issues;
- Immediately go to a cited website by clicking on its link; and
- Quickly retrieve your favorite articles via bookmarks.

Honestly, the smart phone version of the App was less useful. At least for me, there are definite limitations in navigation and readability due to the small screen size. Still, while my first preference would be for the tablet App, it's good to know I can also access *Petfood Industry* on my smart phone if needed.

**I COULD FIND** a few petfood company-sponsored Apps, but those I located dealt with pet-related issues rather than petfoods per se. For example, two major manufacturers offer Apps that help consumers find pet-friendly hotels, off-leash dog parks and other pet-related places or services. Another company is reportedly sponsoring a game wherein it will donate food to shelters as you play, though I was unable to download it.

## What I would really, really like to see is the AAFCO Official Publication in App form.

While my search was far from exhaustive, I have yet to find an App in which a petfood company provides information on its products, which is disappointing. As opined in a *Petfood Industry* editorial a few months ago ([www.petfoodindustry-digital.com/petfoodindustry/201010/#pg8](http://www.petfoodindustry-digital.com/petfoodindustry/201010/#pg8)), as of yet manufacturers do not appear to have taken advantage of the App phenomenon to increase awareness about their brands or to provide nutritional information.

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

On the other hand, there are a number of independent Apps that provide information on feeding dogs and cats. These include at least three that, in part, help consumers and/or veterinarians calculate daily caloric requirements for individual animals based on weight, lifestage and other factors. Another App gives health ratings for a large number of human food and petfood ingredients. There

are a few more Apps that offer advice on commercial petfoods and feeding in general, but in my cursory review I found them lacking in scientific accuracy (some much worse than others).

**AS FAR AS** regulatory-related Apps, I downloaded both Titles 21 and 9 of the Code of Federal Regulations. Thus, I now have easy accessibility to both Food and Drug Administration

and US Department of Agriculture regulations in compact form. I also bought the Federal Food Drug and Cosmetic Act and associated FDA laws (21 USC). The search function on these Apps works much better than on the government's own websites for these documents. If needed, I can effortlessly clip and email a pertinent regulation or law to a client.

What I would really, really like to see is the Association of American Feed Control Officials *Official Publication* in App form. Although I have used the publication for decades and have become very familiar with its contents, even I occasionally have trouble finding what I need. Notwithstanding the book's table of contents and index, an electronic search function would greatly increase its usability. Priced accordingly, an App would appear to have high potential as a revenue-generating opportunity for AAFCO. ■

### Table 1. Petfood-related Apps

A number of Apps are available for the iPhone and iPad that offer information about petfood, though most Apps from petfood manufacturers are about pet services rather than the companies' products.

App name	Cost
 Petfood Industry	Free
 Petcentric (Nestle Purina)	Free
 Eukanuba Unleashed	Free
KibbleKatch	Free
 iKibble	US\$0.99
 CU-Pethealth	US\$3.99
 VetPDA Calcs	US\$4.99
 HuCa Portions	US\$1.99
 Dog Food Guide	US\$0.99
 Dieting Your Dog	US\$0.99
 Dog Nutrition	US\$2.99
 Title 21 CFR	US\$29.99
 Title 9 CFR	US\$19.99
 Title 21 USC	US\$19.99



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

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

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

## Ingredient Issues

Greg Aldrich, PhD

### Find more

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

# Potassium chloride: popular potassium source



**Potassium chloride is nutritionally effective, reasonably priced and readily available.**

**WHEN BALANCING THE** macro-mineral portion of a petfood, calcium and phosphorus are usually the first priority, magnesium seldom requires adjustment, and sodium and chloride, if inadequate, are easily met with a pinch of salt (sodium chloride). All that remains is potassium.

Despite the fact that most of the dietary ingredients used in petfood, such as protein meals and grains, contain some potassium, they seldom deliver an amount sufficient to meet all the animal's needs. One might argue that vegetable and fruit matter are rich in potassium and thus a source adequate to the task of filling this gap. However, these ingredients are usually not a significant enough part of a commercial petfood to make up the difference.

So, adding a supplemental source of potassium, albeit in small quantities, is often necessary. There are a number of mineral salt options available, but the most common form used in petfood is potassium chloride.

**FEW CONSUMERS WILL** have encountered potassium chloride directly unless they have high blood pressure and use an alternative "lite" salt or salt substitute seasoning to decrease their sodium intake or if they have a water softening system that uses potassium chloride rather than sodium chloride. So, for the uninitiated, potassium chloride is very similar to table salt. It is a water-soluble neutral salt in the halide family, has a similar structure and crystalline lattice to sodium chloride and tastes moderately salty with a slightly bitter aftertaste.

