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PETfood in canada

A SUPPLEMENT OF FOOD IN CANADA MAGAZINE

BISCUITS WITH BENEFITS

NORTHERN BISCUIT
BAKERY **PG.16**

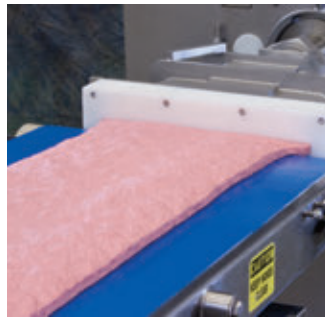
DINNER is ready

Premium products, greater nutrition
and functional ingredients all add to
the humanization of pet foods **PG.12**



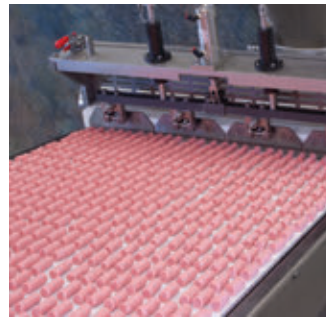
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A SUPPLEMENT OF FOOD IN CANADA MAGAZINE

Volume 1, Number 1 • June 2014



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Published by BIG Magazines LP, a division of Glacier BIG Holdings Company Ltd.
80 Valleybrook Drive, Toronto, ON M3B 2S9

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PET Food in Canada is a supplement of Food In Canada. Food In Canada is published 9 times per year by BIG Magazines LP, a division of Glacier BIG Holdings Company Ltd. To subscribe, renew or change your address or information, please send a fax to (416) 510-6875 or call (416) 442-5600, ext. 3552 or 1-800-387-0273.

Food in Canada subscription price: CANADIAN PRICE is \$84.95 per year; \$124.95 for two years; most single issues \$15. OUTSIDE CANADA 1 year: \$159.95; Single: \$32.65.

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My 18-lb. cat Hibou
(French for owl) — *Melissa Crook, art director*



My first puppy and my
best friend, Capone
— *Daniela Piccone,
account manager*



We're hoping to adopt a
cockapoo — *Deanna Rosolen, managing editor*



My pet of choice would be
a shih tzu — *Cindi Holder,
circulation manager*



My favourite dog is
a German sheppard
— *Steve Hofmann,
production manager*



I would have a golden or
chocolate lab
— *Jack Meli, publisher*

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CANADA'S FOOD & BEVERAGE PROCESSING MAGAZINE



Welcome!

Welcome to *PETFood in Canada*, a special supplement to *Food in Canada*. You can probably tell by the images of dogs and cats within these pages that at *Food in Canada* we love our pets.

And we're not alone. According to the Agriculture and Agri-Food Canada report *Consumer Trends Pet Food in Canada*, released in September 2012, 38.5 per cent of Canadian households included cats in 2011, while 35 per cent of homes included dogs. That year sales of cat food came in at \$655.9 million, dog food represented \$969 million, and sales of food for all other pets were \$74.8 million. Total sales of pet food are expected to top \$1.7 billion this year, and projections are that by 2016 total sales will reach almost \$1.9 billion.

In the U.S. the numbers are even more impressive. Pet food spending is expected to reach an all-time high at US\$22.62 million this year, according to the American Pet Products Association. That compares to a whopping US\$58.51 billion for total pet care spending (including pet services like grooming and training, veterinary care, retail products and pet insurance) in 2014, a jump of 4.9 per cent since last year.

In Canada, the pet food market is dominated by a handful of large players representing just under 30 different brands. But it's also a sector in which

small- to mid-size companies shine, especially as the category continues to diversify and specialize, much the way the entire food and beverage industry in Canada has.

Smaller companies such as Northern Biscuit Bakery (see our profile of the company starting on page 16) are catering to consumers who increasingly want more natural, premium foods for their pets. Others are addressing the desire for organic products, health-specific supplements for issues such as digestion and joint health, and functional ingredients like omega-3 and probiotics. In fact, when browsing through the material on pet food products now on the market, it's often easy to forget some of them are not designed for humans.

That diversity — and the wide range of better-for-pets products now available at a variety of price points — was on display at the 2014 Global Pet Expo, held in Orlando this March. It really was an eye-opener to the opportunities, particularly in exporting, that the sector now offers. Let's explore those opportunities together. 🐾

CCooper@foodincanada.com

My furry family



Coco



Josie



Freya



Ripley



Sailor

A man in a light blue shirt and grey shorts is crouching in a grassy field, smiling. In the foreground, a black and tan dachshund dog named Ella is sitting in the grass, looking towards the camera with its tongue out. The background is a soft-focus landscape under a cloudy sky.

