

AI PET FOOD MAGAZINE

INTERNATIONAL MAGAZINE
ABOUT THE PET FOOD INDUSTRY

10 YEARS



All Pet Food: Celebrating a decade of connections

Key points of a brand ecosystem

Connection and trust:
Revolutionizing brands in the pet food world



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EDITORIAL

Welcome to a new edition of All Pet Food Magazine. This time, we are on these pages to share, as we always do, the trends and news in the sector.

Additionally, to celebrate that All Pet Food is celebrating 10 years of connecting the industry from a project among colleagues that became a diverse and dynamic network with which, day by day, we reach a large community of experienced readers from a sector that seeks information to expand.

This edition has articles by professionals and experts that cover various topics, which invite us to learn and debate about topics, such as the inclusion of technology in the sales and distribution chain of products, the change in pet food branding, the key points of the brand ecosystem and the increase in the adoption of pets worldwide. Together, the articles present a diverse range of current facts so we can stay up to date with what's happening in our industry and continue to evolve along with it.

On this occasion, we have an exclusive interview with Sonia Franck, general secretary of FEDIAF, in which she tells us a little about her career and gives us her insights about the present and future of the pet food ecosystem. The Companies with History section this time is dedicated to Setop, a group of companies focused on the development and improvement of industry solutions, while in our new special section for producers, we have the participation of Nugapé and Alican, two companies with a long journey. Additionally, this edition will be distributed at several industry events: the Pet Food Forum in Kansas, Interzoo in Germany, Fenagra in Brazil, and the Pet Forum in Mexico.

We do not want to fail to invite you to participate in the next edition of CIPAL, the meeting point for all industry participants in Buenos Aires. On September 25 and 26, we will meet at the Universidad Católica Argentina around dissemination stands and expert presentations to get to know each other, exchange knowledge, and create new ties and connections to expand our market limits.

Finally, we would like to especially and warmly thank each of the companies, conferences, teams, and professionals who have trusted us to disseminate their projects and reach more and more people in search of the best solutions.

Here's to 10 more years of growing together!



CIPAL

20 24

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ALL PET FOOD: CELEBRATING A DECADE OF CONNECTIONS

10
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We are celebrating 10 years of experience in the pet food industry! A decade full of achievements, innovation and, specially, enjoying the possibility of connecting the main members of this exciting sector. Learn more about our history and future plans.

At All Pet Food, we started this journey a decade ago with the clear misión of generating meaningful links that add value to the pet food industry. Since then, we have focused our efforts on creating solid bridges between suppliers and manufacturers, promoting the sector strengthening and the supply chain efficiency.

Thus we present ourselves as “connectors”, because we believe in union as a hub to drive each company, promoting collaboration, listening our clients needs, offering personalized solutions and evolving alongside an industry that required it.



In this video, Pablo Porcel de Peralta -CEO- and Iván Marquetti -Sales Manager-, both All Pet Food founders partners, share in first person the experience and growth in this period of time, as well as their future projection.

Throughout these 10 years, we have witnessed the constant transformation of the pet food industry, which has inspired us to think about our positioning.

Starting as a website, becoming leaders in information and developing channels such as our specialized magazine, conferences, events and market analysis, we accomplished to generate a different, dynamic and avant-garde network, which connects the most important participants in the sector.

Moreover, within this framework of celebration and innovation we have renewed our digital platform, offering a more dynamic and efficient experience, designed to optimize the interaction between us and our community. **This website update not only represents an aesthetic improvement, but also the possibility of a more agile and friendly navigating.**

Currently, we have presence in key markets such as Europe, the United States, Mexico, Central and Latin America, and we have more than 400,000 annual visits to our website.

In this opportunity we express our gratefulness to the great community we have had the privilege of working with during these ten years, it is an essential and necessary part of our path to continuous improvement.

We invite you to follow us on our social media to be announced of all the news we have prepared for this celebration.

Let's continue growing up together for more years!

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PET RETAILING, THE MOST ADAPTABLE AND CHANGING SECTOR IN THE INDUSTRY

A few years ago, David Lummis, a pet market analyst, stated that e-commerce was one of the key factors reshaping the pet food industry. Today, there is no doubt that the pandemic was a clear accelerator of the use of new technologies and business models in the market. However, we are only now in a position to begin to analyze whether these changes have been a need of the moment or have effectively come to stay and reshape the way our industry exchanges.

By All Pet Food

With the emergence of new business models, such as personalized foods, subscription models, and online shopping, the old market players must look for a new way to organize themselves and keep growing. That is the case with retail stores, for instance.

Currently, the market share of traditional retail is expected to decrease, especially that of pet sector, and this is mainly due to the great competition presented by the availability of food in online supermarkets and other mass channels.

But it's not all negative news! In this article, we do a small analysis and share 3 insights in which retailers can find great advantages to differentiate themselves in the pet food market.

The growing importance of the brand-retailer relationship

Historically, this type of seller (and not only those related to the pet food industry) fulfilled the role of quickly and closely providing certain products to consumers. The problem with

this role is that today, it is much better served by what we know as online businesses. Furthermore, in the case of physical purchases, it is also usually more convenient to go to supermarkets where we buy products from different areas and needs in the same place. Now, there is a fundamental factor that is not present in large stores or online shopping: trust. Surely, we have all heard, at some point, or even had firsthand experience, of a “reliable” seller that we keep choosing even when there are other, more comfortable options.

Trust in the retailer still exists. The challenge is to not only build it over time (something very hard nowadays, with the amount of local movement that exists) but with attention and, above all, knowledge of what is being sold. In this sense, brands that distribute their products to individual merchants can influence them exponentially as long as they know how to attend them in the sale.

3 key factors to grow and sustain as a retailer in the current pet food industry

We already know that humanization and premiumization trends are revolutionizing the industry. This is leading, mainly, to a growing interest in the function of food, which, evidently, generates an impact not only on the type of product consumed but also on the importance of how it is presented and sold.

In this sense, here we share 3 factors that can help retailers find their place in this new market:

Omnichannel opportunities

With the pandemic, traditional retailers were forced to adapt themselves or die to remain competitive in an environment that began to demand new forms of consumption and facilities, such as online shopping and collection points, contactless delivery, or even placing orders via daily use platforms such as WhatsApp. **Independent pet stores must look for solutions to avoid losing customers to pure e-commerce and other larger establishments, and for this, the omnichannel strategy is a great opportunity.** In addition to having physical and local space, expanding the service through other digital or consumer service strategies such as automatic replenishment, free shipping, and home delivery at convenient times can be attractive alternatives.

This approach to pet food sales is already allowing those brands that decide to work closely with their retail partners in the physical space to see an evolution in their relationships.

Education

We previously mentioned that trust is a deciding factor in why people choose their retailers, even when it is not the best fit for their habits and routines. Nowadays, we know that companies can help their favorite merchants build that trust. How? Ensuring they can effectively represent the brand.

One of the main elements of the brand-retailer-consumer relationship is making sure sellers understand what the products are about. This benefits all parties: the company (or its product lines) is represented by someone who knows its strengths, benefits, and advantages, the merchant creates the long-awaited trust with the consumer, and the consumer has his chosen person to make decisions about the pet’s diet and well-being with the help of an expert.

Providing these types of sellers with easy access to marketing and educational material about a brand’s

star products is essential to facilitate their access to training so that they can sell not only more but also, especially, better products. Thus, the seller’s advice is no longer based solely on feeling or sales but also has real foundations with verified information provided first-hand by the brands.

In this way, we can cover a very important sector of pet owners: those who are concerned and actively interested in knowing about the diet of their dog and cat children and seek to make decisions with the most accurate and scientific information possible.

Artificial intelligence

There is a lot of talk today about implementing Artificial Intelligence in businesses, but few pet retailers have included it in their businesses, and this is mainly due to a lack of knowledge about how it can help them:

Long-term cost savings

Initially, an AI tool may be more expensive to implement. However, over time, it can bring huge savings. Efficiency is a fundamental aspect of money management, and being able to face customer needs more quickly and effectively surely brings greater efficiency, both in human and financial resources. This can be seen with predictive tools for the possible necessary stock or the type of customer profile, for instance.

Content creation

One of the keys to retail businesses is creating your own community to exploit its ability to generate much more trust and closeness than large businesses and establishments. Having a presence on social networks is essential, but it is not always possible due to time, lack of resources, or knowledge. In this sense, **AI is a fast and efficient solution for creating content, from creating ideas for posts on social networks to creating unique images with products for advertising campaigns or special offers.** Today, an AI tool like CHAT GPT can make us a complete content calendar with specific texts and characteristics, and we will only have to make sure to give the special touch of our brand voice so that they sound authentic and really connect with our potential and customer community.

Conclusion

The retailing sector, contrary to popular belief, is not dead. There is no doubt that it must adapt to the new needs and consumption habits of pet owners. But, with perseverance and predisposition, participants will be able to carve out their own market niche if they are able to find the best way to enhance what has always differentiated them in the market: closeness and trust with consumers.



CUSTOMER JOURNEY



CUSTOMER EXPERIENCE IN PET FOOD, FROM 0 TO 100 IN DEGREE OF VALUE FOR BRANDS

The silence caused by the pandemic a few years ago left room for many aspects of the markets to come to light. One of them, and perhaps most significant in our industry, is customer experience. Before this event, we were just beginning to discuss the additional value provided to a consumer when it comes to choosing a brand, not just once but several times to buy products for their pets. Today, we already have dozens of studies, some carried out by recognized institutions such as Forbes, which affirm that retaining a consumer can be up to 7 times cheaper, depending on the sector and industry, than obtaining new ones. What sense does it make to continue neglecting, then, the aspect that not only improves business performance but also increases brand authority and its market portion?

By All Pet Food

Thanks to the pandemic, some of the points that consumers consider most important today were revealed: timely shipping, adequate information, and quick customer service, among others. Think about airlines, for example. It is no longer strange to hear someone you know recommend avoiding certain platforms or companies because "if there is a problem, they never answer." This applies, and will eventually apply, to all industries. Yes, even ours, if we consider that pets are increasingly important in the lives of their owners!

Consumer experience: a branding (and marketing and sales) strategy

With digital strategies, a brand's touch point with its customers (direct or not) constantly multiplies. What was previously known as a mere means to obtain new potential, known as the sales funnel, today is also an essential space to constantly feed the link with a phase even after the first purchase. The truth is that the more we know about our potential consumers, the better experiences we can offer.

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Customer experience is one of the main factors when it comes to retaining clients. And, if someone who buys from us again is one of the most economical (in terms of profitability), we must put our efforts there to be able to retain them. Furthermore, for that person who chooses us again (and for factors that exceed the best price or a good product, the simplest reason why a customer chooses a brand or store), we will be building loyalty that, over time, will translate not only into greater spending but also into free advertising space. Who doesn't recommend what is functional for them and meets all their expectations?

