



# PETS International

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Since 1988 | February 2020

## Ingredients and production

Krill, algae and insects:  
food for thought.

## Sustainable food and pet supplies

An undeniable  
demand for change.

## Nordic countries

Figures and latest trends in Denmark,  
Sweden, Norway and Finland.





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Highlights this issue



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Sustainable food and pet supplies

Sustainability is undeniably high on the agenda in nowadays pet market. Find out how the industry is taking steps to tackle the challenges head-on.

Ingredients and production

Alternative protein sources are on the rise, as customers insist on both a sustainable and human-grade choice. Are insects and algae the answer?



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Nordic countries

The Nordic pet market is characterised by high-end quality and close-to-nature products. Though online sales is booming, retail remains essential in servicing the pet parent.

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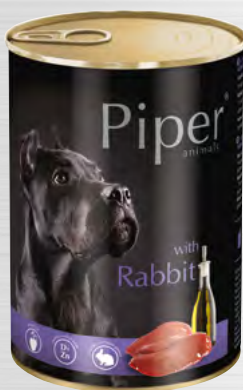


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# The new decade will bring changes and challenges

The pet industry cannot ignore it any longer: sustainability. No one can say now that the climate is not changing. Pet parents, who have an affinity with nature through their domestic animals, are 'demanding' sustainable products. They want less packaging and more items that are recyclable.

Starting the new year with sustainability as our main theme has become a tradition. This issue is no different!

The industry is working hard to develop sustainable, recyclable packaging – with countless initiatives using bioplastics, plastic made of sugar, et cetera. As single use plastics are increasingly banned, companies are looking into possibilities for retail collection points. The Pet Sustainability Coalition article (see page 16) stresses that all parties in the supply chain have a role to play in this.

In the coming years, the pet supply market is set to change dramatically, obliged to work with recyclable plastic and to collect used plastic products. Alternative packaging materials may be better options, bamboo for example.

Our world is facing water shortages, with an expected global water shortfall of 40% by 2030. The challenge for manufacturers is to develop strategies for coping with that, like recycling water or using less water in production. Bianca Nijhof's article on page 32 discusses this in detail.

The need to reduce the carbon 'foodprint' calls for less meat use. Vegetarian food is not a hype. It is here to stay – just as the switch to alternative sources of protein.

We are also highlighting Nordic countries in this issue, looking at markets in Scandinavia and Finland. What are the current trends there?

And: 22 April 2020 is the 50<sup>th</sup> anniversary of Earth Day. This platform works with countries around the world on climate action initiatives to clean up and safeguard the planet's air and water. Want to know more? Go to [earthday.org/earth-day-2020](http://earthday.org/earth-day-2020) and read all about the Earth Day Network.



A handwritten signature in blue ink, reading "Corine van Winden".

Corine van Winden, CEO

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Brazil's market  
overview

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April Interzoo issue | Advertising deadline: 27 March 2020 | Publication date: 24 April 2020

Contact head office (see page 60) or local representatives (see page 59).

## Pet industry highlights



### **PATS Sandown 2020**

9 to 10 February 2020  
Sandown Park Racecourse  
Esher, United Kingdom  
[patshow.co.uk](http://patshow.co.uk)

### **Anido 2020**

16 to 17 February 2020  
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Kortrijk, Belgium  
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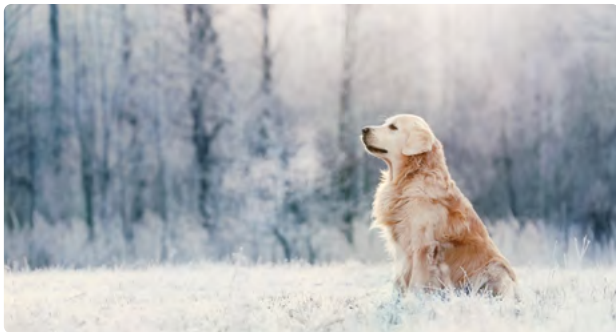
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Correspondence may be edited for clarity or length.

### **Aker BioMarine secures FDA approval for QRILL Pet in the US**

The US Food and Drug Administration has designated Aker BioMarine QRILL Pet as 'Generally Recognized as Safe', or GRAS, meaning pets in the US can start benefitting from the proven health and nutritional benefits of krill.



### **Leiber GmbH – change of managing director with new dual leadership**

Michael von Laer is to step down as managing director of Leiber GmbH. Partner managing director Bernd Schmidt-Ankum and managing director Gilbert Klausmeyer will immediately take over leadership of the company.



During the nineteen years in which Michael von Laer was responsible for Leiber GmbH, he contributed to the successful national and international development of this specialist in brewers' yeast products and yeast extracts, advancing the company's position with great commitment.

### **Yannick Riou named president of Kemin Nutrisurance**

Kemin has appointed Yannick Riou president of Kemin Nutrisurance, the pet food and rendering technologies business unit. Riou is taking over from David Raveyre, now group president at Kemin Industries.



Riou was formerly president of Diana Food. In 1998, he started as a sales manager at Diana and then took on various leadership roles around the globe, serving as managing director for SPF in Argentina and global sales director for Diana Petfood, based in France.

### **Scholtus acquires Teeling Petfood snack activities**

Scholtus Special Products B.V., a leading supplier of dog and cat treats in Europe, and Teeling Petfood B.V., a leading supplier of pet food in Europe, have announced that Scholtus has acquired certain assets related to Teeling snack activities.



Scholtus has grown significantly since 2007; growth that accelerated with the 2011 acquisition of Proline Petfood, a prominent supplier of snacks and treats.



## Pet industry highlights

### Pets Choice acquires Bob Martin Healthcare factory and brand licence

Leading pet food manufacturer Pets Choice has announced the purchase of the Bob Martin Healthcare factory, assets and goodwill, after Bob Martin (UK) Ltd entered into administration at the end of November 2019. Taking over the licence allows the Bob Martin brand to continue to flourish and grow under its new ownership.



### Kormotech gets funding from the EBRD

The European Bank for Reconstruction and Development is supporting Ukrainian pet food producer Kormotech Group in the expansion of its domestic and international operations with a loan of up to €10 million (\$11 million).

According to the EBRD, the funds are part of a wider investment programme, which includes the construction of a new production facility in Lithuania and the expansion of Kormotech's activities in Ukraine.



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## Pet industry highlights

### GA Pet Food Partners: four new directors

GA Pet Food Partners, a company that is built on three core values of Quality, Integrity and Innovation, has four new directors. The team will lead GA in the future and help deliver success for their valued partners.

Chairman Roger Bracewell is delighted that his two sons will join the board. James Bracewell will lead the company in its European expansion, while William Bracewell will be responsible for the manufacturing process. Lois Woods joins as Sales Director to assist in building service, and John Hewitt will lead the Technical service team, including Marketing & Design, Nutrition, R&D, Projects.