Geologists know potassium chloride as sylvite and farmers know it as potash (see sidebar). It is formed as sedimentary rock deposit from ancient evaporated seas. As a mineral, it has a refractive index of 1.49, a hardness of 1½ to 2 on the Mohs scale, a specific gravity of 1.0 and a density of 1.99 g/cm<sup>3</sup>. It is described as having a vitreous luster either lacking in color or is gray, white or yellow to red depending on the magnitude of mineral inclusions such as magnesium, calcium, sodium or iron that come along for the ride. These beds are found around the world and mined by traditional and "improved" methods.

**AS AN ELEMENT,** potassium (K) is the seventh most abundant mineral in the earth's crust and the third most abundant in the body, after calcium and phosphorus. In physiology, over 95% of potassium is stored in the cells, where it is one of the three primary electrolytes (Na, Cl and K) and the mineral most associated with exercise and muscle cramps. Potassium serves a primary role in producing the critical electrochemical gradient across cells (especially muscle) via the sodium-potassium ATP-ase pump. In addition, potassium:

### Potash vs. potassium chloride

Potassium is often described in agricultural literature as potash. While in today's commerce potassium chloride is the primary source of potash, the term dates back hundreds of years and describes a broader array of potassium salts such as potassium carbonate and potassium oxide. The term is literally descriptive of a process for solubilizing ash from burned wood in a pot—thus the term "pot-ash." The process was used to create lye compounds used in soap manufacture, metal etching and the millenary industries.

Today, potash primarily describes a source of potassium for fertilizing crops. After nitrogen and phosphorus, potassium is the third most important (limiting) nutrient for maximizing crop production.

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

- Is directly involved in nerve impulse transmission;
- Serves as an enzyme cofactor;
- Influences amino acid uptake;
- Plays a role in interstitial acid-base balance and cellular osmotic balance;
- Is a vital component of a healthy and responsive immune system.

A deficiency of potassium results in poor growth, restlessness, muscular paralysis, dehydration and lesions in the heart and kidney. Because it is a basic chemical element, there is no synthesis of potassium by the body and reserve storage is limited; so it is essential that the diet consistently supply sufficient quantities. At the other extreme, potassium is relatively non-toxic. Potassium toxicosis in healthy animals is rare, with no reported safe upper intake limit for dogs or cats (NRC, 2006).

**POTASSIUM CHLORIDE IS** merchandised as a white or pink granular product with the consistency and flow characteristics similar to rock salt or table salt. It is sold as an ingredient with a minimum potassium chloride composition of 98.5% and a potassium guarantee of 50% (chloride content of approximately 47.5%). This potassium content compares favorably to other sources like potassium sulfate at 53% and potassium carbonate at 56%.

The bioavailability of the potassium in potassium chloride is similar to the other aforementioned sources at around 98% (Schricker, 1985; Miller, 1995). Unfortunately, this has not been confirmed directly in the dog or cat, but the likelihood that it differs is remote.

Potassium chloride provides functional attributes to food production as an aid to gelling strength in wet petfood applications, and in some diets it is the preferred potassium source to help with metabolic and (or) urine acidification. About the only objection to its use is a stray concern regarding palatability or animal acceptance, but in practice that has not been an issue. So, because potassium chloride is nutritionally effective, reasonably priced and readily available, it is usually the preferred source of potassium in commercial petfoods. ■

## PET FOOD MANUFACTURERS

# Feed Dry Ingredients Safely!



**MECHATRON® 3-A FEEDER**

- 3-A sanitary approved.
- Disassembly from the non-process side provides quick product changeover.

**Expertise in:**  
Feeding majors, minors & dry palatants.  
Kibble blending.  
Extruder feeding.



**DEA WEIGHBELT FEEDER**

- Open frame design simplifies cleaning.
- Excellent for feeding kibble and other easily damaged materials.

**schenckAccuRate**



we make processes work

For all your pet food weighing & feeding needs call:

**(800) 558-0184**

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

Schenck AccuRate is a unit of Schenck Process ©2010 Schenck AccuRate

## The **Extru-Tech**nician

The digital magazine for pet food extrusion.