AROUND THE WORLD. AND IN YOUR BACKYARD.

Ella

Different markets have different pet food needs. Palatants that perform in North America may perform differently in Europe or China. That's why our experts track regional regulations and trends and conduct primary research: to help you succeed in an increasingly competitive global landscape. Find pet food palatability insights for your specific needs at [PalatantsPlus.com](https://www.palatantsplus.com).



The Palatability Performance People

Champion Petfoods to open U.S. plant

Champion Petfoods is building a new processing facility in Auburn, Ky. "The agricultural heritage and proximity to ranches and farms make locating to western Kentucky an excellent choice," says Champion Petfoods president and CEO Frank Burdzy. "We are very pleased that the Commonwealth of Kentucky has partnered with us to grow our Biologically Appropriate mandate." According to the *Alton Telegraph*, the 300,000-sq.-ft., multi-million dollar facility will employ 147 people. Champion already has facilities in Morinville, Alta. and Ontario.

Burdzy says the area is rich in local meat and produce, allowing the company to feature a diversity of fresh regional ingredients in their products. The new facility will serve customers throughout the U.S. The new "Made in Kentucky" products will be on the market in 2016.

Barks&bites

Pet food industry news



West Coast cat café

Cat lovers in Vancouver will have a place of their own this fall. The city will be home to its very own cat café called Catfé.

Founder and owner Michelle Furbacher says on the café's Facebook page that visitors can come for a coffee, tea, vegetarian and vegan foods, and hang out with kitties. All the cats will also be available for adoption.

The VancouverSun.com reports that Vancouver Coastal Health gave Furbacher the go ahead under certain conditions, including that the cat lounge and the food area must be separated and have their own entrances from the street. A sanitation station will also be available.

The craze is also spreading across Canada, with cat cafés set to open in Montreal next month and Toronto this fall.

Quebec company turns to crowd-funding

A St-Jean-sur-Richelieu, Que.-based company that makes healthy biscuits for dogs and horses turned to the Crowd-fund Network to raise \$4,500. Crocx Inc. launched its "Crocx Biscuits making a difference with more" campaign to raise the funds by June 1.

The funding will go toward hiring a full-time employee, expanding production with the use of new and more efficient equipment, acquiring food certifications, and adding air conditioning to the company's production facility. The company says demand for its biscuits has increased so much that "keeping up with demand has been nearly impossible." With enough help, adds the company, it could begin exporting its dog and horse treats.

In other news, the company is still donating and distributing its biscuits to pet shelters across Quebec. That program began in 2012.

Price rules in pet food purchases

Packaged Facts' *Canadian Pet Market Outlook 2014* says the economy remains a concern for many Canadian consumers, which has had a definite impact on the pet products market. Price, says Packaged Facts, remains an overriding factor for many pet owners when considering pet-related purchases. And yet, premium products are fuelling much of the ➔

ORAL HEALTH IN PETS

Two studies presented in the U.K. in May help explain why tooth decay is rare in dogs, despite being prevalent in humans. The studies, conducted by the Waltham Centre for Pet Nutrition in conjunction with Professor Floyd Dewhirst from the Forsyth Institute in Boston, challenge the current practice of translating knowledge of human dental disease to dogs and will help facilitate important discussions between veterinarians and pet owners about proper pet oral hygiene. The studies also discovered critical differences between dog and human plaque, and explain why dogs are more prone to gum disease than tooth decay. The findings were presented at the British Veterinary Dental Association in London, U.K.





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growth the Canadian pet market has seen over the last five years.

In a survey Packaged Facts found that the vast majority of pet owners will spend more on products that support their pets' health and happiness. Canadian pet market sales have grown at a slow but steady pace over the past five years, hovering at a four per cent rate, quite a



NEW EQUIPMENT WILL HELP DEVELOP NEW PRODUCTS

A new piece of equipment, with a hefty job, has arrived at the University of Alberta.

The single-screw pilot extruder, which is the only one of its kind in Canada, will make its home at the Agri-Food Discovery Place on the university's south campus. The extruder will help scientists develop new pet food and ingredient products cost-effectively, using pilot equipment that is scalable to commercial production.