3 pillars of a good Customer Experience

Personalization

One of the keys to a successful user experience is personalization, but here's the challenge: true personalization is only possible if we really know our customers. Of course, we must know that bad personalization is much (much!) worse than not doing it because it reveals what people do not like to know: that, after all, what you send them in an email offering them "that" ideal product is not a person but a system of algorithms and artificial intelligence (as one of the many possible examples). Once we truly get to know our customers, we can move on to personalized design of the offered experiences.

Omnichannel

Omnichannel has the great benefit of allowing easy and continuous interaction with customers and creating value even after the purchase. For this year, there are already statistics

stating that businesses with strong omnichannel strategies have retention of up to 89%, compared to 30% for those with weak strategies. **These types of plans apply to both companies that sell DTC and retail resale merchants and are essentially about creating a path to invite the consumer to stay.**

After-sales service

With what it costs, today, in terms not only of money, but also of effort, to get a person to stop at a brand and choose it to make a purchase, we cannot allow ourselves to neglect the post-purchase moment and risk losing one potentially lasting due to lack (or, in many cases, poor) care. In this instance, the cost-benefit relationship is what provides value to customers, given that what is at stake is no longer a single purchase but the entire brand image.

Brand trust: reputation in aeternum

Today, establishing a brand in the pet industry and standing out in the market comes down to trust and loyalty. Owners want brands that guarantee their pets a long, healthy, and happy life.

But the truth is that trust will not be generated just with a good shopping experience. It is essential that the same effort be made to provide transparency, quality, and food safety.

It's about, at the end of the day, finding the best way to provide lifelong value. A brand will feel true success and satisfaction when its initiatives have created long-term relationships with its customers.

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THE DTC MARKET IS GROWING EXPONENTIALLY IN THE PET FOOD INDUSTRY

The direct-to-consumer pet food market, known as DTC, encompasses sales of pet food products from manufacturing companies directly to the end consumer without going through any traditional retail intermediary. Currently, and in local markets around the world, a great increase can be seen not only in the market share but also in the interest of companies in this type of interaction, even going so far as to seek alliances with sellers and stores of the style.

By All Pet Food

The rise of e-commerce platforms and the growing preference for personalized food options are some reasons why this market sector is growing, but they are not the only ones.

Current situation

In 2022, the global DTC pet food market was valued at \$2.1 billion. Now, it is estimated that, by 2032, it will reach a CAGR of 25.1%, driven by both physical and online retailers, known as omnidirectional sales or channels.

The most recent data states that, from the hand of NielsenIQ Discover Omnisales, the United States pet industry accumulated \$77.5 billion in 2022. 38% of sales came from exclusively online retailers, while 62% corresponded to sales only from physical stores. These numbers indicate that the portion of online sales continues to increase constantly, having already gained 1.8 points in 2022.

Why is the DTC sector increasing in pet food?

DTC offerings provide direct access to both pet food and care products, often on a more targeted basis, improving the overall consumer experience. That is why this market is currently distinguished by the appearance of niche and premium brands.

Without a doubt, one of the key factors that allowed the development of this portion of the market are e-commerce platforms and digital marketing, which have grown exponentially since the start of the pandemic in 2020. Furthermore, the truth is that business owners of Pets are increasingly looking for convenient and hassle-free ways to purchase quality pet food.

Regions like Asia are a little further behind in development, compared to North America, for example. This portion of the American continent is currently the largest market for DTC pet food. This is because it has a solid online commerce infrastructure, as well as established brands that specialize in sales of this type.

4 keys to your growth

Personalized nutrition

Most DTC-focused pet food brands are focusing on offering more than personalized nutrition options based on age and breed, such as specific meal plans.

Humanization is also leading to a change in consumption, which now focuses more on the willingness to pay for small lots. According to NielsenIQ, this will bring an increase in DTC fresh/frozen sales of up to 4 times their current value.

Personalized attention

Personalized attention is one of the most important reasons why people choose this type of purchase. This not only means 1:1 care, but also includes drop-shipping, convenience pickup, and subscription models that alleviate the responsibility of reviewing when to replenish products. This convenience-oriented approach ensures a constant supply and simplifies the purchasing process, which is highly appealing to pet owners.

Transparency and trust

Pet owners are increasingly seeking more transparency in the brands they choose for their pets. Companies are seeing this as an opportunity in DTC sales as a way to prioritize transparency and provide information to increase the loyalty of those who choose their products.

Sustainability and environmental care

The direct-to-consumer model allows direct participation and feedback from customers, and, in terms of sustainability responsibility, this type of sales offers alternatives such as the return of recyclable packaging, a product replacement system in the same reusable packaging, and more options that encourage those most interested in the environment to choose

it.

According to Nielsen research, responsible, ethical and local sourcing, and biodegradable packaging are the most influential factors when considering a sustainable brand. Additionally, DTC packaging must be durable enough to withstand the rigors of logistics and handling.

A way to be close

Generally speaking, it is not an exaggeration to say that the pet product market is becoming increasingly omnichannel. This opens the doors for brands to find new opportunities and connect with consumers in much more loyal and lasting ways. By merging digital and physical presence, brands can increase their reach across retailers with marketing and strategic partnerships that bring them closer to their goals.

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SPRAY-DRIED PLASMA: NUTRITIONAL VALUE AND ITS EFFECTS IN PET FOOD PROCESSING (PART 2 AND 3)

Because of the biological characteristics of spray-dried animal plasma (SDAP), which is produced by separating the blood fractions, this ingredient has a high biological value and bioactive compounds, which will be discussed in Part 4 of this article. This section will discuss and present the nutritional value of SDAP and its functions in pet food processing.

By Ricardo Souza Vasconcellos–APC

The high protein content of SDAP is also accompanied by an adequate composition of essential amino acids. For dogs, the most limiting amino acid in SDAP is methionine, like other animal ingredients. As the graphic in Table 1 shows, SDAP is high in protein and has an adequate amino acid score (EAA). The EAA is calculated by the concentration of a particular essential amino acid within the protein of the ingredient and divided by the concentration of the same amino acid relative to the protein recommendation for the species. This is a measure to identify the relative concentration of each amino acid in the protein source to classify it as limiting or not in the ingredient or diet. Values above 1.0 for the amino acid score indicate that the amino acid is in adequate concentration in the protein source. Table 1 shows the amino acid composition of some commonly used dry feed ingredients, with the EAAs of the main limiting amino acids in each.

Table 1: Amino acid composition of protein sources used in dog and cat foods.

Item	FEDIAF Dogs	FEDIAF Cats	SDAP	HA	HCH	HP	HS	CPS	GM	GT
Crude Protein, %	21	33,3	78	65	44	47,2	46,5	63,1	61,1	79,8
Arginine, %	0,6	1,3	4,7	3,9	3,2	2,84	3,35	5,21	1,96	3,65
Histidine, %	0,27	0,35	2,8	1,07	0,67	1,12	1,21	1,72	1,28	1,95
Isoleucina, %	0,53	0,57	2,9	2,07	1,06	2,58	2,29	3	2,54	4,24
Leucine, %	0,95	1,36	7,8	3,89	2,29	4,05	3,56	5,07	10,61	7,29
Lysine, %	0,46	0,45	6,8	3,09	2,14	3,4	2,95	4,07	1	1,67
Methionine, %	0,46	0,23	0,9	1,06	0,56	1,48	0,61	0,92	1,38	1,75
Methionine+Cysteine	0,88	0,45	3,1	1,84	0,92	2,58	1,28	1,88	2,45	5,02
Phenylalanine, %	0,63	0,53	4,6	2,24	1,29	2,52	2,42	3,37	3,93	3,28
Phenylalanine+Tyrosi	1,03	2,04	8,2	3,71	2,05	4,45	3,81	5,73	7,16	6,56
Threonine, %	0,6	0,69	5,3	2,16	1,34	2,27	1,79	2,59	2,09	2,74
Tryptophan, %	0,2	0,17	1,4	0,52	0,2	0,58	0,65	0,87	0,31	0,65
Valine, %	0,68	0,68	5,3	2,67	1,62	2,89	2,14	3,16	2,86	4,05
Amino Acid Score										
Lysine			3,98	2,17	2,22	3,29	2,89	2,95	0,75	0,96
Methionine+Cystine			0,95	0,68	0,5	1,3	0,66	0,71	0,96	1,5
Tryptophan			1,88	0,84	0,48	1,29	1,47	1,45	0,53	0,86
Threonine			2,38	1,16	1,07	1,68	1,35	1,44	1,2	1,2

Due to the spray-dry processing, plasma maintains its

high solubility, which positively affects its digestibility characteristics and processing effects. The digestibility coefficients of this ingredient for dogs and cats have not yet been determined, but its effects when included in pet food on dietary digestibility have been demonstrated.

Quigley et al. (2004) conducted 3 experiments in dogs, with the inclusion of up to 3% of SDAP in the animals' diets, and compared with a negative control treatment. These authors found consistent results in increased apparent dry matter (DM) digestibility in all trials and increased crude protein digestibility in two studies. Similar results were found by Rodríguez et al. (2016) using wet cat diets containing 3% SDAP or 3% wheat gluten (WG) as binders. These authors found increased digestibility of DM in animals that consumed the diet with SDAP.

Recently, we also included 1% or 2% SDAP in dog diets, and its effects on digestibility coefficients were determined. As shown in Figure 1, there was a gradual increase in the digestibility of organic matter and crude protein as the inclusion of SDAP increased.

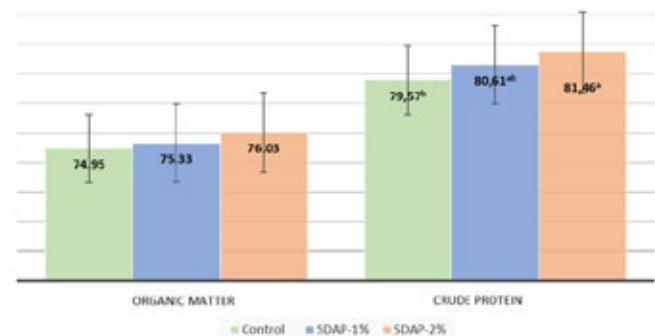


Figure 1: Digestibility coefficients of organic matter and Crude Protein in dogs fed diets containing 1% or 2% Spray-dried Animal Plasma (SDAP).

The protein portion of plasma, which corresponds to 80% of the ingredient is mainly composed of albumin, immunoglobulin G (IgG), and coagulation proteins (Aldrich, 2012), which are preserved by the spray-drying process while maintaining their solubility (Patel et al., 2009). Due to this, SDAP has important functional properties in wet food processing in the form of pâté or chunks in sauces as an emulsifying and binding agent (Aldrich, 2012), playing a similar role to hydrocolloids.

Hydrocolloids represent a diverse group of long-chain polymers that form gels by thickening, emulsifying, coating, and stabilizing food components (Li and Nie, 2016). Although SDAP is not classified as a hydrocolloid, it has very similar properties and is widely used in wet food for this purpose. In Brazil, many wet food products contain SDAP in the composition, associated or not with other agents such as xanthan gum, guar gum, carrageenan gum, modified starch, wheat gluten, soy protein, and whey protein, which have similar functionalities in the process.