### Subscribe now

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



brought to you by

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

## Research Notes

### Learn more

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

### Measuring cups for dry food not precise

Over 12 studies, we assessed precision and accuracy of weighing out food portions of various dry kibbled foods by measuring cup. Poor precision was noted in all studies, as was variable accuracy, which ranged from an 18% underestimate to an 80% overestimate in portion size. No specific factors were associated with imprecision, but the degree of inaccuracy was negatively associated with portion size and positively associated with the number of subjects participating in the study.

This is the first study to document imprecision and inaccuracy of using measuring cups to estimate portions of extruded dry kibbled food. Over time, such errors could contribute to insidious weight gain in companion animals, potentially contributing to failure

of weight management programs.

Source: A.J. German *et al.*, 2010. Imprecision when using measuring cups to weigh out extruded dry kibbled food. *JAPAN* online October 2010. doi: 10.1111/j.1439-0396.2010.01063.x

### Protein's influence on energy in obese cats

The influence of a high-protein (HP) diet on energy balance was evaluated in obese cats allowed *ad libitum* access to food. Energy intake, body weight, body composition, energy expenditure and concentrations of hormones and metabolites associated with carbohydrate and lipid metabolism (glucose, insulin, free fatty acids, triglycerides, leptin) were measured in cats consuming a moderate protein (MP) or HP diet.

Resting and total energy expenditure adjusted for either body weight or lean body mass was increased in cats consuming the HP in relation to MP diets. However, voluntary energy intake also was increased in the HP treatment; thus, there was no difference in body weight between animals consuming the two diets. Dietary protein content did not alter amounts of either lean body mass or fat mass.

Short-term *ad libitum* feeding of an HP diet did not reduce food intake or promote weight loss in obese cats, but energy expenditure was increased. This effect might help promote weight loss when energy intake is restricted.

Source: A. Wei *et al.*, 2010. Influence of a high-protein diet on energy balance in obese cats allowed *ad libitum* access to food. *JAPAN* online October 2010. doi: 10.1111/j.1439-0396.2010.01062.x

### Key concepts

- **Measuring cups for dry food not precise**  
*(JAPAN* online October 2010. doi: 10.1111/j.1439-0396.2010.01063.x)  
 Over time, errors could contribute to insidious weight gain in companion animals, potentially contributing to the development of obesity.
- **Protein's influence on energy in obese cats**  
*(JAPAN* online October 2010. doi: 10.1111/j.1439-0396.2010.01062.x)  
 Short-term *ad libitum* feeding of a high-protein diet did not reduce food intake or promote weight loss in obese cats, but energy expenditure was increased.



## SELF-CLEANING

### Kleen-Drag Conveyor

Eliminate cross-contamination. Easily handle delicate pieces. With the Kleen-Drag Conveyor from Intersystems, you can offer a premium product while saving time and money.

[intersystems](http://intersystems.net)

402.330.1500 800.228.1483  
 Omaha, Nebraska USA  
[www.intersystems.net](http://www.intersystems.net)

**Ingredients**



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

*Safe, quality pet food starts here.*

[www.Hesco-Inc.com](http://www.Hesco-Inc.com) (800) 243-7264

Your source for Organic & Conventional grains for the Pet Food Industry!  
Barley, Rye, Rice, Wheat, Oats & Specialty Grains Blending Capabilities  
BRC Certified Against GFSI Standards



**NATIONAL RICE COMPANY**

Brown Rice      Organic Rice  
Brewers          Rice Bran  
Rice Hulls      Rice Protein

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



**CERCO** Cereal Byproducts Company

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

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



**WILBUR-ELLIS**

**SPECIALIZING IN:**

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



**CONTACT US:**

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



**Enzymes for Flavors**  
**Enzymes for Processing**  
**Enzymes for Nutrition**

**Enzyme Development Corp**  
360 W 31st, Ste 1102  
New York, NY 10001  
[www.EnzymeDevelopment.com](http://www.EnzymeDevelopment.com)  
[info@EnzymeDevelopment.com](mailto:info@EnzymeDevelopment.com)



MeadowPure  
**Premium Grad™**  
Whole Milled Flaxseed

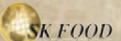
- Cost-effective Omega-3 source
- Enhances nutritional value
- Guaranteed stability for 2 years
- Processed in a food quality facility

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



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

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



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

- Identity Preserved**
  - Soybeans
  - Grains
  - Seeds
  - Dry Edible Beans
- Certified Organic**
  - Flours/Meals
  - Rice Products
  - Vegetable Oils
  - Vinegars
- Non-GMO Project Verified**
  - Brans/Germs/Fibers
  - Instant Powders/Flakes
  - Split/Dehulled Soybeans
  - Sweeteners

Including Brown & Golden Flaxseed & Flaxseed Meal.