*Clockwise from top left: James Bracewell, John Hewitt, William Bracewell and Lois Woods*

### Vitakraft: new international managing director for sales and marketing

As of 1 January 2020, Markus Baldus will be Vitakraft's new international managing director for sales, marketing and business development in the regions Europe, the Middle East, Africa and South America.



### ADM appoints new animal nutrition VP



Archer Daniels Midland Company has appointed Amy McCarthy vice president of its pet nutrition arm. With nearly 20 years' experience in the animal health and nutrition space, McCarthy will oversee the strategy for ADM's pet nutrition division, and drive the expansion of its product development capabilities, including premixes, ingredients, pet foods and treats.

### Symrise successfully closes acquisition of ADF/IDF

Symrise AG has successfully completed the acquisition of ADF/IDF, a leading US meat and egg-based protein specialist and pioneer in all-natural nutrition ingredients. The acquisition has been cleared by the Antitrust Division of the US Department of Justice. With its comprehensive portfolio of solutions for the food and pet food industries, ADF/IDF will complement the Symrise AG nutrition portfolio with a highly diversified range of natural based solutions.

The acquisition was valued at \$900 million (€804 million), and the transaction has been financed through a combination of debt and equity.









# Sustainable food and pet supplies

After a year in which climate change was rarely out of the news, sustainable solutions are on the agenda in all corners of the pet industry. This section highlights several initiatives, including a packaging pilot from the sector's very own Pet Sustainability Coalition.

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# How the pet industry is rising to the global packaging challenge

**Environmental sustainability is at a tipping point, with our ecosystems threatened. Food packaging production and waste is a growing concern, but innovative solutions to the problem are being tested all over the world.**

## **The need for a transformation**

As plastic waste proliferates in the ocean, thousands of marine animals are dying because of it every year. Environmental consciousness is growing just as fast, and food packaging is obviously an area of concern. So there is a need for packaging solutions which can accelerate the innovation race for sustainability and enhance the potential for packaging transformation in the pet food market.

## **Bioplastics and biobags**

Bioplastics have emerged as an environmentally superior alternative to conventional, petroleum-based plastics such as PP (polypropylene) and PS (polystyrene). Made from renewable feedstock,

they help users reduce both their energy use and their carbon footprint. Bioplastics are really gaining ground in the packaging industry, and the economic production and versatility they offer will provide significant growth opportunities over the next decade.

Biobags produced from bioplastics are a timely solution for the pet industry as the natural substitute for plastic bags made from fossil fuels. Market forces, and the innovations they spark, are greatly contributing to the use of biobags. Their greener profile is paving the way for substantial and quantifiable benefits, without compromising on the unique characteristics of the traditional type of bag.





### Award-winning sugar cane

Compostable bags have become a force to reckon with in the pet food packaging sector. In early 2019, ProAmpac won the AmeriStar award for its innovative packaging solutions using a sugar cane based renewable resin. Resolutely focussed on plant-based bioplastics, the company is working hard to provide a diversified range of green packaging solutions for pet food manufacturers.

### 30% reduction in carbon footprint

Canadian company Petcurean is known for creating unique and premium quality recipes for dogs and cats. Its new pet food line Gather is sourced from sustainably produced, organic ingredients and is also sold in packaging made from sugar cane based polyethylene.

The family-owned business is demonstrating its commitment to the sustainability revolution by

introducing bioplastic flexible bags for this new product. The bags are made from Braskem's I'm Green™ polyethylene, using sugar cane ethanol that utilises carbon dioxide and releases oxygen, giving the material a negative carbon footprint. With these USDA certified plant-based bags for their pet food, Petcurean has reduced their carbon footprint by nearly 30%.

### Poop bags with no plastic at all

Recent research points to an average of 500 million plastic bags being used globally per year for dog poop removal. A single plastic bag takes 500 years to degrade in landfill, which is why 68 countries are already banning the use of plastic bags completely.

Responsible dog owners owe it to themselves to reduce plastic pollution by using something other than single-use plastic bags and the oxo-biodegradable poop bags that are notoriously clogging up landfills. Companies such as K9 Clean are meeting this challenge by introducing Eco Poop Scoop bags that do not contain any plastic. These bags are completely recyclable and degrade effectively through microbial action.

### Game-changing effect

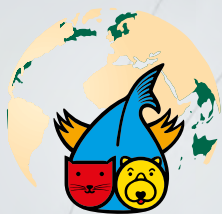
Bans on single-use plastics are an important impetus for organisations to develop the technological know-how to limit their use. As all 'packaging stakeholders' see a world with affordable and resilient energy production as an opportunity, and the reduced use of plastic continues on its current trajectory, this will all have a game-changing effect on sustainable economic growth. ♦



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# Is sustainability already a part of the industry's DNA?

**At Interzoo 2018, the trade fair organiser WZF presented the first results of the Interzoo Sustainability Initiative. This year it will be giving a more detailed analysis.**

## Survey set-up

WZF cooperated with the Sustainable Transformation Lab at Antwerp Management School (AMS) to conduct a survey on the current and future importance of sustainability in the international pet industry. Exhibitors and trade visitors at Interzoo could use the questionnaire to describe their experiences and plans for becoming more sustainable. This first step was important to determine the status quo in the industry with regard to sustainability.

## Customer as the main driver

For 80% of the industry players polled, sustainability will be very important or extremely important in the next three years, both for their own companies and for the industry as a whole. While 57% of respondents are convinced that their own company has already made significant progress with sustainability, only 36% believed that the sector as a whole has made advances.

According to the survey, steps taken by companies to be more sustainable are, above all, triggered by their customers. For 38% of those polled, customer requirements are the most important driver of sustainability measures. Ranked second (22%) are a company's own values or corporate philosophy.

The survey indicated that possible reasons why companies are not committing to more sustainability are chiefly the costs of implementing such measures (74%) and a lack of government incentives (69%), as well as hardly any awareness in the industry (67%). WZF aims to raise this awareness, using Interzoo as a global platform for groundbreaking trends in the pet sector.

## Positive reinforcement

The next step for the AMS sustainability specialists is to highlight particular achievements in the field of sustainability within the pet industry: the best practices.

The experts will link these corporate sustainability activities with the United Nations Sustainable Development Goals. In several in-depth interviews, they aim to find out to what extent sustainability has already become part of company DNA in the pet industry. The results of this study should show concrete measures for addressing this important subject from the perspective of retailers, producers and associations.

A detailed analysis of the survey, with the most important results, will be presented at the sustainability session at Interzoo 2020. ♦

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# Return to a sustainable future

**The Pet Sustainability Coalition (PSC) announces a 2020 return-to-retail packaging pilot to reduce landfill waste and deliver sustainable solutions to the pet industry.**

## The problem at hand

Based on research, PSC estimates that 136 million kilograms of plastic pet food and treats bags are generated in the US each year. Nearly all of these bags are made by co-extruding and laminating multiple layers of film plastics into a multilayer structure, and it is nearly impossible to separate the layers with the current state of recycling technology. Furthermore, the cost of recycling is more than the value of the material. As a result, it is estimated that 99% of pet food bags in the US are put into landfill rather than recycled.