Wet food is mainly formulated with by-products from the meat industry, with high protein and lipid content and high moisture content (70-85%). To avoid phase separation and promote better texturization and homogenization, gelling and emulsifying agents are used (Dainton et al., 2021). In a study comparing the technological properties of binders commonly used in wet food in the form of chunks in sauce or loaf, Polo et al. (2006) found that the inclusion of SDAP at concentrations of 1.5% and 2.5%, respectively, increased the breaking strength and reduced water loss relative to wheat gluten. In another study by these same authors (Polo et al., 2013), the inclusion of 2.0% SDAP was compared with 2%, 4%, or 6% of wheat gluten, and similar results were verified, with 2.5 times increase in the food's breaking strength and an improvement in juiciness due to an increase in the absorption of water from the sauce in contact with the food, of approximately 20%.

Due to its high-water retention capacity, when included in high concentration in the diet, the **SDAP gives hardness to the pâté, as can be seen in the Figure below, when compared to WG at the same concentration.**



Figure 2: Photo of pâté produced with SDAP (left) or Wheat Gluten (right), at the same inclusion (Polo et al., 2013).

These properties, such as increased digestibility, especially of DM and CP, contribute to the reduction of excreted fecal volume and, when added to its emulsifying properties and as a binder, make SDAP a potential replacement ingredient for hydrocolloids, which have been associated with negative effects on fecal digestibility and quality (Craig, 21; Harper and Siever-Kelly, 1997; Karr-Lilienthal et. al, 2002) as well as inducing intestinal inflammation and gastric ulcerations, which have been described in rats, mice, rabbits, and guinea pigs ingesting hydrocolloids such as carrageenan gum or carboxymethyl cellulose (Martino et al., 2017; Wu et al., 2017).

Conclusion

Nowadays, the SDAP has been widely used in wet food due to its emulsifying, binding, and texturizing properties, with the objective of improving the presentation of food and adding to the nutritional composition, different from the additives commonly used for this purpose. Additionally, in dry food, this ingredient has demonstrated that, even at low inclusions in the formulations, it promotes significant increases in diet digestibility.

In addition to the properties mentioned above, SDAP has some functional properties, especially prebiotic and immunomodulatory effects, which will be discussed in the next edition.

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KEY POINTS OF A BRAND ECOSYSTEM

Brand building in the pet food ecosystem involves collaboration and coordination between the different segments of the chain to achieve a solid, reliable, and valued presence in the market.

By MVZ. Armando Enríquez de la Fuente Blanquet

The most popular definition of “brand” is that of Philip Kotler, who indicates that it is “a name, a term, a sign, a symbol, a design or a combination of all these elements, which identifies the manufacturer or seller of a product.” or service and that differentiates it from the competition.” Furthermore, let us keep in mind that today, a brand combines perceptions and emotions that consumers associate with the product.

Here, we could go into the details of “branding,” where we seek to create a unique and distinctive identity for pet food (image 1). This identity is built through visual elements, such as the logo, colors, fonts, and other graphic elements.



Image 1—Brand identity

Brand building in the pet food industry is essential to differentiate yourself in a highly competitive and constantly evolving market. The market demands innovations in ingredients, manufacturing processes, and nutritional approaches to meet pet owners changing needs and preferences.

Knowing the ecosystem leads to brand success.

The term "pet food ecosystem" refers to the set of companies, organizations, and activities related to the production and marketing of pet food. This ecosystem is considered from food manufacturing to product distribution, sale, and consumption

Key elements within the pet food ecosystem

1. Manufacturers that produce foods or products specifically designed for pets, such as dry foods, wet foods, snacks, supplements, and more. This link must have a solid quality system, such as physical, chemical, sensory, and microbiological controls that ensure the high quality that our food brand supports. Care in adding, particularly micro-ingredients, must be very precise to fulfill what a high-quality brand promise.

2. Suppliers that supply the ingredients necessary for the manufacture of pet foods, as well as protein sources, cereals, vitamins, minerals, and additives. **It is important to have certified suppliers since the uniformity of the ingredients guarantees good quality food.** I have already talked about other issues about the importance of micro-nutrients or micro-ingredients (vitamins and minerals): selecting the correct forms and sources will give us stability and bioavailability in our final product.
3. Companies that are responsible for distributing pet food to retail stores, veterinarians, and other points of sale. Work with companies that take care of product management and good condition since the latter is the image and fundamental part of our brand.
4. Chain pet supply stores, supermarkets, online stores, and other places where consumers buy pet food and supplies. These warehouses must offer adequate conditions for the conservation and good condition of the products.
5. Veterinarians can recommend and sell specific pet foods based on each animal's nutritional needs. **Training for the veterinary community is important so that they know the value proposition of our brand and apply it for the benefit and needs of the pet.**
6. Pet owners who purchase and use products within the pet food ecosystem to feed and care for their animals. Pet pa-

rents play a very important role in this ecosystem because it is up to them to ensure that dogs or cats consume the correct food and in the correct amount for the pet's health and well-being. **Communication with pet owners, usually through tags, should be clear and understandable to reduce potential errors.**

7. Companies and institutions that carry out research and new food development, nutritional formulas, and technologies related to pet feeding. This is a very broad and key area for the advancement of precision nutrition for dogs and cats because it ranges from the determination of the requirements of each nutrient, new materials proposals, nutrient optimization, and new production processes, making them more efficient and sustainable.
8. Government entities and organizations that establish standards and regulations to ensure the safety and quality of pet foods. **The regulatory process is basic and inevitable to give certainty to pet parents that balanced foods will not cause health problems in pets.**

Thus, the unique and distinctive identity of the balanced pet food, or brand, is built through the collaboration and participation of all elements of a pet food ecosystem. Let's remember that a brand combines perceptions and emotions, so **each link in the chain has a valuable contribution that will make our product successful.**



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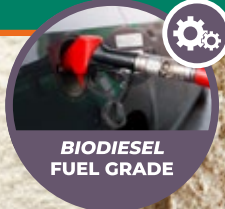
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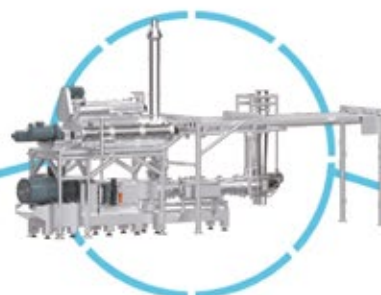
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NEXT-GENERATION FOODS: MICROBIOME, NUTRITION, ANIMAL HEALTH AND WELLBEING

Interest in the research and study of the microbiome continues to grow as demonstrated by the number of Google searches in recent years primarily in the USA, and the United Kingdom, as well as in countries such as Spain, and Brazil.

By Juan Gómez-Basauri, Ph.D.—Magallanes—Lexington, KY

The Microbiome

With this interest, the term ‘microbiome’ may be confusing, particularly to a person who is not a trained microbiologist. For instance, one reference may tell us that the microbiome is the complete set of microbiota (microorganisms, bacteria, fungi), its genes, and the metabolites they produce in the microenvironment in which they reside (habitat) either inside or on the body of an organism (e.g. the intestinal tract, the mouth, the skin, the reproductive system) and sometimes the term microbiome and microbiota are used interchangeably though they are different.

One way to grasp the term microbiome is by using a sports analogy. Imagine a football stadium filled with fans from diverse backgrounds and origins. Similarly, **the gut microbiome (the football stadium) consists of a diverse population of microorganisms including bacteria, viruses, fungi, and more.** What’s more, each fan in the stadium has their own unique characteristics and preferences, as do the different microorganisms present in the gut microbiome.

We can expand this analogy further. Inside the football stadium (the gut microbiome), fans communicate and interact with each other and with the players during the game. Similarly, the microorganisms in the microbiome communicate and interact

with each other and with the host (human, dog, or cat) through chemical signals and interactions.

This communication results in a strong association between the microbiome and the health of the gastrointestinal tract and other organs such as the brain, liver, skin, and others. And just as a successful football team requires a balance between offense and defense, **the microbiome relies on a delicate balance of its microorganisms to maintain health.** In contrast, an imbalance or unprepared team can lead to poor performance on the field, and a disruption of the balance in the gastrointestinal tract known as dysbiosis, can lead to health problems for the host.

While there are numerous factors that influence the composition of the microbiome (e.g. host genetics, age, environment), diet plays a fundamental role in the growth and function of certain microorganisms so they can thrive in their respective niches. **Nutritional intervention through diet provides a daily opportunity to enhance the health of the microbiome and ultimately the health of the host.**

Studies show that phyla in the gut microbiome and the composition of bacteria and microorganisms respond predictably to dietary changes – high protein diets, and different types of fiber, to mention a few—in both humans and “healthy” dogs and cats.

It is not only important to know the specific phyla and strains, but also their functionality: what types of metabolic processes take place and what metabolites are generated. Metabolites

that have been extensively discussed and researched are short-chain fatty acids, butyric, propionic, and acetic acids.

It's important to note that the composition of the microbiota in the intestinal tract is unique to every person, and every dog, cat, and even human also has a unique microbiota profile.

What's next: New generation of foods

For some time now, customized and personalized food has been thought of as a way to tailor dietary recommendations and optimize food choices according to an individual's unique physiological needs for health and wellbeing.

What we already know about the microbiome gives us the starting point for truly personalized nutrition. We should be able to develop personalized food with the desired nutritional outcomes for specific cases and conditions. A study of an individual's microbiome can provide insights into its unique microbial profile and provide personalized dietary recommendations to modulate the gut microbiome to improve and enhance digestion, nutrient absorption, and overall gut health.

Modulating the gut microbiome to enhance wellbeing may seem like a tall order but discovering the secrets that the microbiome holds is key to a long and healthy life not only for our companion animals but also for us humans.

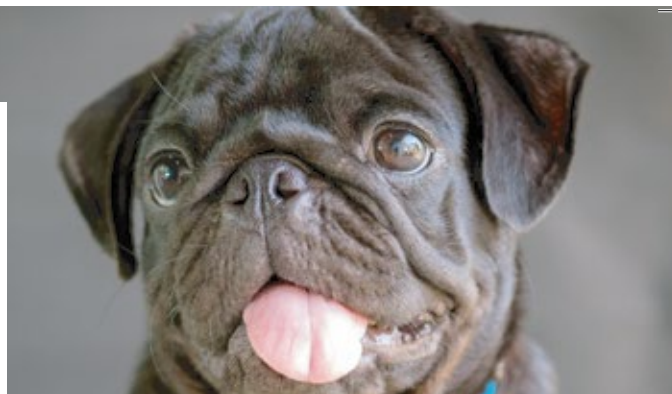
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Interzoo 2024

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INTERZOO 2024 PREVIEW: THE INTERNATIONAL FLAGSHIP EVENT FOR THE PET SUPPLIES INDUSTRY

Very close to its opening on May 7th, 2024, the leading international trade fair for the pet supplies industry is sold out with an all-time record in exhibitor numbers and exhibition space. About 2,100 exhibitors from 69 countries meet at Interzoo 2024 to discover the latest trends and to network with important decision-makers in the pet business.