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

*Premium Quality Ingredients*



**LANSING**  
TRADE GROUP, LLC

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

**WHITE POTATO**  
**SWEET POTATO**

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

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



**LONGWOOD, LLC**  
CUSTOM MANUFACTURING

*Serving your custom product or project needs.*

Specializing in:  
Powder Blending, Bolus & Tableting,  
Specialty Packaging,  
Protein and Fat Powder  
HACCP/FSFS/FCI Certified

Contact: Don Schwartz  
800-523-0500/Ext. 6303  
[dschwartz@longwoodcustom.com](mailto:dschwartz@longwoodcustom.com)



**MARSHALL**  
INGREDIENTS

**Your Source for Natural Ingredients**

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

**Specializing in Natural Fiber Sources.**  
Apple, Broccoli, Spinach, Carrot, Blueberry, Cranberry, Potato & Tomato.

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

5740 Limekiln Rd. • Wolcott, NY 14590  
Ph: 315-594-1760 • Fax: 315-594-1956  
[www.marshallingredients.com](http://www.marshallingredients.com)

## Ingredients



**Prairie**  
FLAX PRODUCTS, Inc.

Portage la Prairie, MB. Canada

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

Contact Richard at

1 866 283 3331

Or Email:

[rzacharias@prairieflax.com](mailto:rzacharias@prairieflax.com)

QUALITY

## MARINE & VEGETABLE OILS

*Surprisingly Competitive Pricing*



**1-800-ALL-OILS**

**ARISTA INDUSTRIES, INC.**

557 Danbury Road, Wilton, CT 06897  
[www.aristaindustries.com](http://www.aristaindustries.com)

203-761-1009

### RICE PROTEIN, RICE SWEETENERS & RICE MEAL

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

Tel: (314) 919-5045

Email: [FAYYAZSAJ@aol.com](mailto:FAYYAZSAJ@aol.com) 

### Jedwards International, Inc.

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



tel: 617-472-9300

fax: 617-472-9359

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

**Ingredient Supply**



Potato Protein • Brewer's Dried Yeast

1-800-984-4460

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

Supplying the North American  
Pet Food Industry for nearly  
*25 Years*

North America's  
Largest Supplier of:

- Oat Groats
- Steel Cuts
- Colored Oat Groats and
- Colored Steel Cuts



**EMERSON  
MILLING INC.**

Box 424, Riverlot # 58 P: (204) 373-2328

Emerson, MB F: (204) 373-2537

Canada, ROA OLO [www.emersonmilling.com](http://www.emersonmilling.com)

### Wild Alaskan Salmon Oil

**Bulk & Private Label**

Life Line Pet Nutrition

1-253-905-0951

[sales@lifelinepet.com](mailto:sales@lifelinepet.com)



FROM CONCEPT TO MARKET

**LASI IS YOUR CHOICE!**

~Custom Blending & Milling!

~Over 500 High Quality Pet  
Food Ingredients!

~Bulk & Tote Bag Packaging  
Available!



Call Us Today 800-874-2376

## TOMATO POMACE

*Highest Quality Available*

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

*Suzanne's Specialties*

- ❖ Rice Protein
- ❖ Rice Syrup
- ❖ Rice Meal
- ❖ Organic Rice
- ❖ Organic Molasses

421 Jersey Avenue - Suite B  
New Brunswick, NJ 08901  
800-762-2135 • FAX 732-828-8563  
[www.suzannes-specialties.com](http://www.suzannes-specialties.com)



## FIBER SOLUTIONS

*Apple  
Blueberry  
Cranberry*

### VEGETABLE BLEND

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

**LaBudde Group Inc**

**800-776-3610**

**262-375-9111**

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

[labudde@labudde.com](mailto:labudde@labudde.com)

*Product solutions from concept to completion*

**Spray Dried PORK LIVER**

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

**DRIED EGG PRODUCT**

**EGG/LIVER BLENDS**

*Manufactured and sold by:*

**VAN ELDEREN, INC.**

**Martin, MI**

**Tel: (269) 672-5123**

**Fax: (269) 672-9000**

## Employment

  
**animaljobhunter.com**

Job board website specializing  
in the Pet Food sector.