## Some progress

A handful of brands have established recycling options. These involve their own brands of bags being returned by mail, or dropped off at select retail outlets, and then sent to TerraCycle for recycling.

Alternatively, some bag manufacturers have begun to offer 'recycle-ready' bags that are considered to be recyclable in a polyethylene stream, although these bags only have a small percentage of the market.

## The proposed solution

PSC plans to implement a return-to-retail pilot programme that brings together consumers, retailers, distributors and recyclers to achieve the following:

- Provide a recycling solution for all pet brands using multi-laminate flexible packaging
- Educate retailers and evaluate participation interest and engagement from pet retailers and consumers
- Collect data on collection quantities that can be expected for each retail store
- Quantify collection and recycling programme costs
- Model reverse logistics within the pet distribution channel to support expansion beyond the pilot





***PSC estimates that 136 million kilograms of plastic pet food and treats bags are generated in the US each year.***

### Goals of the return-to-retail programme

PSC offers the return-to-retail programme throughout 2020 to more than 400 retailers in the US. The Coalition aims to collect a total of 2,270 kilograms of post-consumer plastic packaging over an active collection period of three months. Consumer participation is estimated at a 5% return rate. This matches current consumer participation in other return-to-retail programmes. After collection ends, the packaging will be shipped from a distribution centre to a recycler. ♦



- Provide a supply of collected pet food and treats bags to prospective recyclers and recoverers so that they can test and evaluate the suitability of this stream of materials for their equipment and markets can be expanded



**Caitlyn Bolton Dudas**  
Executive Director Pet Sustainability Coalition  
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petsustainability.org

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# Sustainability is so much more than just ecology

**Sustainability is about all the initiatives guiding businesses to become future-proof. Moderna calls this concept 'betterness'. A sustainable vision for their organisation – and the whole planet!**

## The future-proof supplier

Making sure the goods they produce have a meaningful purpose will make Moderna a future-proof supplier. With the trustworthy and reliable image they already have, they want to set their goals even higher to support all stakeholders, including the planet. It is a step-by-step process, during which they intend to remain fully focussed on making that change.

The company's answer to tackling environmental challenges is based on its four R's:

### Re-educating

Re-educating consumers is key to achieving behaviour change. People need to be informed about their consumption footprint and also about the many 'greenwashed products' on the market. Consumers need to learn that plastic can be a fantastic material too! Clear communication about how and why the

company is making sustainable changes is instrumental in creating this awareness.

### Re-duce

Humankind needs to massively reduce its consumption. But why is this really necessary? What is definitely important is that everything you produce is of good quality and that resources are spent responsibly. That is why the company is focussing on delivering only high quality, durable products that customers can enjoy using for a very long time.

### Re-use

The company doesn't produce any single-use items, only products that can be re-used.

### Re-cycle

There is so much the company can do to extend a product's lifecycle. So only when all previous stages have been exhausted does the recycling process begin. Every

Moderna product is given a recycling number to start the process efficiently.

## Embracing durability

Moderna has embraced the concept of durability since day one. It is what the company now stands for. Part of their vision is to source premium quality raw materials and to design multi-use items that last a lifetime, and that are 100% recyclable too. Along with a well thought out process of optimised logistics that reduce the carbon footprint.

In today's world, including recycled materials (PIR and PCR) in your products is the new minimum standard! Moderna invites business partners to join them on their sustainability journey. The more, the merrier. ♦

♦ **Moderna – Belgium & US**  
[info@modernaproducts.com](mailto:info@modernaproducts.com)  
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# Governments and corporations commit to sustainable practices

**Sustainable new product development is gaining momentum as climate change gets higher and higher on the global agenda. But there is still a long way to go.**

## The face of activism

Less than a year ago, no one had heard of Greta Thunberg. Last December, the 16-year-old climate change activist was named TIME 2019 Person of the Year. She has taken up the mantle of change, two years after the BBC's Blue Planet II documentaries highlighted the global plastic plague. The TV series had a huge impact, now amplified. Public outcry was followed swiftly by numerous actions, both from brands and from governments, with many new promises and laws.

## We solemnly promise...

With global emissions reaching record levels, realistic plans were made by over 70 countries at the UN Climate Change Summit last September. These aim to enhance nationally determined contributions by 2020,

in line with reducing greenhouse gas emissions by 45% over the next decade, and to nullify emissions by 2050.

## Key national commitments

Some of the key national commitments are:

- France announced that it would not enter into any trade agreement with countries that have policies counter to the Paris Agreement.
- The UK doubled its overall international climate finance to £11.6 billion (€13.9 billion/ \$15.2 billion) for 2020 to 2025.
- India pledged to increase renewable energy capacity and joined the other 80 countries in the International Solar Alliance.
- China said it would pursue a path of high-quality growth and low-carbon development, and



- announced a partnership that could potentially unlock up to 12 billion tons of global emissions reductions and removals annually through nature-based solutions.
- At least 25% of the EU's next budget will be devoted to climate-related activities.
- The Russian Federation announced that it will ratify the Paris Agreement, bringing the total number of countries that have joined the Agreement to 187.
- Pakistan said it would plant more than 10 billion trees over the next five years.

Over 100 business leaders delivered concrete actions to align with the Paris Agreement targets, and to speed up the transition from a grey to a green economy. As a result of increased focus, there have also been great strides in sustainability – both branded and technological.

### Renewable initiatives everywhere

A trend in sustainable materials is turning a problem into a solution and embracing circular practices. As cities keep growing, urban waste becomes an increasing problem to which material designers have sought to find original solutions, seeing waste as a resource rather than as something to discard.

Some of the most innovative plastic alternatives include Piñatex, a non-woven textile made from pineapple plant leaves that are traditionally discarded by the fruit industry. As another example, Living Ink Technologies uses sustainable algae technology to replace petroleum-derived products such as ink.

Even the big corporates are going green. Dell has turned to organic alternatives such as bamboo, mushrooms and wheat straw, instead of using traditional oil and plastic based packaging. With true eco-friendly processes and materials, companies and consumers can both participate in protecting human and environmental health while still using products and engaging in everyday life.

### *Even the big corporates are going green.*

### It is not all puppies and sunshine

However, there is a cautionary tale of 'greenwashing'. Last year in the UK and Ireland, McDonalds abolished their plastic straws, even though they were recyclable, as part of a green drive. As 1.8 million straws are used daily, this would have had a significant impact.

Now, McDonalds sadly say that the new paper straws are not yet easy to recycle and should be put into general waste, and customers were unhappy with the new straws, saying they dissolved before a drink could be finished.

The moral of the story: if going sustainable, ensure you meet customers' needs and have a great product – do not just jump on the PR bandwagon. As UN Secretary-General António Guterres, in closing the Summit, said: "You have delivered a boost in momentum, cooperation and ambition. But we have a long way to go." ♦



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# One-stop Pet Supplies Sourcing Platform for Boundless Opportunities

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Duynie Ingredients THE NETHERLANDS

# Using co-products to tackle food loss

Feeding a growing population within the planetary boundaries requires a new approach to pet food too. Duynie Ingredients can provide sustainable ingredients with a much lower carbon footprint than the alternatives available.