The extruder comes thanks to \$1.6 million in funding from Western Economic Diversification Canada and additional support and funding from Champion Petfoods, Alberta Livestock and Meat Agency, and Elmira Pet Products.

feat for such a large, mature market, says Packaged Facts.

Another trend continuing to gain steam is the market emphasis on natural products, a thrust illustrated by M&A activity and the entry of industry heavy hitters into this market, with companies ranging from Purina to Hill's Science Diet to Walmart focusing on natural products.

In other news, Packaged Facts' *U.S. Pet Market Outlook 2014-2015*, found that nearly 8.9 million dog or cat owners are buying pet products from their veterinarians. Among multi-pet owners with dogs as well as cats, in particular, the percentage who buy pet products through their vets has rebounded by 19 per cent.

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INBRIEF



> Late last year a new pet food store opened its doors in Sudbury, Ont. **Tail Blazers** is a health food store for pets and features raw food. Owner Jolie Bianchin told TheSudbury-Star.com that raw food is "the way nature intended our animals to eat." Some of the treats sold in the store include pig and rabbit ears, elk antlers and dried lamb trachea.

> **Red Dog Deli**, which is based in North Vancouver, is celebrating its 10th anniversary this year. The company produces Red Dog Blue Kat raw pet food, which is made with hormone-free, non-medicated, free-range and free-run meats and organic vegetables.

> Two U.S. pet food companies are tangled in lawsuits over claims and ingredients. On May 6, **Nestlé Purina PetCare Co.** sued **Blue Buffalo Co. Ltd.**, claiming that Blue Buffalo's Life Protection pet food contains poultry by-product meal, corn and rice. (Nestlé Purina says it checked this through independent testing.) Blue Buffalo says its

pet foods are made only with natural ingredients including real meat, whole grains and veggies. On May 14, Blue Buffalo sued Nestlé Purina for defamation.

> The **Global Pet Expo** reported record-breaking numbers for this year's show. The 2014 Expo took place in Orlando, Fla. from March 12 to 14 and featured 5,597 buyers, more than 3,000 new pet product launches and 985 exhibitors. Total show attendance came to nearly 14,000 people. Some of the winners of the show's New Products Showcase included Dogsfood's Dog for Dog; Carob Chip Cookie Mix by Puppy Cake; and Harvest Stacks' Oxbow Animal Health.

> **Nestlé's Purina ONE** says it opened the first pop-up cat café on the continent in New York City from April 24 to 27. The aim, says the company, was to spark conversation among cat owners about cat health and wellbeing and to promote cat adoption. The agenda over the four days included talks on cat health, communication, cat-friendly interior design, the benefits of adopting a cat, and introducing a new cat to your home. On the last day Purina held a cat adoption event.

> **National Geographic** and **PetSmart** have partnered to launch an extensive line of new products this spring. The products will initially focus on specialty pets such as fish, reptiles, birds and small pets. The National Geographic-branded products will be sold exclusively



by PetSmart in Canada, the U.S. and Puerto Rico. National Geographic's net proceeds will support the conservation of animals and their habitats.

> Richmond, B.C.-based pet food retailer **Petcetera** was scheduled to close six more stores by May 31 as part of its ongoing restructuring. The stores were in Penticton, B.C., Edmonton, Calgary, Saskatoon, Winnipeg and Dartmouth, N.S. In March the company had announced it was closing stores in Abbotsford, B.C. and Niagara Falls, Ont.

> In April **Procter & Gamble** sold 80 per cent of its pet food business to **Mars** for US\$2.9 billion. Brands include Iams, Eukanuba and Natura in North America, Latin America and other countries. P&G's pet business in the E.U. countries is not included.

EVENTS

SUPERZOO – THE NATIONAL SHOW FOR PET RETAILERS

Las Vegas, Nev.
July 22–24, 2014
www.superzoo.org

PET FAIR ASIA

Shanghai, China
Aug. 21–24, 2014
www.petfairasia.com

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DINNER is ready

BY TREENA HEIN

It's not much of a surprise that today's pet food trends are strongly tied to human food trends.

"Consumers are treating pets as members of their families, and this 'humanization' has evolved to the point where preferences for natural health products and nutritional ingredients are growing," notes an Agriculture and Agri-food Canada report called *Consumer Trends Pet Food in Canada*. "[Consumers] want to see ingredients that are recognizable, and that are similar to what they themselves are eating."