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

**Testing**



13611 B Street  
Omaha, NE 68144  
(402) 334-7770 phone  
(402) 334-9121 fax  
www.midwestlabs.com

analysis you can trust • service you can rely on

Full-service testing capabilities for water, soil, feed, pet food and ethanol products & coproducts.

Visit [www.midwestlabs.com](http://www.midwestlabs.com) for a full list of our updated capabilities and fees.

**Blue Ridge Kennel**

USDA registered research facility performing petfood testing since 1975.

Traditional and in-home panels available.

Contact: Paul Plessner  
telephone: 334/567-8195

**KENNELWOOD INC.**

Quality affordable testing for palatability and nutritional adequacy since 1982.

217 356-3539  
email: [dowatts@aol.com](mailto:dowatts@aol.com)

**Romer Labs, Inc. offers:**

- Mycotoxin, Melamine and GMO Test Kits — offered in Qualitative and Quantitative Formats
- Analytical Services using HPLC and LC-MS/MS Technology
- Consulting and Ingredient Audits
- Total Quality Assurance, Ingredient and Mycotoxin Risk Management Programs



Romer Labs, Inc.  
1301 Stylemaster Drive  
Union, MO 63084  
636-583-8600  
[www.romerlabs.com](http://www.romerlabs.com)  
e-mail: [office@romerlabs.com](mailto:office@romerlabs.com)

**Packaging**

- \* Custom Creators, Producers, and Packagers of extruded animal foods and treats
- \* State-of-the-Art, Fully Automated Production and Packaging Systems
- \* Also Specializing in Stand-Up Pouch (Roll-Stock or Pre-Made) Packaging Services

Our People and Facilities are Dedicated to Meeting your Production Needs

Organic Certified  
USDA - APHIS (EU) Certified

**Stand Up and Be Counted With C.J. Foods' Custom Pet Food Processing and Packaging**



C.J. Foods, Inc.

Sales Office  
121 Main Street  
Bern, KS 66408  
785-336-6132  
[sales@cjfoodsinc.com](mailto:sales@cjfoodsinc.com)

**Equipment**

**Manufacture Quality Product with the Best Altima Hammermill**

Proven, Trouble Free Performance In difficult grind applications.



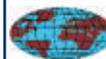
Mill Technology Company, Inc.  
763-553-7416  
888-799-5988  
[gary@mill-technology.com](mailto:gary@mill-technology.com)

**Used Equipment**

**WE BUY AND SELL USED FEED AND GRAIN EQUIPMENT**

- Pellet Mills • Coolers • Dryers • Roller Mills
- Flakers • Cleaners • Sewing Lines • Mixers
- Legs • Dust Filters • Air Pumps • Complete Feed Mills
- New Intra-Pro® Model 2000 & 2500 extruders.

LARGE INVENTORY IN STOCK



CONTINENTAL-AGRA  
EQUIPMENT, INC.

1400 S. Spencer Rd., Newton, KS 67114  
Ph: 316-283-9602 • Fax: 316-283-9584  
E-mail: [gary@continentalagra.com](mailto:gary@continentalagra.com)  
Web: [www.continentalagra.com](http://www.continentalagra.com)

**DIE ROLLS  
800.343.7655  
Bones Biscuits Treats**

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

**Fast/Friendly Service**

High Quality Wear Parts for Most Extruders  
Manufactured to OEM or Customers Specifications.

Over 15 years' experience supplying precision parts to the Feed & Petfood Manufacturing Industry.

**New Technology Inc.**

Phone: 479-787-6772 • 1-800-684-0042 • Fax: 479-787-9957  
[www.newtechnology.com](http://www.newtechnology.com)

**FOR SALE**

Reconditioned Cooking Extruders & Dryers  
Single & Twin Screw Designs  
▪ CLETRAL ▪ WENGER  
▪ EXTRU-TECH ▪ AEROGlide

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

[extru-techinc@extru-techinc.com](mailto:extru-techinc@extru-techinc.com)



Phone: 785-284-2153  
Fax: 785-284-3143

Attn: Equipment Sales Group

**PetfoodIndustry.com**

MARKETPLACE ads are also placed on [www.PetfoodIndustry.com](http://www.PetfoodIndustry.com) for maximum exposure!