## Sustainable sourcing

Using human food products for pet food is unsustainable. Duynie's solution is to provide ingredients made from plant-based co-products, directly sourced from the food industry. These are products that are not used in human food processing. Some good examples are beet and chicory pulp, potato cuttings, potato peelings and side-stream starch. Leftover materials from fruit canning and juice production, or vegetables which are not used for human consumption, are still suitable for animal consumption. By using co-products for pet food, the company enables maximal resource use and therefore helps prevent food loss.

## Climate neutral production

In most of its ingredient production process, the company uses renewable energy instead of fossil energy. For

example, their factory in the Netherlands processes potato and vegetable ingredients using green electricity and residual heat. The heat is generated by a bio-energy power station, burning wood chips sourced naturally from pruning.

## Low environmental impact

Many pet food companies want to improve their corporate responsibility by lowering the environmental impact of their products. Duynie Ingredients, with their lower carbon footprint and land use, can contribute to this. They are a good alternative to ingredients that are made with food grade raw material and processed using fossil energy.

## Consistent quality

Being part of Duynie Group enables the company to provide year-round high-quality ingredients. The company

has been active in the sustainable management of plant-based co-products for more than 50 years. Their co-products come from established processes that guarantee absolute consistency and stability.

## Pet Sustainability Coalition

The Pet Sustainability Coalition has rated Duynie as a top 20 company and sustainable front runner in the pet industry. With this independent rating, the company hopes to continue to lead in the field, providing pet food producers with sustainable alternatives. ♦

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## Making sustainability a reality



Photo: Pugedon

Sustainability can no longer be just a topic of debate.  
And it is gradually becoming reality in the pet sector too.

### 2025 is getting closer

The UN has proposed banning plastic bottles and everything that is not recyclable or recycled by 2025. The pet food and supplies world, a sector that has always been aware of environmental issues, is now ready to accept this challenge. Underpinning the evolution towards sustainable choices is a realisation of the importance of consumer commitment.



### Where the virtuous circle starts

By using their purchasing power consumers can dictate to manufacturers to stick to their principles on sustainability. When given the opportunity, they can be a catalyst for change in the market. And manufacturers are listening. Increasingly, products are designed to reconcile the needs of pets and pet owners with the planet's ecological crisis.

### Food with a conscience

Many pet food manufacturers now work on the basis of a green philosophy. They carefully select raw materials that come from the same food supply chain as products for human consumption. Their entire production line, from processes to packaging, may also contribute to the sustainability of their products.

Almo Nature is an example of this. And the company is so devoted to animal welfare in relation to the environment that it gives all its profits to the Capellino foundation, which is committed to protecting domestic and non-domestic animals as well as biodiversity.

### Bamboo and barley

The pet supplies market is seeing an increased use of alternative materials. Beco dog and cat bowls are manufactured from discarded bamboo from chopstick production – an example of an attractive and durable product that makes good use of waste. Some of Beco's profits go into their third-party run foundation that supports animal welfare projects.

Barley and natural yeasts are the main ingredients of a totally organic recipe for cat litter, obtained using the non-edible parts of the cereal without disadvantaging the food chain. This extremely light litter generated from 'waste' materials is a viable alternative to mineral litter, and can therefore also contribute to a reduction in mountain erosion and the use of heavy vehicles for transport and distribution.

Photo: Puggedon



### Helping canine and feline neighbours

Cities are also working towards sustainable schemes, sometimes with initiatives that involve and sensitise their local communities.

One example is the city of Istanbul, where people traditionally share their urban space with stray dogs and cats. The city is one of the sponsors of an innovative socially responsible enterprise that installs vending machines to meet the needs of street animals, while encouraging residents to recycle. If a person deposits a plastic bottle, the machine releases food and water for the animals. A simple idea, but extremely effective in the virtuous circle of sustainability. ♦



**Marta Murelli & Monica Ferrigno**

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## Exemplary brands for sustainable pets

Mintel highlights some recent innovations in ethical  
and sustainable pet food and supplies.

### Humanisation and the green revolution

As more pet owners see themselves as pet parents, trends in the human market are trickling down to the pet market in several countries. There are now more environmentally friendly product claims in the UK, for example, rising from just 6% of pet product launches in 2015 to 15% in the first half of 2019.

Increased focus on sustainability seems timely. 73% of UK cat and dog food buyers now say that knowing where ingredients come from would boost their trust in pet food brands, while 56% say they try to buy pet food from environmentally friendly companies.



## Sustainable food and pet supplies



### Natural alternatives for grooming

Grooming products are important for pet owners and many are showing as much interest in natural grooming products for their pets as in this aspect of their own personal care products.

One manufacturer active in this segment is US-based personal care brand Burt's Bees. Their products for dogs are modelled on their human product lines. The brand's waterless shampoo for cats is described as 99.7% natural.

Another sustainable pet care product is Soapy Tails dog shampoo: cruelty-free, 100% biodegradable and free of parabens, phthalates, sulphates and phosphates. It is produced locally by a small, family-owned California company, that sells a range of natural herbal soaps using packaging from Heritage Paper that is made with 90% solar power.

### Ethical pet food

While animal welfare standards are high on the agenda, pet food launches making ethical claims are rare but growing. In 2015, 3% of all launches globally were linked to ingredients like dolphin-safe tuna and free-range chicken and by 2018 this had risen to 5%.

In the Netherlands, one of Edgard & Cooper's pet food ranges is said to be planet friendly. Organic farming helps fight climate change by keeping carbon in the soil as well as supporting plant, insect and bird life. The manufacturer also donates 10% of its profits to charity – recently to the Dog Care Clinic in Sri Lanka.

### The way forward for packaging

Plastic packaging waste has sparked much media coverage, consumer concern and government policy initiatives in recent years. While pet food not yet faces the same public scrutiny as plastic bottles, research shows that the environmental impact of pet food packaging is a concern for one in two pet owners in the UK. Alternative – and sometimes unusual – packaging materials are now being explored by some brands, often as part of a wider ethical brand positioning.

A recent example in the UK is Pooch & Mutt's carton packaging. The comprehensive on-pack description outlining the green credentials of the carton is arguably much needed, given limited consumer awareness of the environmental impact of different packaging types.

Dog owners looking to reduce their single-use plastics will likely be opting for biodegradable poop bags, like those from Beco in France. Their compostable bags are made from corn starch and with ethical manufacturing practices. ♦



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# Manufacturing quality for at home and abroad

South African brand turns twenty and aims to expand beyond the African continent in the near future.

## Home-grown wholesome goodness

Montego Pet Nutrition is a premium pet food manufacturer that started in the heart of the Karoo region of South Africa in 2000. Founded by Hannes van Jaarsveld, and growing from humble beginnings as an ambitious start-up into the successful business it is today, it operates both locally and internationally. The company maintains a FSSC22000 certification, demonstrating its commitment to food safety and delivering high-quality, world-class products to local and international customers. Built on a strong foundation of entrepreneurial spirit, family values, quality and innovation, the company's belief in continuous improvement and adaptability has kept it at the forefront of the South African industry.