This means the added goodies we like in our food — functional ingredients such as omega-3, 6, and 9 fatty acids and antioxidants — are now almost standard in the diets of many pets across the nation. And as we also see with human food products, there are increasingly more specialty products for pets, such as senior food and food that addresses special health concerns. The strong value most of us place on our furry family members also means we want to know where the components of their food are sourced, and we have a growing willingness to pay more to have higher-quality and fresher ingredients in Fido and Kitty's food bowl.

"Pet owners are striving to feed their four-legged family members a pet food solution that aligns with their values and interests," notes Jaimie Turkington, Marketing director at Petcurean in Chilliwack, B.C. "They are expecting and striving to provide the best food for themselves and for their pets...[including]



THE FOOD CANADIANS ARE SERVING THEIR PETS REFLECTS THEIR GROWING KNOWLEDGE OF NUTRITION, THEIR STRONG INTEREST IN HIGH-QUALITY INGREDIENTS — AND THE FACT THAT PETS ARE INCREASINGLY CONSIDERED TO BE MEMBERS OF THE FAMILY



high-quality, premium products that address long-term health and wellness.” Turkington says the concerns people have these days about what they’re putting into their bodies is now extending to their pets’ bodies, making premium pet food “a growing segment of the pet food market.”

Svetlana Uduslivaia has hard data on national premium pet food sales trends. “In 2013, the overall value of dog and cat food grew by close to four per cent — close to \$1.7 billion in retail sales in Canada — and we expect the tendency to continue in 2014,” notes the senior analyst with research firm EuroMonitor International.

“Premium brands (like those marketed by, for instance, Champion Petfoods) have gained significant traction on the Canadian marketplace.” And while Uduslivaia notes that consumer demand is obviously a driver of these burgeoning sales, marketing efforts also play a role.

It turns out that location of purchase is also a strong factor in the higher sales of premium products. While mass market retailers such as grocery stores and pet food stores alike are selling more premium pet food, EuroMonitor expects that this year, expansion of premium-positioned brands like Freshpet to mass market outlets will further ➔



**IN 2013, THE
OVERALL VALUE OF
DOG AND CAT FOOD
GREW BY CLOSE TO
FOUR PER CENT
— CLOSE TO \$1.7
BILLION IN RETAIL
SALES IN CANADA.**



help drive sales upward. The Ag Canada report mirrors the sentiment: “Canadian pet owners remain price-conscious, and are turning more and more to grocery retailers for pet food purchases rather than specialty stores...

However, even in bargain retail, pet owners look for the best quality they can afford. Presence of a number of premium brands in mass market retail, with more advantageous price tags compared to specialized pet food retail, helps to satisfy those who are on a tighter budget.”

A close look at trends

Demand for “life stage” products such as senior pet food has been strong for some years, but Uduslivaia notes that demand could be even higher. She explains that at this point, many shoppers are still not clear on when their pets’ senior years begin, and what nutritional differences exist between adult and senior foods, so “It’s up

to manufacturers and retailers to bump up consumer education.”

Products positioned as “natural” are also becoming almost a norm, explains Uduslivaia, due to numerous serious product recalls and marketing campaigns that encourage consumers to question where ingredients come from. Indeed, Petcurean identifies ingredient sourcing as a key consumer trend. The company points out in its marketing that the meat proteins, grains, cereals, fruits and vegetables in their GO!, NOW FRESH and SUMMIT original recipes are sourced from North America as close to the production facility as possible, with the exception of lamb, which is from New Zealand and Australia. “We are proud to confirm we are 100 per cent China-free,” Turkington adds. “Chinese ingredients don’t meet the high quality standards we have in place.”

“Pet owners are striving to feed their four-legged family members a pet food solution that aligns with their values and interests.”

Companies like Petcurean also never use artificial preservatives — and are increasingly focused on fresher ingredients. “Our NOW FRESH diets are made with 100-per-cent fresh meat,” Turkington explains. “There are no rendered meat products.” Their NOW FRESH Large Breed Adult Recipe includes omega-3 and 6 fatty acids from fresh coconut and canola oils, New Zealand green mussels and glucosamine/chondroitin to support hip and joint health, L-Carnitine to support heart health/fat burning, pre- and probiotics to support digestion, and taurine to support vision and heart function. It contains no beef, corn or soy, nor any grains.