By Interzoo

As the largest and most important meeting place for the international pet supplies industry, Interzoo 2024 (7 –10 May, Nuremberg) will once again be a decisive platform for pet food professionals to gather information about new products and trends in the sector as well as to connect with long-time partners and explore new partnerships. A week that starts with Petfood Forum Europe on Monday, 6 May 2024, and continues with the four-day Interzoo covers the entire supply chain and creative power of the pet food industry through market insights, innovative special shows, and coverage of topical issues like sustainability.

As the industry's leading trade fair, Interzoo offers the most comprehensive product overview of all relevant segments in an expanding pet industry. Despite having a much larger exhibition space with an additional two halls compared to Interzoo 2022, the 2024 edition of the trade fair has exceeded the magical 2,000 mark for registered exhibitors and covers an overall exhibition space of well over 140,000 square metres. "The sold-out Interzoo halls that break records with regard to exhibitor numbers, exhibition space, and internationality show the huge pulling power of Interzoo for the gradually growing international pet supplies industry," says Gordon Bonnet,

Managing Director of WZF and ZZf (German Pet Trade & Industry Association, the institutional sponsor of Interzoo). “For trade visitors, there is no better opportunity on the globe to experience first-hand the incredible array of new products and exciting companies, to build networks, and to gain inspiration!”

International exhibitors

The strong international presence at the world-leading fair, which has an overseas exhibitor contingent of around 86%, ensures an unrivalled overview of the global market. After Germany, the countries with the largest numbers of exhibitors are China, Italy, the Netherlands, Turkey, the USA, Belgium and the UK. There will be a total of 15 national pavilions, from Brazil (two pavilions including one devoted to aquariums), Canada, China (two pavilions), the Czech Republic, France, Hong Kong, India, Italy, Korea, Malaysia, Taiwan, the UK and the USA.

WZF has noted an increase in registrations for stand space from some European countries, e.g. from Italy (+31%), Poland (+27%), and Turkey (+26%). There has also been stronger demand from outside Europe, e.g. from the USA (+60%), India (+34%), and South Korea, which has almost doubled its display area. China, which only sent 29 exhibitors in 2022 due to pandemic-related travel restrictions, accounts for the largest growth in the display area with a fifteenfold increase. “The stronger demand across all continents shows how important Interzoo is as a showcase for innovation and a gathering place for industry decision-makers from all around the world,” says Dr Rowena Arzt, Director of Exhibitions at Interzoo organizer WZF.

Over 70 exhibitors from Spanish-speaking countries (+19 % compared to 2022) contribute to the great diversity of products at Interzoo 2024, covering a total of about 2.500 square metres of exhibition space. On top of that, the neighbouring countries Brazil and Portugal are present with 26 exhibiting companies and almost 1.000 square metres.

Pet food innovation at Interzoo 2024

As in the past, products for dogs and cats account for the majority of the exhibits, with 81.2 percent of all exhibitors representing this segment. The next largest product categories are small animals and rodents (14.1%), aquariums and terrariums (13.3%), ornamental birds (11.6%) and pet food technology (8.4%).¹ The rising interest in products and services associated with petfood technology (32% of visitors at Interzoo 2022) is also acknowledged by the supporting programme of Interzoo 2024: The Fresh Ideas Stage in Hall 3 has established petfood as one of its four topics of interest. On the last day of the trade fair, the Stage programme ends with the Fresh Ideas Contest where start-ups from the pet industry will have the chance to present their business idea to the audience and the jury in a short pitch in anticipation of attractive prizes.

Many international visitors expected

In view of these record-breaking figures, Dr. Rowena Arzt assumes there will be a lot of international visitors: “The importance of Interzoo as a leading international fair and compass for a diversifying sector makes it the most popular setting for cultivating international contacts, dialogue, and business.” Also, the diverse and up-to-date supporting programme is a big pull factor for a lot of industry experts who gain to seek knowledge about other markets and current topics.

On 7 May 2024, the first official day of Interzoo 2024, the supporting programme focuses on sustainability. On that day, the Interzoo Sustainability Session will present the results of the Interzoo Sustainability Study 2024. With the help of recent data, experts will explain the current developments and challenges related to the topic of sustainability in the pet supplies industry and show ways to enhance sustainable development. Best practice examples will serve as illustrations and provide the basis for an in-depth discussion.

The Interzoo Country Sessions highlight and discuss the most exciting and important developments in the various geographic pet supplies markets. At Interzoo 2024, industry experts will present market data, trends, and import regulations for countries and regions such as Brazil, Europe, Southeast Asia, and the US in short conferences. Following the presentations, there will be time for discussion and networking. Participation in the Sustainability Session and the Country Sessions is free of charge for visitors to Interzoo 2024. The presentations will be held in English. All sessions will take place in NCC East, hall St. Petersburg.

In addition to the Interzoo Sessions, the supporting programme offers many other exciting presentations and networking formats for the pet industry. The stand of Interzoo’s honorary sponsor ZZf, for example, will offer multiple presentations, including dog grooming demonstrations.

Exhibit

Top exhibiting countries by space

1. Germany
2. China
3. Italy
4. The Netherlands
5. Turkey
6. USA
7. Belgium
8. Great Britain
9. Spain
10. Poland
11. France

Places 7-9 are quite close apart, with possible changes until the post-show audit of the Society for the Voluntary Control of fair and exhibition statistics.

Top growth among exhibitor nations with more than 2.000 square metres exhibition space:

1. China
2. USA
3. Poland, The Netherlands, Turkey, Italy (all within a few minor percentages)

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CONNECTION AND TRUST: REVOLUTIONIZING BRANDS IN THE PET FOOD WORLD

In the dynamic and growing pet food market, having a distinctive brand or an attractive logo is no longer enough. We have left behind the era of brands with generic and simplistic names like *doggies* or *friend*. Today's pet owners are looking for something deeper: a brand that resonates with them, speaks their language, and reflects their values, especially in a rapidly expanding Latin American market with hundreds of labels competing for buyers' attention.

By Ivan Franco

This shift in thinking leads us to evaluate the key elements in building a brand, from product innovation to social responsibility, which combine to forge a cohesive and resonant brand identity. In this text, we address these topics by highlighting the impact of each element on customer loyalty and satisfaction.

Real connections are brand essence

Creating a successful brand in the pet food industry means establishing a genuine connection with pet owners. This involves going beyond the product to speak directly to the hearts of consumers, addressing their values, needs, and desires. A comprehensive approach, which ranges

from discovering a brand's mission to implementing effective communication and loyalty strategies, is the path to lasting loyalty. For example, let's look at some leading multinational brand experts in connecting with pet owners.

Technological innovation is the key to the future

In a rapidly saturated market, technological innovation is crucial. On the other hand, **developing innovative products that anticipate trends and meet pet owners' expectations is essential to maintain our brand relevance.** This ranges from **specialized or improved formulas to sustainable practices**, as well as the use of technology as a marketing claim, which generates trust and enriches the product

experience. Today, there are successful brands that “sell” technology implicitly and explicitly, particularly in premium foods.

Digitization cannot wait in the data era

Digital technology has redefined how we interact, and for pet food brands, it is an invaluable tool to increase and make the connection with pet owners ubiquitous. **Personalizing the shopping experience and customer service through digital solutions can completely transform brand perception.**

Sustainability and social responsibility are values that permeate

Today, sustainability and social responsibility are not just good practices. These are already expectations consumers have, especially the youngest ones. Brands that demonstrate a real, transparent, and honest commitment to these values not only earn the respect of pet owners but also their loyalty by resonating with their personal principles. An example of social responsibility is carried out by some leading brands by helping abandoned dog communities and donating food to their shelter network.

Empower the business by measuring and analyzing data

In our journey to connect with pet owners, we cannot overlook the compass that guides us: the power of data. **Understanding**

the importance of measuring and analyzing our efforts allows us to fine-tune our brand strategies with precision.

This analytical approach is what helps us ensure that we are not only meeting market expectations but exceeding them, raising the bar for what it means to be a brand in the pet food world. This area is where we are most behind in the region since there are only a couple of examples of brands that do not skimp on analyzing because they know that the returns are juicy.

Conclusion: generating brands that inspire loyalty

Building a brand in the pet food world goes far beyond selling a product with pretty packaging and a catchy name. It's about creating a meaningful experience and lasting relationship with pet owners. By holistically addressing innovation, technology, sustainability, and data analytics, we can ensure the relevance and competitiveness of our brands over time and in saturated environments.

Brand architecture is the skeleton on which the entire identity of a company is built and organized, ensuring coherence and clarity in its offer to the market. It facilitates consumer understanding, reinforcing their perception of value and loyalty towards the brand. This strategic approach is crucial to differentiate itself in highly competitive markets, guiding the expansion and evolution of the brand with a vision for the future.



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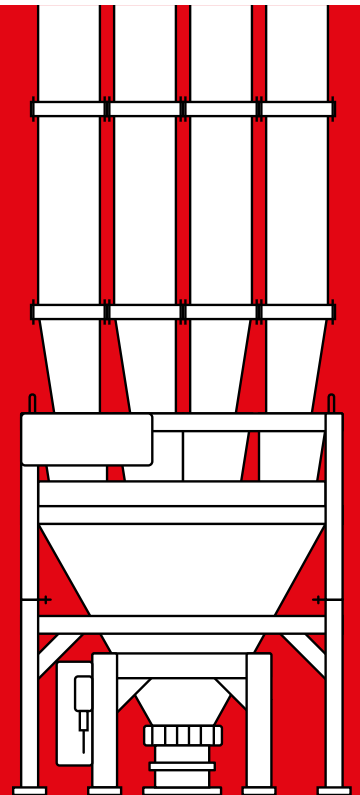
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THE NEW ERA FOR PET FOOD BRANDS

The pet food industry has already entered a new era: that of innovation, driven by changing consumer preferences, technological advances, and a growing inclination towards sustainability. As pet owners increasingly view their four-legged companions as family members, the demand for higher quality, more diverse, eco-friendly, and innovative food options increases. What was before is no longer attractive, and those products and brands that offer different and advanced proposals are beginning to attract attention. The challenge lies, then, in being able to achieve comprehensive development, considering product formulation, communication, and innovation at a business and brand level.

By All Pet Food

But innovation, by itself, leads nowhere. We need to do it with knowledge and data-based and, to do so, understanding the main current trends and changing forces is essential to encourage sustained and effective development. Part of that knowledge will come from improving relationships between companies' retailers and consumers.

On the other hand, we must also take into account that the global economy is encountering a series of challenges that bring global instability both at an economic and productive level and mean that the problems on the inflation front are not over yet. When a crisis occurs across an entire industry,

we need to focus and join forces because one consumer's trust (or lack thereof) can impact many more and spread to very negative impacts.

However, despite knowing the need to invest in finding these new alternatives, losing sight of motivation amid needs and everyday demands can be easy. In these cases, it is important to remember that most of the time, urgent does not mean high importance. Instead, focusing on those relevant matters in the medium and long term can be much more significant.