To order: Ginny Stadel

Tel: +1.815-966-5591 Fax: +1.815-968-0941  
[gstadel@wattnet.net](mailto:gstadel@wattnet.net)

**DELTA T**  
Continuously Controls Moisture  
Water Activity/Mold, Protein  
409-385-6422  
[drying@moisturecontrols.com](mailto:drying@moisturecontrols.com)  
[www.moisturecontrols.com](http://www.moisturecontrols.com)

DRYING TECHNOLOGY, INC.

**FRAIN GROUP**

**NEW ARRIVALS EVERY DAY!**

5D3871-American Newlong 4 Head Rotary Bag Filler 25bpm  
5D5924-Fischbier Double Fold HM Bag Sealer 60 ft / minute  
5D7005-FPEC 80 cu feet 304 S/S Horizontal "U" Paste Mixer  
5C0908-Horizon Systems S/S 3 cu ft / 60L Bag Break Station  
5B9711-Inglett 1950 Automatic Top Load Bag Hanger 25bpm  
5D7881-Ohlson S/S Dual Lane Bulk/Trickle Scale up to 200lb  
5C4508-Package Machine Auto form/Fill/Seal Machine 75ppm  
5E2550-Roberts Packaging Auto Horiz Form/Fill/seal 200ppm  
5E0876-Spiroflow Sys Bulk Bag Super Sack Unloader 4400lb  
5E3451-Stephan Machinery S/S Emulsifier outout: 8800lb/hr

Chicago AREA **(630) 629-9900**  
[www.fraingroup.com](http://www.fraingroup.com)

## Used Equipment

By order of Procter &amp; Gamble – Sale #14 – Featuring an Iams Dry Pet Food Plant Closure



# Production, Packaging, Lab & Plant Support Equipment

**Sale Date:** Wednesday, February 23<sup>rd</sup>, 2011 at 9:00 AM EST**Sale Closing:** Thursday, February 24<sup>th</sup>, 2011 at 1:00 PM EST**Location:** Lewisburg, Ohio & Other U.S. Locations

## Online Auction

**Assets Include:****Iams Dry Pet Food – Lewisburg, Ohio**

- **Fillers:** (2) Slidell 3320, (1) For Multi-Wall Paper-Poly Rated for 15-50-Lb. Sizes, (1) For Multi-Wall Paper Rated for 28-50-Lb. Sizes; (1) Newlong CM-PDSL, For Multi-Wall Paper-Poly Rated for 2000BPH, 10-50-Lb. Bags
- **Dryers:** (2) Aeroglide, with 85" W x 60' L Stainless Steel Belts
- **Coolers:** (2) Aeroglide
- **Extruders:** (5) Wenger 250-400-HP
- **Hammer Mills:** (2) Jacobson & Bliss
- **Stainless Steel Unloaders:** (5) Super Sack
- **Stainless Steel Tanks:** 1000-25,000-Gallon
- **Conveyor:** Large Quantity of Stainless Steel & Mild Steel Motorized and Gravity

- **Palletizers:** (2) Master Palletizer Systems
- **Scale System:** Paxall Parsons Dual Bucket
- **Pinch Bag Sealer:** Newlong Machine Works
- **Pressure Sensitive Label Applicator:** Label-Aire
- **Inkjet Coders:** VideoJet Excel Series 100
- **Metal Detection System:** Safeline
- **Natural Gas Boilers:** Johnston Boiler
- **Reverse Osmosis System:** Crown Solutions
- **Twin Alternating Softener System:** Crown Equipment Systems
- **Electric Forklifts:** (8) Crown
- **Facility Support Equipment:** Large Quantity, Including: Deaerator, Pump & Vacuum Skids; Air Compressors & Dryers
- Laboratory Equipment

**Auctioneer & License:** OH - David S. Fox #62198333979

To view and bid on  
the lots, please visit  
[www.Go-Dove.com](http://www.Go-Dove.com)

For further information, please contact:  
**TOM CONWELL** Tel: +1 312.515 3050  
Email: [tom.conwell@go-dove.com](mailto:tom.conwell@go-dove.com)



Asset Sales and Valuations Worldwide

The screenshot shows the PetfoodIndustry.com website interface. At the top, there's a navigation bar with links for 'Recent Issues', 'Newsletters', and 'TV & Radio'. The main header features the 'PetfoodIndustry.com' logo and the tagline 'The information source for petfood professionals worldwide'. Below the header is a search bar and a sidebar with categories like 'Equipment', 'Ingredients', 'Packaging', 'Services', and 'Testing'. The main content area is titled 'Featured Products' and displays three product listings: 'Gardel Computer Corp. data loggers free resource CD', 'Dough Egan Elevator loader conveyor - elevator system', and 'Spiralflow Systems Inc. 711 bulk bag super discharger'. Each listing includes a small image and a brief description. A 'Welcome to our directory of petfood manufacturer products' message is also visible, along with a 'Sign in or sign up' prompt.