“Grain-free is definitely a trend,” says Uduslivaia. “It has been gaining strength for a couple of years now, with more products appearing with grain-free claims.” Some argue that a grain-free diet more closely resembles the food a dog’s or cat’s wild relatives have access to in the wild, akin to the paleo diets to which some people adhere. The ORIJEN





pet food line made by Edmonton, Alta.-based Champion Petfoods is a good example of this trend, which the company describes as “biologically appropriate.” These products feature fresh whole meats, “plus liver, tripe, cartilage and marrow, all in ratios that mirror the natural diet, while excluding high-glycemic carbohydrates and plant proteins that simply don’t belong in the diets of dogs and cats.”

However, while Turkington acknowledges that there are other very good reasons to feed a grain-free diet to pets who have, for example, a sensitivity or even an allergy to grains (manifesting, for example, in itchy skin or ear infections), there is also value in feeding whole grains. “For sure, wolves do consume a great deal of meat protein, but they’ll also eat grasses, berries and other wild edibles,” Turkington says. “Grains are an excellent source of quick energy for dogs. Grains can also help to firm up a loose stool as they are a source not only of carbohydrates, but also of fibre.” Therefore Petcurean makes a wide variety of grain-free pet foods and some with whole grains as well.

Moving forward, expect that pet food will continue to mirror the trends we see in our own diets. Turkington points to gluten-free and food allergy conscious, as well as locally sourced ingredients, as two of the top pet food trends to watch. Also expect raw, immune-boosting and organic pet food products, notes a recent *Supplieside Animal Nutrition Insights* report.

We want the best for our pets, as they provide “psychological and physiological benefit” in human life, as stated by the authors of *Global Pet Food Market: Trends & Opportunities (2014-19)*, a report available through Market Research Reports.biz. “Whether it is a cat, dog, or other pet, domesticated animals are interwoven into the social and emotional fabric of individual’s and families’ lives.” 🐾

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Asher



Tasha



Biscuits with benefits

Toronto-based Northern Biscuit Bakery has carved out a niche for itself with biscuits and snacks that address the health needs of dogs

In 1992 in Toronto, husband and wife Nick and Patty Grillo wanted to buy a healthy treat for their dog Tasha, a Miniature American Eskimo. After a trip to their local pet store, they realized it was impossible to find what they were looking for, a simple biscuit free of artificial colours, preservatives and fillers.

So like many entrepreneurs, they took matters into their own hands and decided to create the niche that was missing for them. With Patty's passion for baking, combined with a bag of Canadian flour, and local, fresh beef liver, Northern Biscuits was created.

Food in Canada spoke with Lauren Michel, the company's Marketing co-ordinator, about the company, challenges and the products it's so proud of.

Q: What challenges were there getting the company off the ground?

A: "As the popularity of the biscuits grew among family and friends, the amount of challenges and struggles Nick and Patty had to overcome also grew. They both still held full-time jobs in the corporate world until Patty took a break from her long career to take care of their growing family and continue perfecting these treats. By day, Nick would share the biscuits with co-workers for feedback, and by night, he would return home to bake with Patty for hours – sometimes even past midnight. Days were spent lugging 40-kg bags of whole-wheat flour and buckets of liver inside their small Toronto apartment and into the food processor that was given to them as a wedding gift. Additional racks were added to the oven and were continuously rotated in order for each batch to be baked evenly. The family slept together in one bedroom to make space for storage and even converted one room

into a walk-in cooler. They both experienced family strife and financial troubles when Nick made the decision to quit his full-time job and dedicate his life to building Northern Biscuits. They knew they had something special and were willing to work hard for it.”

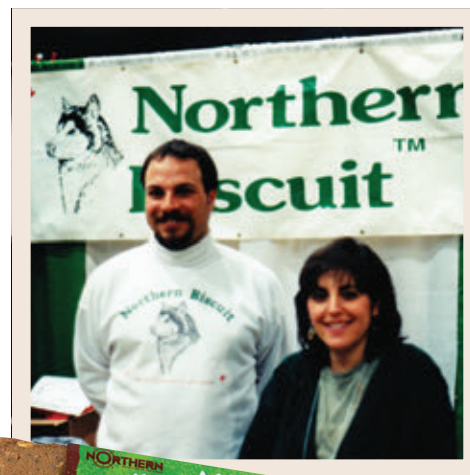
Q: What was missing in the market that Northern Biscuit felt it could fill?

A: “We felt we could ‘fill’ the stomachs of dogs everywhere but especially those dogs who had sensitivities to the treats containing unnatural additives that Nick and Patty were aware of. A dog’s dietary restrictions shouldn’t have to restrict the dogs’ taste buds. We offered, and still do to this day, a biscuit that was simple, honest and healthy, unlike anything available 22 years ago.”