It is precisely in these cases that we must join forces and find new paths together.

3 key trends to pay attention to

E-commerce

E-commerce and direct-to-consumer models have been booming since the pandemic boomed, but their role is currently transforming. Today, they are creating opportunities for innovative and niche pet food brands to reach a broader audience while online platforms make it possible to educate consumers about their offerings and the benefits of their products.

Lower budgets

Pet food consumers are increasingly tending not only to reduce but also to plan and budget the expenses related to their pets. They remain very loyal to the products they choose but with less willingness to spend. By understanding these consumer behaviors, brands can allocate their resources appropriately, adjust strategies, and seek out key partners.

Collaboration and co-participation

When there were crises in the industry, such as the recall of certain contaminated foods, collaboration was what held brands. Furthermore, we know that crisis can mean opportunity. These events have driven the industry to have

better and new standards. Since these changes, manufacturers have implemented and received improvements to track ingredients throughout the supply chain, protecting pet health and helping to restore consumer trust. In turn, it has forced all parties to advocate for better communication.

On the other hand, although there is a strong increase in pet owners who are increasingly aware, there is still a large number of consumers who see pet food as a true mystery. In these cases, purchasing decisions are motivated by emotions. Co-participation and collaboration are essential to educate because, when misinformation is spread, consumers do not know what to believe.

Conclusion

The pet food industry is undergoing a transformative phase, driven by innovation that answers both pet owners' desires and the Earth's needs and the market. The most advanced countries are already blazing a trail that combines modern technology, sustainability, and a deep understanding of animal welfare.

As the bond between humans and their pets deepens, the search for healthier, more sustainable, and technologically advanced pet food options will continue to drive the industry.

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ODOR ADSORBENTS: HOW TO USE THEM STRATEGICALLY IN PET FOODS

Adsorbents are added to formulations to reduce or neutralize unwanted odors that may arise during food digestion, storage, or processing. By helping to control food odor, odor adsorbents can help reduce odor-causing compounds in dog and cat feces, which can result in feces with a less pronounced odor and better appearance, which is not only more pleasant for owners but may also indicate more efficient digestion and better absorption of nutrients by the animals.

By Ludmila Barbi Trindade Bomcompagni

Among the odor adsorbent options used today, **three stand out for being frequently present in different brands and categories of pet food: natural zeolite, bentonite, and yucca extract, each with its characteristics and modes of action.** Knowing each of them better can be very important when optimizing the development of a product and its market positioning strategy.

The zeolite with proven benefits for pet food is the clinoptilolite type. It is a natural crystalline mineral with a structure full of cavities formed by chemical bonds, which

confirms a large surface area and high adsorption capacity. **One of the most important properties of zeolite is its high cation exchange capacity (CEC) compared to all other minerals of this type.** Cation exchange is a process by which ions present on the surface of the zeolite are exchanged for others present in the surrounding solution. Its structure contains empty spaces that can be filled with ions, water, and other molecules. This gives the zeolite a high adsorption capacity for ions, especially cations. When added to dog and cat food, zeolite can adsorb compounds in the form of cations present in digestion, including ammonia, responsible for the

unwanted odor of feces. Additionally, zeolite's ability to absorb moisture improves the format of animal feces and can also help extend the shelf life of food, preventing spoilage due to high humidity and toxin contamination, as it is also a mycotoxin adsorbent.

Bentonite, a clay composed essentially of minerals from the group of smectites and montmorillonites, is characterized by its great capacity to swell when mixed with water since it has a laminar chemical structure with a surface charge between 0.2 and 0.6 by formula unit and the lamellae move away in the presence of water, acting like a sponge. **Therefore, when added to animal feed, bentonite is capable of very effectively absorbing the moisture present in feces.** The mechanism of action of bentonite in relation to odor reduction implies that its adsorption capacity also binds to compounds, such as ammonia, through cation exchange, secondary to its swelling action. However, it is important to note that the effectiveness of bentonite specifically in reducing fecal odor in dogs and cats is not well understood and may vary depending on several factors, including its purity, type, and purpose of inclusion in the formula.

Yucca extract is extracted from the Yucca schidigera plant, commonly found in deserts, and has saponin as one of its components, which has been studied in companion animals for some decades. One of the mechanisms by which cassava extract reduces the odor of excreta is by inhibiting urease, an enzyme that converts urea, a product of nitrogen metabolism, into ammonia. Thus, the lower the action of urease, the lower the amount of ammonia present in the feces and the subsequent reduction in fecal odor. Another hypothesis refers to the action of glycocomponents, the water-soluble part of the cassava extract, which has an affinity for ammonia and transforms it into nitrate and nitrite. The quality of the cassava extract is evaluated by the quantity and quality of the saponins and extract necessary to neutralize 50% of the ammonia in a "standard" solution, a parameter known as B50.

The following table compares the main properties and benefits of each odor adsorbent described.

Properties	Zeolite Clinoptilolite	Bentonite	Yucca Extract
CTC	>200 meq/100 g	<100 meq/100 g	Not applicable
Water absorption capacity	60% by weight	72% by weight	Not applicable
Removal of ammonia from the medium	0,6 mg/g	0,2 mg/g	Not measured
Optimal level of inclusion of additives to reduce fecal odor	0.75% in cat diets 1% in dog diets	From 0.35% in dog diets (There are few scientific trials evaluating the use of bentonite in pet diets)	Between 125 and 335 ppm (0.0335%) inclusion for dogs and 125 and 225 ppm in diets for cats.

According to the table, zeolite has a greater ion exchange capacity, greater removal of ammoniacal nitrogen, and a slightly lower water removal capacity since, being laminar,

it swells and can absorb more water. **Considering the physicochemical properties of the additives, we can infer that zeolite has greater efficiency in removing ammonia due to its greater cation exchange capacity, compared to other additives evaluated for fecal odor.**

Regarding the performance of in vivo tests, we found several studies that evaluated the inclusion of clinoptilolite zeolite and cassava extract at different levels of inclusion in diets for dogs and cats, and that also compared these two additives with each other. For bentonite, there are no studies that support evaluating inclusion at different levels, making it difficult to understand what the optimal level of use would be to reduce fecal odor in pet foods. For this reason, products that use bentonite as an additive, usually in the economy or standard category, use it to improve fecal scores and not to reduce odor.

A Maia et al. (2010) study evaluated the fecal odor of dogs at different zeolite levels of 0.50, 0.75, and 1.00% and YSE at a concentration of 125, 250, or 375 ppm in the diet of healthy dogs. Diets with zeolite at levels of 0.75 and 1.00%, respectively, had better classification in the sensory analysis, indicating a significant reduction in the odor of the evaluated material. Therefore, 0.75 and 1.0% levels of the additive provide a substantial reduction of fecal odor in the sensory analysis. This results in a high cation exchange and gas adsorption capacity of the clinoptilolite zeolite, which adsorbs the gases produced during digestion, removing them from the animal's intestinal gastric tract without releasing them into the environment.

Roque et al. (2011) added the same concentrations of zeolite and cassava extract for cats to a commercial food. The diet with 1.0% zeolite was considered similar to the control and inferior to the rest of the treatments. On the other hand, the doses of 0.5 and 0.75% of zeolite presented better fecal odor values than the control diet.

In practice, we see the use of zeolite more frequently in high-category and super premium food formulations, justified by the evaluation studies mentioned here and by its efficiency in eliminating odors and adjusting fecal score, being the first option for products foods with high added value. As has been demonstrated, cassava extract has an action on fecal odor, and, as it has an optimal inclusion level between 0.0125% and 0.035%, it is usually present in foods from premium to super-premium categories since the level of lower inclusion can reduce formula costs. However, **a detailed evaluation is necessary, as cassava extract can cost up to more than 10 times the value of clinoptilolite zeolite.**

Conclusion

Often, we come across commercial foods that use zeolite with yucca extract in the pet formula. By using these additives together in dog and cat foods, manufacturers aim to offer a comprehensive approach to animals' digestive and overall well-being. Zeolite is effective in improving fecal score and reducing odor, and, in association with yucca extract, these additives can promote beneficial effects on intestinal health, contributing to the long-term comfort and health of pets.

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MANUFACTURERS NEED PARTNERS WHO SUPPORT THEM IN UNDERSTANDING THE PET FOOD ECOSYSTEM

In today's dynamic pet food market, a thorough understanding of its ecosystem is key to the success of companies and their brands. Over the past few years, we have witnessed almost constant growth and change, driven by trends increasingly coming faster and faster from other markets to shape ours. Therefore, it is important to have suppliers that support you and offer you solutions and services consistent with the present and with a vision of the future.

By Symrise Pet Food

A supplier needs to understand its customers' reality to help them face daily difficulties and build a promising future. Challenges within our market can be found not only in the external environment (customers, pets, distributors, etc.) but also in the factories and, if you look deeper, inside the kibbles. **Through services and shared knowledge, suppliers can contribute to the applicability of their solutions and evaluation mechanisms to make the most of their use.**

Pet food producers do not need to have 100% of their needs met by their efforts. Suppliers that have been established in the market for a long time and are committed to the development of the pet food ecosystem have a lot to offer you. Production and application consultancy, analysis of physico-chemical parameters of kibbles, additive utilization rates, and comparisons of the characteristics of your products versus your competitors are some examples of support services that Symrise Pet Food can offer you.

You also need to have a thorough understanding of the expectations of owners and their pets, as well as the

evolution of technologies and the market. This is not done by a stroke of luck but through an absolute knowledge of what constitutes this ecosystem.



Understanding pets and owners

Pets and their owners are a fascinating topic to study; That is why we have a series of tools and services that allow us to know them in depth to provide you with a unique holistic approach, which considers the vision and opinion of the owners and the preferences and behaviors of the pets.

On the one hand, having a clear voice from pets can be challenging. In fact, many decisions are made through the voices of our pets, after all, they are the real consumers. Imagine if the responses of dogs and cats were compromised in some way... Brands could go in very wrong directions.

Then, it is essential to have reliable, statistically robust responses aligned with animal ethics policies that guarantee excellent living conditions for pets. That's why you've probably encountered our Panelis team (our expert measurement center), whether at our facilities, conferences around the world, or in your office. They are the ones to help you make reliable, pet-based decisions, in addition to being one of our most visible commitments to the generation and transfer of knowledge for the construction of a promising future for our ecosystem.

Listening to what pets have to say is essential, but matching the voices of pet owners with pets is state-of-the-art. How do pet owners interpret their pets' satisfaction? What is the evidence for pets' pleasure in eating? The interaction of the actors in our ecosystem must interpret and answer both questions to ensure that this much-needed bond of care and affection between pets and owners is strengthened. **Specific methodologies focused on pets and owners, such as the "Liking Test" study protocol and in-home panel studies, are clear examples of tools to capture the interaction of pets and their owners.**

When we talk about the feasibility of listening to the voices of pet parents, challenges become even bigger. Options in many markets are more than limited and often inaccessible, whether due to budget restrictions, the quality of responders, or reactivity.