**MORE RESOURCES ONLINE**

Find a full database of ingredients,  
equipment, packaging materials, test  
kits and other products online at

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

**PetfoodIndustry.com**

# Ad Index

3D Corporate Solutions LLC.....	8-9	Intl Ingredient Corp .....	55
Acadian AgriTech .....	34	Kemin Nutrinsurance Inc.....	5
ADF-Amer Dehydrated Foods .....	3	LECO Corp.....	16
AFB International .....	28-29	MAC Equipment.....	35
Ameri-Pac Inc.....	13	Nealanders International Inc .....	31
Andritz Feed & Biofuel A/S .....	26	Peel Plastic Products Ltd.....	C2
Bemis Flex Pkg-Milprint Div .....	C3	SafTest Div MP Biomedicals .....	45
Bill Barr & Co.....	39	Schenck AccuRate .....	49
Buchi Labortechnik AG .....	21	Sensient Colors Inc.....	15
Buhler Aeroglide Corp.....	20	Summit Ridge Farms.....	10
CPM/Roskamp Champion .....	37	The Peterson Co.....	27
CPM Beta Raven .....	12	Trouw Nutrition USA LLC .....	1
DSM Nutritional Prods Ltd.....	47	US Commodities .....	55
Empyreal 75 .....	19, 33	Van Drunen Farm .....	34
Extru-Tech Inc .....	14, 49	Victam Intl bv .....	38
Geelen Counterflow BV .....	7	WeighPack Systems .....	11
InterSystems .....	50	Wenger Manufacturing Co.....	C4

Your Pet Food

# INGREDIENT SOURCE

**Pea Protein, Pea Starch**

**Dehydrated Potato/  
Potato blends**

**Oatmeal Pellets**

For Details Please Contact:

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

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

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

**1-612-486-3853**

Visit us at Petfood Forum 2011  
Booth 427

**US**  
Commodities  
An AgMotion Company

Dairylac® 80 • Nutri-Gold® • Brewtech®

Milk Proteins • Dextrose • Sugars • Starches • Dried Bacon Fat • Vegetable Oils

# FRIENDLY



Milk Chocolate Product • Dried Cheese Products • Nutri-Sure™ • Nutri-Pal™

 INTERNATIONAL  
INGREDIENT  
CORPORATION

 CERTIFIED  
SAFE FEED  
SAFE FOOD  
FACILITY

licag@licag.com 636.343.4111 www.licag.com

Sugar Food Product • GroBiotic® Products • Dried Whey

PETFOOD INDUSTRY (ISSN 0031-6245) is published monthly by Watt Publishing Co., 303 N. Main St., Suite 500, Rockford, Illinois 61101-1018 USA. All rights reserved. Reproduction in whole or part without written permission is strictly prohibited. PETFOOD INDUSTRY and its logos are registered trademarks of Watt Publishing Co. POSTMASTER: Send address changes to: PETFOOD INDUSTRY, 303 N. Main St., Suite 500, Rockford, Illinois 61101-1018 USA. Periodical postage paid at Rockford, IL and additional mailing offices. Canada: Canada Post International Publication Product Mail Code 1686232.

# Industry Calendar

## See more

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

	S	M	T	W	T	F	S
<b>February</b>			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					



■ Zoo Russia Professional Exhibition, February 18-20, 2011. Crocus Expo International Exhibition Centre, Moscow, Russia. For more information, go to [www.zoorussia.ru/zoo/en](http://www.zoorussia.ru/zoo/en) or email [info@zoorussia.ru](mailto:info@zoorussia.ru).



■ Packaging Conference 2011, February 7-9, 2011. ARIA Resort, Las Vegas, Nevada, USA. To register, visit [www.thepackagingconference.com](http://www.thepackagingconference.com) or email [info@plastictechnologies.com](mailto:info@plastictechnologies.com).

■ AFIA Spring Forum/Purchasing & Ingredient Suppliers Conference, February 28-March 4, 2011. Las Vegas, Nevada, USA. For more information, go to [www.afia.org](http://www.afia.org) or email [afia@afia.org](mailto:afia@afia.org).