## Crossing borders

The Montego range covers all categories – economy, premium, super premium and grain-free, plus complementary

products. As a contract manufacturer, it also produces dry and complementary products as private labels. It is proud to be the largest independent pet food manufacturer in Africa.

Montego's experience, and the ever-evolving technology within its facilities, allows the company to produce high-quality pet nutrition that is attractive to markets beyond the South African border. It currently exports to twelve countries: Angola, Bahrain, Botswana, Ghana, Lesotho, Mozambique, Namibia, Nigeria, Swaziland, Tanzania, Zambia and Zimbabwe. Targets for 2020 include Central and Eastern Europe, Russia and the Far East.

## Committed to environmental principles

The Montego manufacturing facility recently underwent major upgrading, costing almost \$10 million (€9 million). This included an automated packaging system,

and a massive solar plant that decreased electricity consumption by 1.4 million kWh annually, true to the company's commitment to environmentally responsible manufacturing principles. Other improvements are infrastructure to increase the semi-moist manufacturing facility and bakery output, plus extensions to administrative offices.

## 20 in 2020!

Montego now employs almost 500 people in four cities in South Africa, with its international department located in the capital, Pretoria. 2020 brings Montego's 20<sup>th</sup> anniversary, to be celebrated at Interzoo in Nuremberg. Currently under the management of Johan van Jaarsveld, who took over from his father in 2015, the future of this exciting and ambitious manufacturer is one to keep an eye on. ♦

♦ **Montego Pet Nutrition (Pty) Ltd**  
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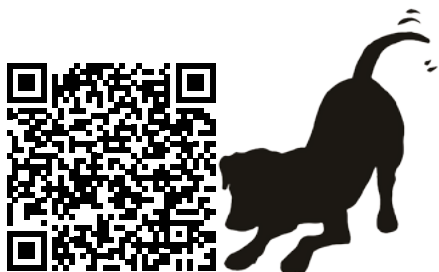


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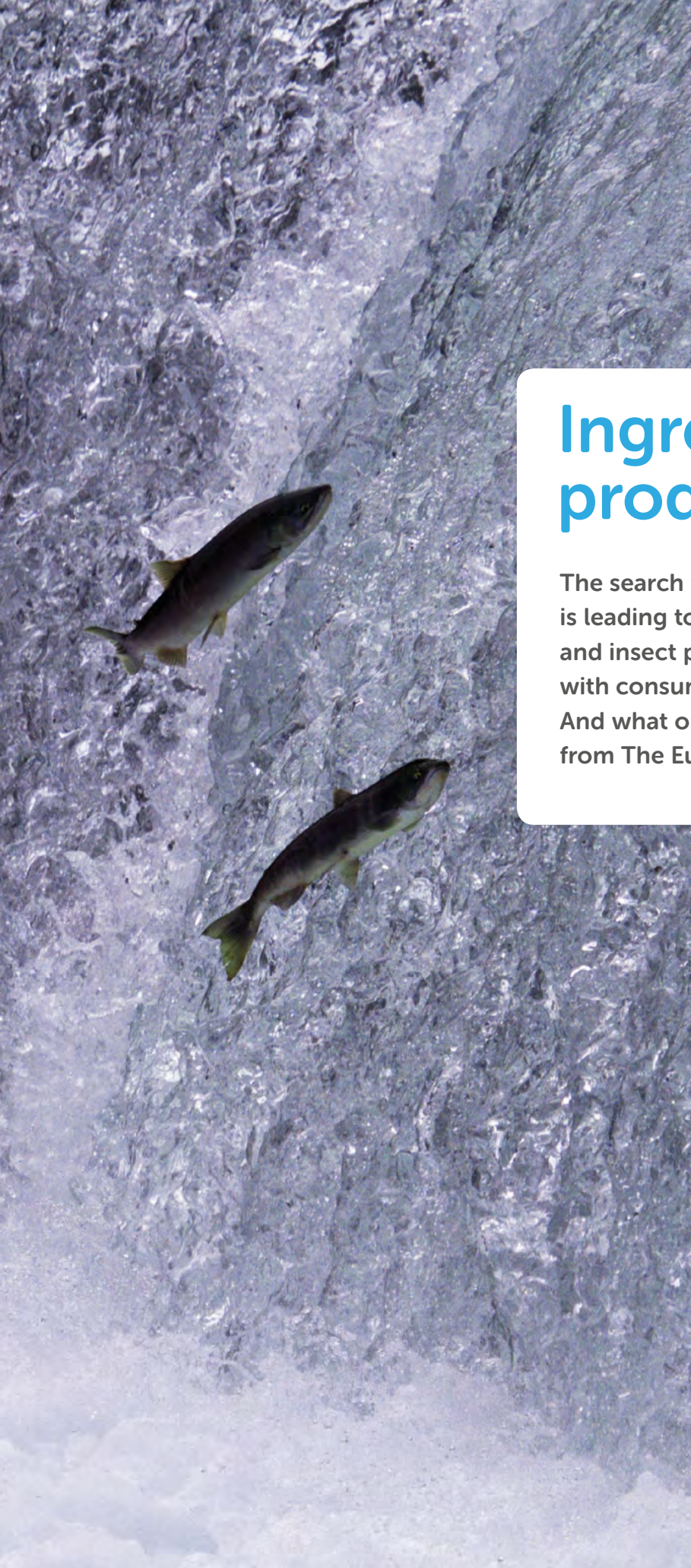
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# Ingredients and production

The search for more sustainable protein sources is leading to the development of single-cell, fish and insect protein ingredients. Does this fit with consumer trends such as premiumisation? And what opportunities and challenges arise from The European Green Deal?

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# How to ensure sustainable water use

Based on the current trends, the world is projected to experience a 40% shortfall in water by 2030, unless water use practices change dramatically. What can businesses do?

## A real risk for industry

Climate change is inducing a shift in patterns of water availability and triggering many subsequent processes that impact on water quality and availability. The World Economic Forum's annual Global Risks Report has identified water crises as one of the five main risks in terms of impact for the past five years in a row (figure 1).

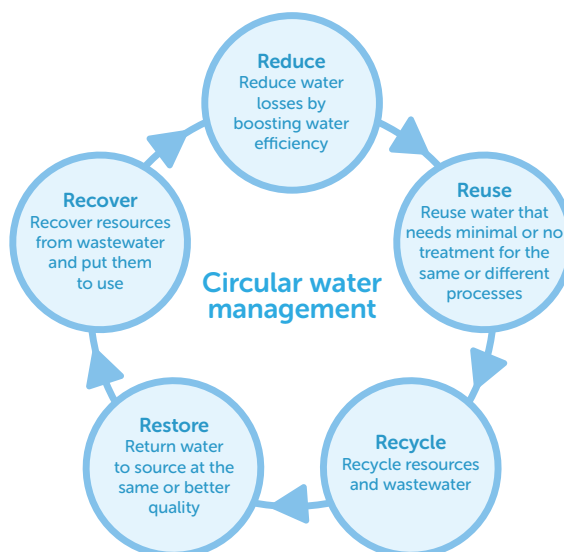
Businesses are already seeing the impact to their bottom lines. In one study in 2016 by the global non-profit organisation CDP, some 600 companies reported a total of \$14 billion (€12.6 billion) in water-related financial impacts to their business, just in that year. That total was five times greater than that reported the previous year.