An increasingly digital environment has allowed new tools to be created and used to benefit our market. **Symrise Pet Food acquired Yummypets in 2017 to complement our Panelis service by enlarging our comprehensive view with pet owners' insights.** This tool now owns 7 proprietary pet owners' panels in 7 countries. This allows us to capture, analyze, and deliver insights into pet owners' expectations and buying habits/behaviors. Evaluating new claims, investigating the acceptability of new product positions, or even evaluating new packaging is becoming simpler and more accessible.

Proudly, standing by your side

Living together and sharing successes and failures in the same place is the most effective way to build a true partnership. **Ever since our origins, we have made it clear that our goal would be to maintain a commercial relationship based on the local markets, following our motto "the closer, the better,"** come what may, and most importantly, without intermediaries that add time and demand unnecessary efforts.

At Symrise Pet Food, we put at your service an unparalleled industrial structure as well as an agile and reliable supply chain so that you can count on a constant and on-time supply. We oversee searching for and having the best suppliers nearby to provide products characterized by unmatched freshness. The same one that pets, and their owners adore.

Thanks to our local experts, we can help you navigate the pet food market ocean by providing you with the most recent insights and informing you before anyone else about the trends yet to come. Have you ever wondered how your brand interacts with its direct competition? We can help you understand if your efforts for unique positioning are being appreciated by the market or if some small adjustments need to be made.

Finally, if you have questions about the kibble or the production process and don't know who can help you, we are here to work with you. The good thing about having our support is that you have experts by your side who know the process from end to end and better yet, who know all the aspects of kibble formulation and how they can impact the acceptance by our furry friends.

Environmental safety & sustainability

Today, pet parents are more aware than ever of how pet food is made and how it impacts the environment. Symrise Pet Food understands this approach because it was born out of a desire to value side streams and make the most of local raw materials. That's also what led us to develop a unique tool: the Eco-Design matrix. It is responsible for measuring the environmental impacts of SPF products throughout their life cycle, from our suppliers' factory to the delivery to our customers.

We also extended our approach to our factories and processes: in 2019, we began to build all our plants following sustainable guidelines. Today, we are proud of our plants in Colombia, Brazil, and China that were built under LEED certification standards for the construction of green buildings. In our remaining 29 plants, we work every day to adapt them to current standards: effluent treatment systems, gas control, and optimization of energy use, among others.

If you are eager to apply sustainable standards like these in your plant, we'll be happy to share with you all of our knowledge and best practices about it.

In the current context, we need companies committed to developing long-lasting, reliable, and forward-looking relationships that allow us to accompany the development of the pet food industry.

Our comprehensive understanding of the market ecosystem is what enables us to provide our partners with the best solutions to meet the market expectations. Beyond our products, sharing this knowledge is most of all, a key part of the support we bring to pet food manufacturers, helping them reach common objectives: to improve pets' well-being, enhance owner satisfaction, and nurture their bond.

Symrise Pet Food is the global leader of sustainable high value solutions
improving pets' well-being and owners' satisfaction

Visit our booths at Interzoo, Fenagra, Foro Mascotas and Cipal to discover our brands that support pet food manufacturers in three essential aspects of their products:

Pet Food Palatability

spf 



Pet Nutrition

nuvin 



Pet Food Protection

videka 



Interzoo
May 7-10

HALL 2 - BOOTH 423



Fenagra
June 5-6

BOOTH G12



Foro Mascotas Pet Food
June 27-28

BOOTH B4



Cipal
September 25-26

BOOTH G5



DID YOU KNOW THAT THE GLOBAL TREND INCREASES ADOPTION EVEN MORE?

Responsible pet ownership leads to important awareness of the field. Both companies linked to pets as well as veterinarians and tutors have begun an era with a paradigm shift. Although it is not new, humanization leads to premiumization. This concept encourages diets and services to be more adapted to the pet's specific needs, and not to skimp on expenses, since good nutrition is an investment in your pet's health.

By Dr. Bonaura M. Candela

Pet population statistics from various sources:



In our country, around 78% of Argentines have pets at home. This makes the country the most pets per inhabitant holder in the region.

Of all those surveyed, 66% have a pet dog, while 32% opt for the accompaniment of felines (increasing).

Breeding, humanization, and pet-friendly trend

The pet in the home is considered part of the family, a child. Human food is often used as a reward. Let's remember that this is not ideal, and there are many healthy and more beneficial ways for pets to strengthen their bond with us. This is an anthropomorphism.

The acceptance of pets in homes has brought new behaviors in people, giving human characteristics to companion animals. It is normal to see, for example, birthday

celebrations in dogs and cats, dog schools, and pet boutiques, such as medical coverage (prepaid) or tracking apps. They accompany us to dinners, vacations, trips, etc.

The routine, for both dogs and cats, is an indoor style. The cats are mostly protected and no longer roam around the roofs. Some dogs have mixed habits (indoor and outdoor), but, in general, they spend most of their time at home with the rest of the family.

Social networks and pet-influencers

Nowadays, owners create pet accounts and social content about their pets. This activity refers to the large number of reels that we find on Instagram or Facebook, among others, in addition to all the tutors who create their accounts for their pets to share with the community everything related to their daily life, looks, activities, etc. Some make their pet influencers not only to get gifts such as food or accessories but generate a bonding action due to the love that pets and animals have awakened and the social awareness that they have generated

as sentient beings. This does not leave aside the benefit of working with public figures, with a large number of followers to promote adoption, animal rescue, and the fight against animal violence.

Cat population on the rise

The ownership of cats as pets is increasing. People consider that felines are more independent than canines.

In addition to this, they are long-lived and very clean, two important characteristics of the new lifestyle of the new generations. “Catmania” in Argentina had a considerable increase in times of pandemic. It is estimated that there are approximately five million felines in the country.

There is currently occurring an adaptation of the services of the veterinary center, what can be known as CAT-FRIENDLY medicine, to felines specific needs and their guardians.

Veterinary services specification

Most veterinary service centers spend a lot of time building a differential that allows them to be more competitive in the market. There is a wide academic offer in each country (conferences, seminars, courses, diplomas), and new business lines creations and new challenges in services provision. Pet guardians are now more demanding and aware of what they want. There is talk of a multispecies family concept.

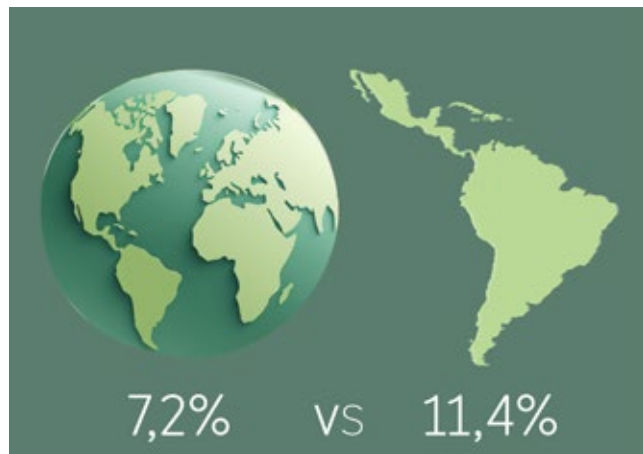
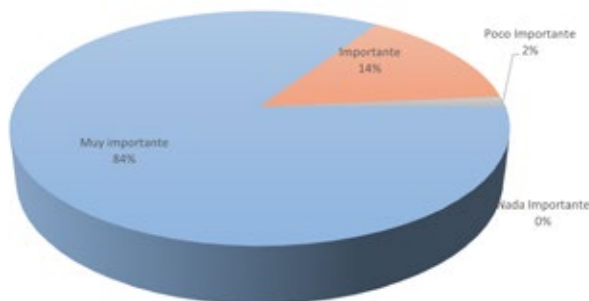
What should a food brand propose today?

- Providing peace of mind to families by committing to keeping their pets nourished and safe
- Empathy, understanding the needs of pets and their families
- Responsibility and genuine concern for pets
- Passion for pets
- Seriousness and company support
- Using social networks to raise awareness and educate, as well as share clear and useful information.
- Focus group for better understanding of the end consumer (pet) and their family environment.

Awareness and the importance of caring for the environment are increasing, which is why eco-friendly products are sought, and people tend to worry about recycling, as well as preserving natural resources. Renewable, recyclable packs, and using raw materials with respect and care for the planet.

“Welcome the era of discomfort, of bad information at our fingertips, which forces those of us who are part of an industry that works with lives to be more trained, communicated, and aware. The noblest lives we can find, that of animals.”

Food importance, by percentage



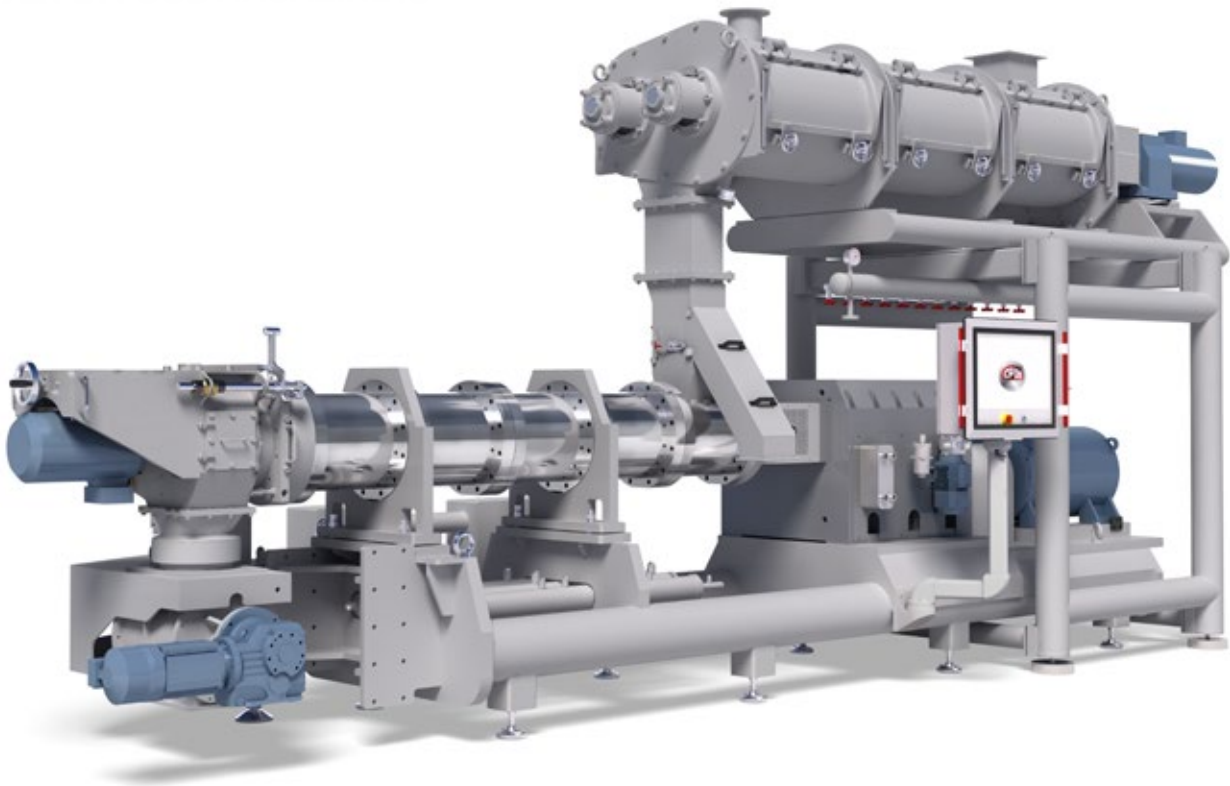
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CPM IDAH PRESENTS THE TWINTECH EXTRUDER FOR THE PET FOOD AND AQUA FEED MARKET

Since 1974, Taiwan-based IDAH has developed innovative products for aquafeed, pet food, and other markets. When IDAH joined CPM in 2023, it gained access to several collaboration opportunities, insights, and tools that it could use to develop its products.