	S	M	T	W	T	F	S
<b>March</b>			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	31	

## LabQA2011

■ LabQA2011, March 7, 2011. Imperial Queen's Park Hotel, Bangkok, Thailand. Further details of this event can be sourced from [www.positiveaction.co.uk](http://www.positiveaction.co.uk) or [palmpositive@yahoo.com](mailto:palmpositive@yahoo.com).



■ Mycotoxins 2011: Technical Conference, March 8, 2011. Imperial Queen's Park Hotel, Bangkok, Thailand. To register and see the program, fill out the form at [www.positiveaction.info/PDFs/Mycotoxins2011.pdf](http://www.positiveaction.info/PDFs/Mycotoxins2011.pdf) or email [palmpositive@yahoo.com](mailto:palmpositive@yahoo.com) for more information.

■ VIV Asia 2011, March 9-11, 2011. BITEC, Bangkok International Trade & Exhibition Centre, Bangkok, Thailand. For more information, visit [www.vivnet.com](http://www.vivnet.com) or email [viv.asia@vnuexhibitions.com](mailto:viv.asia@vnuexhibitions.com).



## Online events

■ The Onset Webinar: A Tale of Two Roofs will take place March 1, 2011 at 2PM Eastern Time. To learn more or register, please visit [www2.gotomeeting.com/register/789688866](http://www2.gotomeeting.com/register/789688866).



■ AFIA Webcasts: Controlling Salmonella in Your Facility and Management



Considerations for *Salmonella*/ Microbial Control are available for download at [www.afia.org](http://www.afia.org).

■ The Powder and Bulk Online Training Center is a virtual campus providing online training and lectures on topics such as Pneumatic Conveying, Mixing & Blending and Solids Flow. All of these web-only classes are available at [www.powderandbulk.com/online\\_training](http://www.powderandbulk.com/online_training).



# Run with the Leader

**Take Your Brand Farther, Faster, with Bemis Packaging**



*Large Bags or Small Pouches, Kibble or Treats, Wet or Dry, Bemis Has Your Package.*



In the competitive pet food business, brand dominance demands a packaging partner with agility, strength and sharp market instincts. To stay ahead of the pack, run with Bemis.

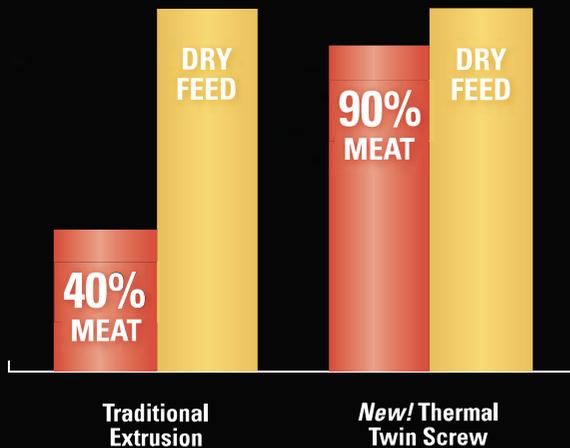
As the world's leading producer of pet food packaging, we offer the industry's broadest portfolio of packaging technologies, a nimble service model, vertically integrated supply and total concept-to-cart development support. All, from one responsive source.

**Talk to us! We're hungry for your business. Contact Bruce McKay at 920-527-2482 or [Bruce.McKay@Bemis.com](mailto:Bruce.McKay@Bemis.com).**

**BEMIS**®

# *We've got sssssteam heat...*

## **New Energy Source = Greater Versatility**



**Ready to shift your extrusion process to a more favorable energy source?** The new Wenger Thermal Twin Screw Extruder not only provides exceptional performance with a broad range of raw materials, but offers a thermal to mechanical energy ratio of 14 to 1 — a level previously unheard of in the industry.

The unique screw profile, combined with an innovative extruder barrel design permits up to four times steam injection for unprecedented cost savings in both energy costs and equipment wear. Plus, the new Thermal Twin design allows the incorporation of high fat and high meat (up to 90 percent of the dry feed rate) for greater versatility at less cost.

Get details now on the revolutionary Thermal Twin Screw Extruder Series with models offering up to 12 ton/hr at [www.wenger.com](http://www.wenger.com).

At Wenger, we innovate to solve customer challenges.

*And then we do it again.*



*Inventing the new original since 1935.*

SABETHA, KANSAS USA 785-284-2133 INFO@WENGER.COM

USA

BELGIUM

TAIWAN

BRASIL

CHINA

TURKEY