2015	2016	2017	2018	2019
Water crises	Failure of climate-change mitigation and adaptation	Weapons of mass destruction	Weapons of mass destruction	Weapons of mass destruction
Rapid and massive spread of infectious diseases	Weapons of mass destruction	Extreme weather events	Extreme weather events	Failure of climate-change mitigation and adaptation
Weapons of mass destruction	Water crises	Water crises	Natural disasters	Extreme weather events
Interstate conflict with regional consequences	Large-scale involuntary migration	Major natural disasters	Failure of climate-change mitigation and adaptation	Water crises
Failure of climate-change mitigation and adaptation	Severe energy price shock	Failure of climate-change mitigation and adaptation	Water crises	Natural disasters
Economic	Environmental	Geopolitical	Societal	Environmental

Figure 1. Global risks in terms of impact (World Economic Forum, Global Risks Report 2019)



Source: *Business guide to circular water management*, page 18 (WBCSD, 2017)



### A corporate responsibility

What can and should businesses do? Ensuring availability of good quality water is often seen as a given and mostly regarded as the government's responsibility. This leads to people and companies not putting a true value on water and hence not treating it in the appropriate way.

However, factories are a part of society and the communities in which they are located. They need to take that relationship into account when setting their strategy with respect to the quantity of water used and also think about water re-use.

Businesses – and indeed industries – need to undertake better assessments before deciding where to build their factories, rethink how they (re)use water and come up with more future-proof solutions, involving a wider set of stakeholders, when dealing with water.

### Resilient planning

The World Resources Institute's Aqueduct Water Risk Atlas is a useful tool to help businesses, investors and governments to identify and evaluate water risks around the world. Water risk is assessed by taking into account not just water availability, but also the water demand from other users dependent on the same water source and the changes in water availability under different climate change scenarios.

### Circular water management

The International Water Association (IWA) has developed the 5Rs approach to improve the water management for companies. The 5Rs approach consists of:

- **Reduce**: reduce water losses and boost water efficiency
- **Reuse**: reuse water, with minimal or no treatment, within and outside the fence for the same or different processes

- **Recycle**: recycle resources and wastewater (treated by membrane or reverse osmosis to a very high quality) within and outside the fence
- **Restore**: return water of a specific quality to where it was taken from
- **Recover**: take resources (other than water) out of wastewater and put them to use.

The 5Rs approach combines systems usually looked at in isolation, that is: water, energy and waste systems. Recovery from wastewater of resources such as energy, nutrients and metals is an important aspect of the circular economy approach and helps make the business case for this process.

### Future-proofing

Future-proofing for water deficit scenarios is not something for tomorrow: it is timely now. With \$14 billion (€12.6 billion) already in financial impacts on business in 2016, we can only guess how great the economic costs will be in 2030, when the water deficit is predicted to be 40%. The planning tools and technical solutions exist today, and it is none too soon for businesses to apply them. ♦



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## Is the future single cell?

The future of the available pet food proteins depends on the usage of novel ingredients from sustainable and secured resources. Single cell proteins fit that bill, but there are challenges in scaling them up.



### Single-cell alternatives

To meet the rising demand for quality pet food proteins will require alternative ingredients that are palatable and offer reliable, sustainable availability at a low price. An optimal alternative feed ingredient must not reduce the nutritional value of another nutrient found in the diet and should not have any anti-nutrients or other animal health harming compounds.

Research has already demonstrated positive results from including single-cell organisms to replace fish oil or fish meal. Good substitutes to fish meal may come from bacterial meal, yeast or microalgae which possess health stimulating benefits in the small intestine.

### Proven bacterial proteins

Bacterial proteins are proven to be the future nutrient source for monogastric animals due to their fast growth on substrates, independent of climate conditions, water resources and soil. Optimal chemical composition of bacterial proteins and its effect on nutrient digestibility, metabolism and growth performance is observed in many different omnivorous animals. The dietary inclusion of bacterial meal prevents the inflammatory processes, enteritis, induced, for example, by solvent-extracted soybean meal.

### Yeast as a source

Usage of yeast as a protein source has been investigated in different animal species. Brewer's yeast has a very high protein digestibility and a high gross energy level. High retention of nitrogen, amino acid digestibility and energy by integrating the yeast cells in the animal diet is equal to adding fish meal.

There was no observable difference in blood and plasma amino-acid profiles between feeding yeast and fish meal, and no differences in acute stress response when feeding the animal with yeast.

### The promise of microalgae

Microalgae stands out as a promising novel ingredient, being an abundant source of protein, carbohydrates, lipids and antioxidants. Microalgae may also reduce the ecological impact of current intensive use of fish meal for pet food manufacturing.

Disruption of the unicellular cell-wall of microalgae before mixing is critical for an effective upstream process. A range of cell-wall rupture techniques have been tested with overall positive effect on yield. High pressure homogenisation, osmotic shock, ultrasonication and microwave heating may result in the extraction of bioactive compounds from plants, microalgae, seaweeds and other unicellular organisms.

### Scaling challenges

As with most novel ingredients, the challenges lie in scaling them and proving commercial viability. Some of the ingredients and techniques mentioned may be process upscalable, however none of them are particularly energy(cost) efficient. Creating value through a circular economy is a noble struggle but will always also be dependent on profitability. ♦



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# EU environmental legislation – challenge and opportunity



The EU's European Green Deal, which aims to make Europe the world's first climate-neutral continent by 2050, will build on a broad set of environmental legislation in place. Here are just some examples of the regulatory framework relevant to the pet food industry.

## Waste directives

The Waste Framework Directive stipulates that recycling of 65% of municipal waste and 75% of all packaging waste must be reached by 2030. Only 10% of waste may go to landfill. The Directive on Packaging and Packaging Waste sets recovery/recycling rates for packaging waste by materials like glass, cardboard and metal. The Directive on Single Use Plastics bans a number of one-way plastic goods. At the moment, the single-use plastics directive does not apply to pet food, but the scope could be extended in the future.

## Animal sectors

The initiative on Product Environmental Footprints of products is a test case. Should CO<sub>2</sub> emissions of products be a measure to raise environmental taxes or have green labelling? This still needs to be decided. The European pet food industry participated in developing the methodology for measuring the environmental footprint of dry and wet pet food.

A study by the Food and Agriculture Organisation of the UN (FAO) on the impact of livestock farming and animal by-products on the environment concluded that livestock farming is among the top activities with a heavy environmental impact. The pet food industry, which uses agricultural by-products, could be affected by possible future EU measures.