By CPM IDAH

In March, CPM IDAH presented the clearest evidence of that collaboration at the Victam Asia 2024 show: the new TwinTech twin-coroative screw extruder. This TwinTech extruder updates IDAH's well-known twin-screw extruder with innovations and design techniques from CPM Ruiya Extrusion, along with the long-lasting gearbox and energy-efficient motor from the renowned CPM equipment.

Collaborative development

"This extruder is the result of collaboration between the CPM brands IDAH (Taiwan) and Ruiya Extrusion (China)," says Ezequiel Villar, Business Development Manager for Latin America at CPM IDAH. "We combined their knowledge of design, robustness, and profitability with our knowledge of food production to introduce a new technology."

The CPM gearbox and motor also offer real advantages in the TwinTech. *"The gearbox allows rotational speeds of up to 600 RPM, making it easier to process heavy loads and increase performance, along with a proven long service life,"* says EV.

TwinTech's CPM motor is a permanent magnet synchronous motor (PMSM), which offers significant advantages: *"The CPM motor requires less energy,"* says EV. "It also reduces size and noise emission by approximately 30%." Combined, these innovations create a market-leading twin-screw extruder that delivers capacity, value, and reliability.

TwinTech details

The TwinTech extruder offers a range of new features developed by both IDAH and partner brands within CPM:

- **Improved Gearbox technology:** Powered by CPM's renowned and proven gearbox technology, the TwinTech extruder features a high-speed, heavy-duty gearbox capable of a rotational speed of up to 600 RPM. This allows for increased processing capacity and efficiency.
- **Energy efficient design:** The TwinTech extruder is powered by a permanent magnet synchronous motor (PMSM), which is highly efficient and approximately 50% smaller than traditional air-cooled motors. This motor design contributes to energy savings, reduced noise pollution (up to 30% less), and the option of water cooling to maintain the motor.
- **Density control unit:** An optional feature, the density control unit, allows TwinTech to produce different food types using the pressure inside the cutting chamber. This versatility allows manufacturers to produce a wide range of feeds with a single machine.
- **Advanced preconditioning and cooking systems:** These systems are designed to improve the cooking process by ensuring effective steam integration and retention, resulting in greater processing efficiency and product quality.

Our CPM IDAH TwinTech extruder is a guaranteed solution to increase product quality levels with lower energy and wear costs.

Regionally, we see an increase in consumption and specific growth in premium food by users, which generates the

responsibility of the entire chain to have efficient solutions given the limitations that our clients face with the increase in ingredient, energy, and overhead costs. But despite these challenges, high-quality products are still expected to be supplied to a very competitive market.

The TwinTech extruder is a cutting-edge solution that combines the experience of IDAH and the technology and robustness of CPM, offering the pet food industry a reliable and efficient tool.



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THE INTERVIEW

SONIA FRANCK

In this issue's interview, we talk with Sonia Franck, now Secretary General of FEDIAF EuropeanPetFood. We learn from Sonia's long professional journey and find out more about the European Pet Food Industry.

How can you describe your role in the Pet Food Industry?

Since joining the pet food industry as Secretary General of FEDIAF EuropeanPetFood, I have recognised the value of my experience in the pharmaceutical industry and the number of useful links. Fundamentally, both industries share a common goal of promoting health and well-being.

The pet food industry is a dynamic sector that continuously strives to meet the evolving nutritional needs and preferences of our pets. Staying abreast of scientific research, safety, market trends and consumer demands is something to which I am accustomed. The expertise I gained in the pharmaceutical sector will support my contribution to the ongoing efforts to ensure that Europe's 340 million pets receive nutritious and safe pet food.

I must also note that personally, I have always been passionate about rescuing pets and am committed to advocating for pet welfare. My move to the pet food industry has not been a surprise to my former colleagues and friends!

I have now aligned my career with my experience and passion for pet welfare. I am truly excited about the value I can bring to the European Pet Food Industry.

How would you describe your job as Secretary General of IML Innovative Medicines in Luxembourg?

I am extremely proud of my work at IML, the voice of the private research-based pharmaceutical industry active in the Grand Duchy of Luxembourg. Through IML's representation of 64 global companies, the association encourages therapeutic innovation in medicines for human use.

Here I played a key role in transforming the association. We worked hard to develop and introduce a new five-year strategy; we restructured its management and diversified revenue streams.

My primary objective at IML was to enhance the industry's visibility and have a positive impact on public health. This is one of the many key experiences, which I know will help shape and bring value to my work in the pet food industry.

How did you receive your new role as General Secretary at FEDIAF?

Although I have only been in my role at FEDIAF for one month (at the time of writing this interview!), I am already enjoying being immersed in a busy team. In fact, one aspect that particularly excites me is the opportunity to lead, build and guide a small team of dedicated colleagues in Brussels.

To remind your readership, our team looks after the needs of our membership, which includes 15 European national pet food associations, together with five pet food manufacturers operating in Europe. We estimate that this equates to around 150 pet food companies (200 plants) across Europe, producing 10.5 million tonnes of pet food.

This is a big responsibility for our team and one that I am embracing as the new Secretary General.

What do you think are the main challenges in this position?

My main challenge will be to support the team and deliver the 'asks' outlined in our Manifesto and three pillars. Here we highlight our challenges and objectives.

Our first pillar is to ensure the supply of nutritious products across Europe. We will continue to collaborate with authorities,

regulators, and academics to ensure our members are able to continue in their supply of safe, nutritious, and palatable products. We will work closely with experts to update our Nutritional Guidelines, and Labelling Code, and also bring new, expert-written factsheets on a wide range of nutrition topics.

Our second pillar is to promote the benefits of pet interaction and responsible pet ownership. We highlight the key role of nutrition in pet welfare. This year, we have welcomed the proposed animal welfare legislation and will continue to monitor its progress. A key focus of our work is to contribute to the Pet Alliance Europe, our collaboration with AnimalhealthEurope, FECAVA and FVE where our combined voices are stronger in the promotion of pet welfare messages. This year we will also be promoting the wealth of scientific research proving the benefits of pets in terms of human health.

Thirdly, we are committed to sustainability from farm to bowl—the responsible use of resources and minimising our environmental impact. Therefore, we are monitoring various environmental developments at the EU and a national level. We are actively working on the packaging and packaging waste regulation proposal, and we continue to promote the importance of Product Environmental Footprint (PEF) methodology for the pet food sector, especially in the context of discussion on green claims. This methodology is key to a harmonised framework and supporting consumers.

How do you see the pet food industry nowadays?

The European pet food industry is critical to the health and well-being of Europe's 340 million pets. There are around 127 million cats, 104 million dogs, 53 million birds, 29 million small mammals, 22 million aquaria and 11 million terraria, to be precise!

As the number of pets grows, so does our Industry. Annual sales of pet food products are around 29.1 billion euros, and this is a growth of 5.1%. In volume terms, the pet food market has also grown 3.5% and is currently 10.5 million tonnes. You can read more about European data in our Facts & Figures report.

And what do you think is the most important problem to be addressed this year?

With my arrival coinciding with the EU elections, I recognised that there would be challenging files to tackle. The dynamic landscape of the European Union presents a host of complex issues that require thorough analysis and diligent work. However, I am eager to take on these challenges, leveraging my experience and expertise to contribute to the advancement of the pet food industry and the well-being of pets. I will continue to advocate for its interests amid evolving regulatory and political environments.

It will be an exciting year!

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TECHNOLOGY SHOWCASE

In this All Pet Food Magazine section we highlight the latest innovations to optimize pet food production. Let's take a look at the solutions proposed by different supplier and market leader companies.



VIEIRA CONICAL SCREENS

Innovation in premium and super-premium grinding that revolutionizes the pet food market

In a demanding market such as grinding for premium and super-premium pet food, quality is the key to success.

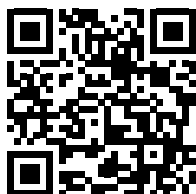
Vieira Conical Screens are an essential option to improve the industrial process. They are also the preferred choice for grinding a wide variety of essential ingredients, from grains to pre-mixed formulations. At the forefront of the main pet food industries in Latin America, our grinding screens ensure that pet foods are tasty and nutritionally balanced.

Designed to meet demanding requirements and manufactured with perforations starting at 0.3 mm and in sheets with thicknesses greater than the diameter of the holes, they offer exceptional durability against wear and abrasion during the grinding process.

Why use Vieira conical screens?

- Custom perforated for each client.
- Greater resistance to impact thanks to thermal treatment.
- Exceptional durability.
- Energy saving.
- Reduction of waste.
- Made of carbon steel and stainless steel.
- Excellent cost-benefit ratio.

A recent study on its use highlights that by changing the mill screen for a high-quality Vieira conical screen, up to 10% more production can be achieved, and machine downtime can be reduced, which leads to better energy efficiency.



TOCOTYROSOL RANGE

Advanced and Natural Solutions for Food Preservation.

It is a range of Natural Antioxidants that combine the benefits derived from **TOCOPHEROLS** from **oilseeds** and **HYDROXYTYROSOL** and other derivatives from **Olives**, with the synergies generated by various potent plant extracts, such as **ROSEMARY** and **GREEN TEA**.

It's a natural alternative to artificial additives, with technological and prebiotic functions necessary to maintain a healthy and balanced diet in our pets. These liquid and powder formulations, lipidic and water-soluble, allow for extending the shelf life of pet feed, resulting in better control of organoleptic profile, texture, and essential nutrients.

Our products are certified with quality certifications such as GMP+, IP- non-GMO, Kosher, Halal, and CAAE.

With Green **INNOVATION**, Adaptive **SOLUTIONS**, and Specialized **ADVISORY**, at **3A BIOTECH**, we manufacture preservative and antioxidant ingredients and formulations, channeling our energy towards improving the quality and freshness of food, ensuring its safety and integrity, and extending its shelf life.

Contact us to get an innovative product and specialized technical advice!