Q: What makes your treats unique?

A: “We proudly bake all of our biscuit flavours in Canada with ingredients from Canadian food growers. We offer a wide variety of recipes featuring wheat- and grain-free options for dogs with food sensitivities and allergies. We use many exotic proteins and we offer some delicious vegan options. Once oven baked, our biscuits are packaged in our distinct packaging, which is made only a few hours from our bakery. We take pride in our colourful and innovative packaging — picking out dogs treats should be fun for the customer. We try to involve the community as much as we can so we partner with Community Living Ontario York South, which employs intellectually disabled adults who put our labels onto our bags for us. We love the work they do. We want customers to know that with every bag they purchase, we are giving back to their community and to a good ↪

Nick and Patty Grillo



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Q: What are the benefits of your treats for dogs?

A: "We like to ask, what 'aren't' the benefits. We feel each flavour in our Northern Biscuit family has its own unique advantages. To mention a few, our Smoked Fish, aside from the fact that they are Wheat Free, are loaded with omegas to help with dry itchy skin. Dogs that suffer from severe allergies can take comfort in our flagship Liverlicious biscuit with just two simple ingredients. Blueberries and cranberries are added to many of our flavours

for healthy antioxidants. We also have our functional line of BIOSNAX biscuits which feature special ingredients that cater to common issues among dogs. These biscuits include Hip & Joint to help improve mobility, Fresh Breath to freshen breath, and Skin & Coat to help them shine and sparkle as they should."

Q: What challenges is your sector facing today?

A: "Like Northern, many other treat companies emerged after seeing the lack of natural biscuits in the marketplace and today we face a lot of competition in the natural sector. We take this challenge as motivation to keep working hard and build strong relationships with our loyal customers."

Q: What opportunities do you see in your sector?

A: "Many! Possibly too many to count at Northern. All it takes is one weekly meeting for the Northern team and there's no stopping our creativity and ideas for what's coming next. We have new BARK! Dental Chews in three varieties, Lamb Berry, Applewood and Pumpkin. We also have Soft & Chewy treats launching now in Liverlicious, Lamb Berry and Pumpkin Pie varieties. There's always something new at Northern." 🐾

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making healthy food choices has crossed over from man to man's best friend. More and more dog owners are selecting food that minimizes cereal and maximizes fresh, whole foods, like fine cuts of meat and fresh vegetables. Since its early days, Breeder's Choice Pet Foods has used only high-quality ingredients in its dog and cat foods.

A wholly-owned division of Central Garden & Pet Company, Breeder's Choice began making frozen pet meals in 1947. In 1960, the line expanded to include the company's first oven-baked kibble and biscuits, which exceeded the minimum pet food nutritional requirements in an effort to be the most nutritious products available. A bakery was eventually added to the Irwindale, Calif. facility in the mid-1960s, and today still operates, producing the company's all-natural baked pet foods and treats around the clock.

Breeder's Choice's number-1 seller is its AvoDerm Natural line of foods, treats and grooming aids. Using avocado as its prime ingredient, the AvoDerm foods have been deemed "miracle products" in maintaining healthy skin and coats.

The company's four other specialized lines include: Active Care, a foundation

for preventative care catering to dogs who often experience, or are prone to painful or achy hips and joints; Pinnacle, an allergen-free dog and cat food product line combining a wholesome blend of holistic ingredients with superior pet nutrition; and Advanced Pet Diets Select Choice, a dog and cat product line offering improved digestibility and advanced health performance.

Longtime customers of Clayton Steam Generators since 1995, Breeder's Choice recently had to replace an older 100 BHP Clayton Steam Generator to meet the latest emission rules. Other systems were available to this growing business, but they opted to stay with Clayton Industries.

Company principals chose a high-efficiency Clayton Model SSFG125M-1-FMB Steam Generator to replace its older one. The newer design was rated at 125 BHP and incorporated an ultra-low NOx fibre metal burner system that reduces the NOx emissions to less than nine ppm. The unit was approximately the same compact size, so there was no need to change the facility's footprint.

The Breeder's Choice plant operates 24 hours a day, with multiple product changes, so Clayton's rapid response to change in steam demand is an advantage. Constant temperature and pressure is important for a top-quality product. The 99.5 per cent quality dry steam enables those perfect conditions for perfect pet foods. The choice was simple: "Our Clayton Steam generators provide



us with consistent steam distributed throughout our

plant and is a perfect partner in our top-quality pet food processing," says Clint Hammond, Operations manager at Breeder's Choice.