## Cleaner air and energy

The Industrial Emissions Directive tackles air pollutants, discharges of wastewater and waste: companies with a certain production volume have to comply with defined best available techniques to obtain a permit to operate. The EU Emission Trading Scheme sets a maximum on the total permitted amount of greenhouse gases and allocates allowances for emissions which can be traded if not used. The EU initiative on Clean Energy for all Europeans sets targets for increased energy efficiency and use of renewable energy.

The EU also considers deforestation. Being a big importer of agriculture commodities, the EU has an indirect effect on deforestation for arable land, but which measures the EU intends to take is not yet decided.

Environmental legislation can bring challenges but also opportunities and the pet food industry in Europe actively follows developments and will participate in projects when relevant. ♦



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# Consumer trends drive pet food development globally



BENEO conducted a pet food survey among 2,500 respondents in Germany, the UK, the US, China and Brazil to explore the increasing focus on health and wellness and how this trend is addressed with functional pet food ingredients.

## Search for quality

Worldwide quality is the key driver for 40% of pet product purchases, followed by price and promotions (28%) and familiarity with the brand/product (14%). A full 81% of pet owners worldwide 'completely' or 'somewhat' agree they want to see the same quality standards for their pet's food as for their own.

## All things natural

Another highly influential trend for pet food is natural ingredients. This reflects the move towards clean label and the increasing number of shoppers looking at the ingredient label before purchasing. More than half of pet owners (52%) say that seeing 'made with natural ingredients' on a product really influences their likelihood of purchasing it.

In wet pet food, for example, it would be advisable to look for alternatives to gums and modified starches. Research has shown that adding 3 to 3.5% rice starch generates the same viscosity as a guar/xanthan gum mixture. Rice starch is a highly digestible ingredient and since rice is generally known to be free from common allergens, it represents a suitable clean label ingredient for all pets.

## Impact of digestive health

In human nutrition, 78% of consumers say that digestive health is 'extremely' or 'very important' to them, and people are ever more familiar with the gut microbiome. This is also true for pet care. 83% of pet owners say that they consider the digestive health of their pet as 'extremely' or 'very' important to them.

With its long recognised qualities in digestive health, chicory inulin is one of the few proven prebiotics both in human and animal nutrition.

Besides its digestive benefits, chicory inulin can also contribute to pets' health by curbing appetite and blood sugar levels, improving calcium absorption and reducing odour of fecal matters.

## Inspiring messages on-pack

Over half (58%) of owners always or frequently choose foods to improve their pet's digestion and only 9% use medication to solve digestive difficulties. The digestive health claims that pet owners most prefer on-pack are those that refer to 'supporting a healthy and balanced digestive system' and 'promoting digestive health naturally', as these tie into consumers' key motivations for all things healthy and natural. ♦



81%

expect the **same quality standards** for pet food as for their own food



88%

agree that **natural ingredients** make pet food **healthier**



83%

say their pet's **digestive health** is very important to them



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BRILLIANCE 120 (BLACK)	286L	120 W X 45 D X 65/75CM H	300W	NAUTILUS 1100	66W
BRILLIANCE 120 (WHITE)	286L	120 W X 45 D X 65/75CM H	300W	NAUTILUS 1100	66W
BRILLIANCE 150 (BLACK)	398L	150 W X 50 D X 65/75CM H	2 X 200W	NAUTILUS 1400	84W
BRILLIANCE 180 (BLACK)	580L	180 W X 60 D X 65/75CM H	2 X 200W	NAUTILUS 2700	101W

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# Insects – the sustainable choice

**Protix is the leading and largest insect company, producing circular and sustainable ingredients from insects. It has come a long way from its early start-up days in 2009, when it had to invent everything. How is it still pushing the boundaries of innovation today?**

## State-of-the-art scale

The company has a new production plant in Bergen op Zoom that is state-of-the-art in terms of automation, digitisation and capacity. It is ten times bigger than the first commercial plant in Dongen. It produces insect proteins (ProteinX) and lipids (LipidX) that are used in multiple fast-growing markets of high-end, sustainable pet food and bird feed companies. Twenty out of 130 employees work in R&D, underlining the central role of product development.

## Circular production

A recent life-cycle assessment study comparing insect protein to other conventional (meat) protein sources showed that black soldier fly protein production creates a substantial reduction in environmental impact, fresh water depletion, land use and global warming.

The larvae are raised on legal industrial food residual streams and production of the larvae, in turn, generates a residue of substrate providing an excellent, all-natural and sustainable fertiliser.

## Products and palatability

Protix pays close attention to animal welfare, providing a climate similar to the larvae's ideal habitat so they can express their natural behaviour. The protein concentrate can be used as a puree for wet pet food or as a protein meal from which the fat is extracted and used as well. The protein coming from the black soldier fly has a very good palatability, so no palatability enhancers are necessary.

## Consumer preference

In the early days, pet food packaging did not clearly indicate if a protein source

was based on insects. The mind-set of the consumer has changed: they now pay attention to sustainable aspects and see insect protein ingredients as a beneficial attribute.

## International growth outlook

Protix exports to more than eighteen countries, mainly in Europe. The existing plant can be doubled in volume and further international expansion is to be expected. Besides that, more production locations in Europe are in line with today's call for sustainable alternatives close to local sources. ♦

♦ **Protix BV**  
info@protix.eu  
protix.eu



A scenic photograph of two fishing boats on a calm body of water. The boats are white with blue and red accents, equipped with various fishing gear and antennas. In the background, a range of large, rugged mountains is partially covered in snow under a clear blue sky. The foreground is slightly out of focus, showing green foliage.

# Sustainability of proteins

Alternative sources of protein for pet foods are growing and claims about their sustainability proliferating, especially in response to consumer interest. So, which really are sustainable and what are the issues?



### What is sustainable?

The broadly accepted definition of sustainability is meeting present needs without compromising the ability of future generations to meet their needs. In relation to natural resources, that means not depleting them faster than they can be replenished.

### Limiting factors

In the case of food proteins, in practice, many factors other than sustainability criteria influence the choice of protein sources for pet foods. For instance, there are some proteins that are highly limited in volume because the plant or animal from which they are obtained exists in relatively low numbers, such as bison or duck.

Marketing, regulatory and cultural factors can come into play also. For example, in some pet markets, marketing campaigns demonise by-product proteins, thereby limiting their use, even though the use of such by-products is a key part of a circular approach, reducing waste. Campaigns promoting 'what would your pet eat in the wild' force the use of certain meat proteins over highly accessible, plant and animal protein meals.

Regulatory processes can be influential, too, impacting the take-up of, for example, pea proteins, or limiting the approval of others, such as faba bean protein. Culturally, while there may be admiration for cultures that use the entire animal in their food ecosystem, there is limited acceptance of new protein sources, like insect meal.

### Fish proteins

At times, it appears that the question is not whether there is enough protein for the pet industry, but if the industry is open to using what is available, and use it more effectively.