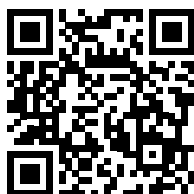




ARMSTRONG INTERNATIONAL STEAM HARNESS WITH DRYER-BUFFER

The Armstrong International Steam Harness with Dryer-Buffer offers a comprehensive solution for the production of extruded and pelleted foods for the animal nutrition industry. Designed with a holistic approach, it considers everything from available space to future growth projections, prioritizing productivity, safety, and ergonomics for operators. It ensures quality steam with a dryness fraction of >=97%, thanks to the innovative Dryer-Buffer. It monitors key parameters, optimizes production, and ensures efficient condensate drainage. With thermal energy experts, it provides tailored solutions to the specific needs and challenges of each plant.

Get the quantity and quality of steam needed to optimize energy costs and improve food quality with Armstrong!



AFB PALATABILITY SOLUTIONS AND SERVICES

Even the most nutritious pet food is valueless if a cat or dog won't eat it.

That's where the right palatant can make a difference. Palatants are ingredient systems specially designed to improve food consumption. AFB partners with pet food manufacturers to make food, treats, and supplements for dogs and cats taste great. Our portfolio of liquid and dry palatants are proven solutions to help customers develop new pet food products and improve existing ones.

And AFB is more than just palatants. We bring value to pet food companies through research expertise, technical support, and unparalleled customer service. Clearly understanding our customers' complex needs provides a firm foundation for success.



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Setop integrates a group of companies focused on developing various products, from oils and fats to companies for feeding pets and other animal species.

Committed to its clients in their product optimization, Setop seeks to improve their sustainability and support them in safety and business cycle management.

How it all started

Now 30 years old, the Setop holding company includes nine companies specialized in the formulation, processing, and refining of oils used as inputs for the Chilean animal feed industry in Chile and for the rest of the world, and as complementary services for the industry.

From their R&D center, Setop have developed new technologies with concrete solutions of international standards to fulfill market requirements, contributing to the competitiveness of their clients.

Research and development

Volatile compounds of interest for the pet food industry resolution

Pet food products' palatability, appearance, and aroma play an important role in their market success. Fats and oils are relevant food constituents and can have different quality degrees, which positively or not influence their consumption.



As a result of the secondary oxidation of oily matrices, volatile compounds are generated, mainly aldehydes and ketones, which can negatively impact food choice. To identify and quantify these compounds at trace level, mainly hexanal and 2,4-decadienal, Innocon S.A. has implemented the analytical process headspace-solid phase micro-extraction (HS-SPME) and gas-mass chromatography (GC-MS), a technique that combines the separation capacity of gas chromatography, with the sensitivity and selective capacity of the mass detector.

Commitment to sustainability

At Setop, they constantly develop new ways to recover and reuse industry by-products, reincorporating them into the food chain and achieving their commitment to feeding the world and the circular economy. Currently, they are working to issue their first report.



Industry solutions



Blend Max It is a product developed by our R&D Center, which contains bird and vegetable oils, generating an ideal blend for covering pet food, providing an optimization of essential fatty acids such as Linoleic, A-Linolenic, and Arachidonic, highlighting the real benefit of Omega 6 on pets' fur.

Made entirely with high-quality raw materials well-known by the industry, this blend delivers better results in fatty acids and palatability.



Salmon Blend Max It is a supplement formulated with refined salmon oil, pelagic fishing oil, and vegetable oil high in omega 3. It is mainly composed of monoglycerides, diglycerides, and triglycerides delivering a total of 30 points of Omega 3. Salmon Blend Max stands out for its nutritional qualities, which make it an excellent coating ingredient in extruded products, with properties superior to traditional salmon.



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NOURISHING FLAVORS: EVOLUTION AND TRENDS

In each All Pet Food Magazine issue, we share recognized products and new launches from prominent worldwide pet food manufacturing companies.

We present innovative formulations with high-quality raw materials, in line with market trends, obtained through technological production processes, and providing benefits to both pet health and nutrition.



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SIEGER ENERGY RECOVERY

Sieger Energy Recovery is a well-wet balanced food for dogs and cats, formulated with a concentration of specific, highly digestible nutrients. Its high energy and protein density help promote nutritional recovery when dogs and cats require it.

The product is designed with the most advanced formula for patients with nutritional recovery needs, making it superior, as it provides the highest energy density and the lowest sodium levels.

It is formulated with high levels of digestible proteins and fatty acids and provides the energy needed during pet recovery.

Plus, it is the only wet food for this purpose that contains Glutamine and Inulin, two ingredients that are enhanced to improve the intestinal epithelium, optimizing the absorption of nutrients.



Made in 

DANNA SUPREME FOR CATS

The Danna Supreme brand range for cats, free of genetically modified organisms (GMOs), is made with premium natural raw materials to keep felines of all breeds and ages healthy.

It is a complete food made with chicken and tuna for cats of all breeds and ages, rich in animal protein and antioxidants, which promote vitality and strengthen muscles and natural defenses.

Salmon oil, a source of omega-3, helps maintain healthy skin and hair.

Danna is a brand belonging to Nugape Pet Food, a Spanish manufacturer, which holds the prestigious IFS Food international quality seal.





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ANDRITZ's vacuum coating technology is engineered to meet the demands of modern pet food production. It delivers precise application of liquids and powders, ensuring each product batch meets rigorous nutritional specifications with consistent flavor.

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KEMIN NUTRISURANCE OPENS FIRST INNOVATION CENTER AND SECOND SPRAY DRYER IN SOUTH AMERICA



Kemin Industries opened an Innovation Center and second spray-drying facility at its regional headquarters in Vargeão, Santa Catarina, Brazil, making the Kemin Nutrisurance location the largest pet food manufacturing plant in Latin America by volume capacity for producing dry and liquid palatants.

<https://bit.ly/4cZERQh>

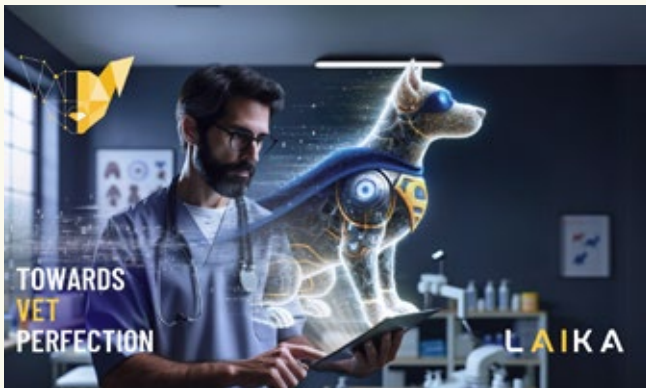


AFB INTERNATIONAL ANNOUNCES NEW VICE PRESIDENT OF GLOBAL RESEARCH AND DEVELOPMENT



Dr. Ceddia will advance AFB’s scientific leadership, strategic direction, and science and technology initiatives. Together, these capabilities will further discover and develop companion animal palatability to help AFB improve customers’ performance and achieve their business needs.

<https://bit.ly/3xKR2As>



LAIKA, A VET-TO-VET SOLUTION FOR THE VETERINARY COMMUNITY



LAIKA is an AI Assistant for the veterinary industry, but, in fact, it’s more than that. Built with veterinarians for veterinarians, the solution is a sophisticated two-layer AI system designed to support veterinarians in making more accurate and efficient diagnoses.

<https://bit.ly/3QeVUE2>



GRAND OPENING OF PURINA PETCARE FACTORY IN NORTH CAROLINA



Nestlé Purina PetCare leaders gathered with North Carolina state officials and community partners to commemorate the official opening of the pet care company’s newest pet food factory in Eden, N.C. The grand opening celebration is the culmination of more than three years of work to bring the more than \$450 million operation to life and establish the first Nestlé manufacturing facility in the state, company officials said.

<https://bit.ly/4d5R71N>



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Retail for the sale of pet food

Room 1 - 09:00 - 16:00 hrs.
Presented by: Ana Laura Flores



Microscopy of raw materials of plant and animal origin

Room 2 - 09:00 - 14:00 hrs.
Presented by: Maira de la Cruz Campos



Good Manufacturing Practices for animal feed and meal of animal origin

Room 3 - 09:00 - 16:00 hrs.
Presented by: Thelma P. De león A.



Pest prevention and control in the animal feed industry

Room 4 - 09:00 - 16:00 hrs.
Presented by: Teresa J. García Corona



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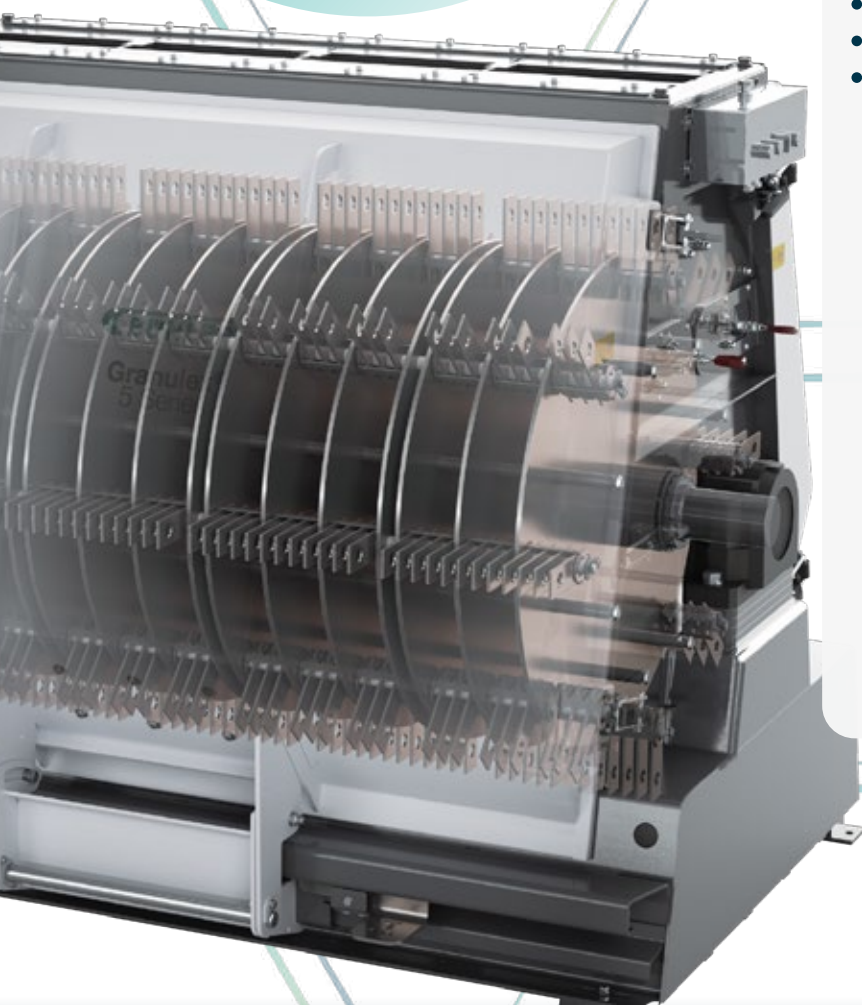
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