According to Brian Dominici, Clayton's senior Thermal Sales engineer, the Clayton steam generator offers many advantages over conventional designs. Among these are:

- » Compact size and low weight.
- » High thermal efficiency throughout its operating range.
- » Rapid start-up and load response.
- » Greatly reduced blowdown losses.
- » High-quality, consistent steam output.
- » Inherently safe non-explosive operation.

Because of these many advantages, Breeder's Choice can process varying quantities and types of pet products quickly, easily and economically. Supporting Breeder's Choice is Clayton's service team of trained and certified professionals. Their sole job is serving the customers who purchase and use the Clayton steam generators.

Breeder's Choice's line of healthy, pure pet food products continues to grow and expand, as the company looks to new ways to help pet owners give their forever friends the best. Moving forward, the company's use of Clayton Industries systems will continue. "Over the years, they have been extremely reliable, considering the hours and varying steam loads we operate at," says Hammond. "Based on our experience we wouldn't go with any other system." 🐾

Products for consumers and pet food processors, now on the market

SAVOURY FLAVOURS

HT Griffin Pet Food Ingredients offers a complete line of Savoury Flavours that will surely grab your dog or cat's attention. From grill to roast, fried, sautéed, deli and cheese flavours, we have all the profiles that your furry little family members will love! With many hydrogenated oil free, non-GMO and natural products to choose from, why not try one in your recipe today. www.htgriffin.com



Reduction system

The AR901 Gravity-Fed Reduction System from Cozzini Food Equipment Solutions features a single-cut 230-mm diameter single plate/knife cutting system, and a square hopper with a 200-L capacity. The unit's unique design separates the bearing housing and cutting head to prevent lubrication contamination of the product. In addition, it features a quick-release cutting head design for fast plate changes and cleaning. www.cozzini.com

Seaweed supplements

Pure Ocean Botanicals offers Pet Kelp, seaweed-based supplements for dogs and cats. The multi-benefit supplements are made with raw, whole food ingredients, and are designed for specific health concerns, including joint and bone health, skin and bone health, digestive health, and wellness, as well as a probiotic formulation. www.petkelp.com



PURE INGREDIENTS

Pioneer Naturals Pet Foods offers a range of dog and cat foods, including natural dry dog food, and natural canned cat and dog food. Its canned food includes only pure ingredients, with no fillers, and sun-ripened fruits and vegetables, while its dry kibble is enclosed in Nutri-Pack, a mix of active probiotics, enzymes, super greens, sprouts and vitamins and minerals in wild salmon oil.

www.pioneernaturalspetfoods.com

SQUARE PACKAGING

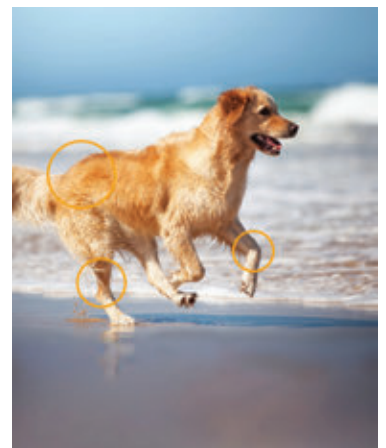
The Tetra Recart carton from Tetra Pak is ideal for wet pet food, including chunks in gravy, chunks in gel and paté. Tetra Recart offers efficient handling and transportation due to its square shape and light weight, is easy to open and store, and is recyclable. The packages are available in 200- to 500-mL sizes, making them an ideal alternative to cans.

www.tetrapak.com/food-categories/petfood

Healthy joints

Petagile from Gelita prevents the start and spread of arthritis in dogs. Featuring Bioactive Collagen Peptides, Petagile can stimulate the metabolic processes within joint cartilage, making the affected joints functional and free of side effects. The ingredient has excellent solubility, is easy to use and contains no fat, purines, cholesterol, colouring or synthetic aromas.

www.gelita.com/PETAGILE





YOGURT TREAT

Raw goat milk yogurt with chia and coconut from Steve's Real Food can add raw nutrition to dry, canned or raw pet food. The hormone- and antibiotic-free raw goat milk contains whole chia seed and finely ground coconut flour as a gluten-free fibre source, and is packed with proteins, vitamins and minerals.

www.stevesrealfood.com

Healthy cat

Sassy Cat treats for cats from Herbsmith Inc. are a real food treat containing 85 to 100 per cent meat, with no grains, additives or preservatives. The freeze-dried treats are available in nine flavours that even picky eaters will love, including Wild-caught whitefish; Turkey with sweet potato & ginger; Pork with green beans & peas; and Rabbit & Duck with broccoli & cranberry. www.herbsmithinc.com

Easy data integration

WeighSync DC is a new data integration software from Mettler Toledo that allows operators to easily integrate weighing transaction data from multiple terminals into PC databases. It can be configured for nearly any industrial process needing easy data management, and allows users to collect data to create reports and meet compliance tracking requirements. The flexible system also allows operators to create custom templates for other devices attached to the PC running WeighSync.

www.mt.com/IND-WeighSync



Natural oil

Grizzly Pollock Oil is a new natural omega-3 supplement for dogs with skin issues. Made from wild Alaskan Pollock, the omega-3 oil is a co-product from the production of high-quality seafood products for humans, making it a sustainable and premium-quality product with a natural flavour.

www.grizzlypetproducts.com

NATURAL RECIPES

Innova Nature's Table from Natura Pet Products, Inc. is a line of holistic dog and cat food and snacks made from high-quality protein and fresh, whole fruits and vegetables such as apples and carrots, without grain or white potatoes. The line also features novel proteins like bison and venison.

www.innovapet.com



A CALMING CHEW

Relax & Calm chews for cats and dogs by Tomlyn Veterinary Science are ideal for anxious pets during stressful times such as during travel, separation from owner, storms and loud noises. The treats feature chamomile and ginger, and contain a high level of L-tryptophan in two formulations — 66 mg for cats and small dogs, and 120 mg for medium and large dogs. The chews are available in resealable packages suitable for a one-month supply. www.tomlyn.com

PALATANT SOLUTIONS

AFB International has introduced six new high-performing palatant solutions in North America for dry and wet pet foods, treats, snacks and supplements. Among these are non-GMO palatants, protein-specific palatants designed for synergy with a target diet, and palatants that contain no corn, soy or wheat. AFB palatants are available as dry powders, liquids, and as systems using both dry and liquid components. www.afbinternational.com

Energy to share

Mudd & Wyeth's YaffBars are the first energy bar made for dogs and their owners. The grab-and-go bars are made of all-natural ingredients, and do not contain wheat, dairy, caffeine or refined sugar. YaffBars come in three flavours: Honey Almond Cranberry, Blueberry Crunch, and Banana Peanut Butter.

www.muddandwyeth.com



Meat analyser

The GEA MultiTrack from GEA Food Solutions is a meat analyser that measures fat, moisture and protein in unprocessed meat, mechanically deboned meat and raw pet food materials. The unit is made for mounting on mixers, mixer-grinders and piping systems, and measuring is performed continuously, either in the mixer or in a screw conveyor during filling. The unit offers real-time analysis, and can improve yields with faster processing time and consistent product quality. www.gea-foodsolutions.com

BISON FLAVOUR

Pure Treats Inc. has added bison to its line of freeze-dried Pure-Bites dog treats. The 100-per-cent natural snack is made with just one ingredient — bison liver — that has been freeze-dried to lock in aroma, texture and freshness. The Pure-Bites line includes eight varieties for dogs, and five varieties for cats.

www.purebites.com



Smaller bites

Bistro Bites are healthy, appropriate-size treats based on buckwheat that can help smaller dogs maintain a healthy weight. The treats are gluten-, grain-, wheat-, oat-, rice-, soy- and preservative-free. Varieties include Berries & Almonds, Chicken Livers, Peanut Butter & Carob, Sweet Potato, Vegetable and Peanut Butter & Applesauce.

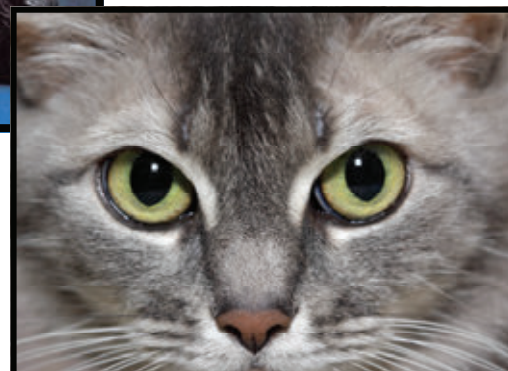
www.bistro-bites.com

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