*The Alaskan Pollock also has a very low 'bycatch' – that is, the secondary species inadvertently caught.*

One option is to look at fish proteins and, in particular, the Alaskan Pollock harvest in the Bering Sea which has the highest sustainability score of all fisheries in the world, as assessed by the Marine Stewardship Council (MSC). Processing water is completely made onboard food vessels and the overall carbon footprint is lower than that of tofu, almonds and any other fishery. The Alaskan Pollock also has a very low 'bycatch' – that is, the secondary species inadvertently caught.

Monumental efforts have been made by the Marine Stewardship Council to develop fisheries, seaweed and custody standards. MSC has a Technical Advisory Board made up of independent experts and has a Stakeholder Advisory Council to improve quickly. Other fish protein sources are used, but none reach to this level of sustainability.

### Being sustainable

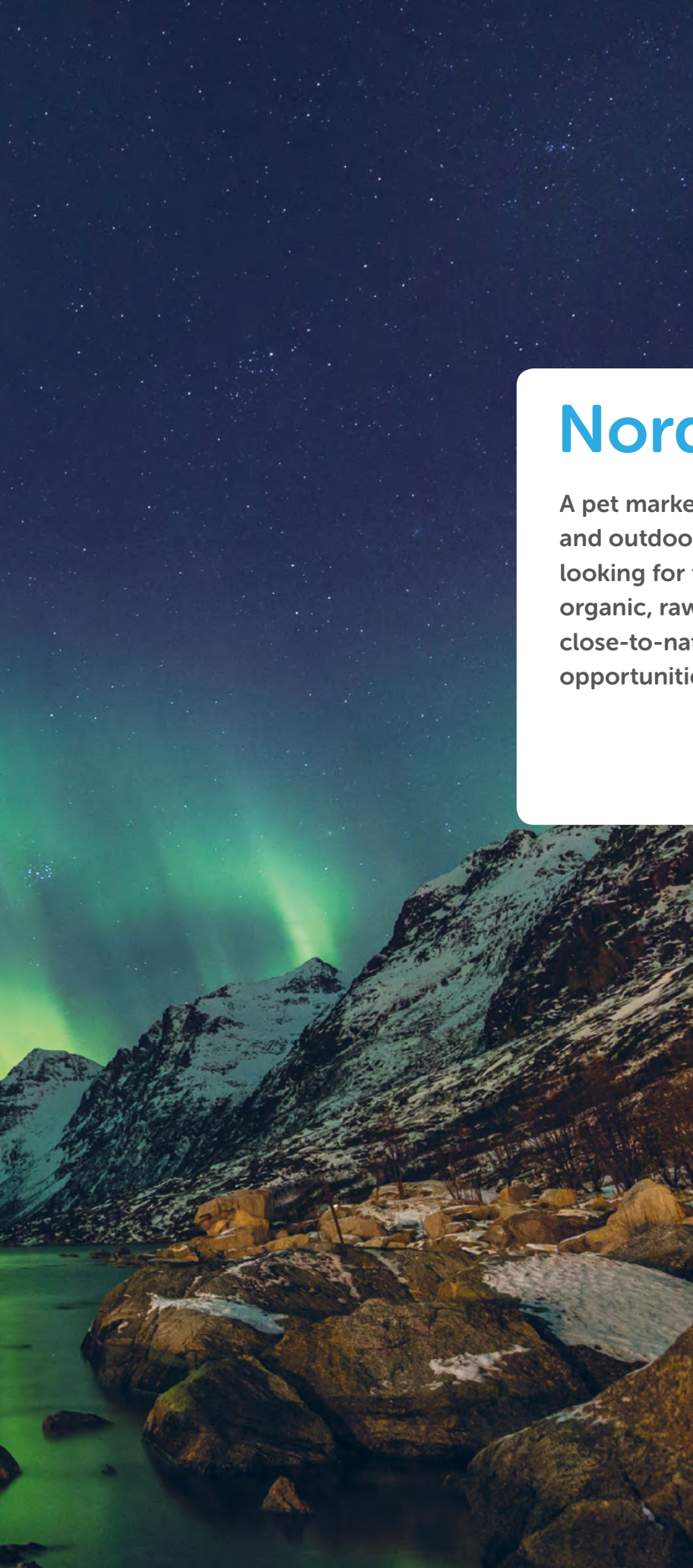
Until the last few years, finding sustainable proteins has been a secondary question, but market research today indicates consumers would approve of steps to reduce environmental impact. The pet industry has been very conscious of being environmentally focussed in the recycling of packaging, planting of trees and using new sources of energy in production. The Pet Sustainability Coalition was formed to draw attention to environmental issues and pulling the pet industry together, which is a mission all of us can support. ♦



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# Nordic countries

A pet market with potential in the high-end and outdoor sections. Nordic pet parents are looking for the best in quality apparel and organic, raw food options. Therefore, this close-to-nature pet market offers interesting opportunities for both retail and online.

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# Musti Group rewarded for excellent customer experience

Since its launch in 1988, Musti Group has grown from a single store in Finland to a major online retailer in three Nordic countries. This is how they have grown their success.



## Matching products to pet owner needs

Nordic pet owners differ from other European pet owners. What makes them stand out is the demand for pet items that cater specifically to their needs. For instance, the preferred dog leash length in the Nordic countries is 180 cm long – as opposed to 120 cm in central Europe. The active, outdoor lifestyle of pet owners makes a longer leash length practical. Their close ties with nature are also noticeable in the absence of antibiotics in raw pet food produced from Nordic meat.

## Online and app

As in all countries, the retail landscape in the Nordic countries is shifting since the advent of online. Currently, no less than 25% of the group's turnover is generated through their online channels. They offer their clients the possibility to order products online and pick them up in a store or have them delivered at home.

Plans are to shortly launch a 'Musti in Your Pocket' app. The app will provide loyal customers all they need as pet parents: from simple online purchasing, to extensive pet information, including puppy training tips and tricks. All products offered online are also available through home delivery. To maintain a warm relationship with customers and drive engagement, many of the stores deliver additional veterinarian and grooming services.

## Loyal customers

The Musti Group has 1.2 million loyal clients in a pet landscape of 5.2 million pets in total. For consecutive years, they have been listed as one of the three top Finnish



## Nordic countries

companies offering the best customer experience. This modern and state-of-the-art retail chain's success lies in its acknowledgement that today's customer, the millennial, is different from their customer ten years ago. Purchase decisions have shifted from brain to heart. This is especially noticeable in the trend towards premiumisation: pet parents in Nordic countries are quicker to opt for a premium brand. Sustainability is also high on the pet parents' agenda. It is for this reason that Musti has its own sustainable, private label brand: Gaia. These brand products are often produced locally, and always from recycled materials. Similarly, Musti no longer sells environmentally impacting silica cat litter.

### Private label

Just like other retail chains, Musti Group has a range of private label products. However, these are not sold as private label brands, but as their own standalone brands. This makes it possible to compete with other premium brands. In the development of their own brands, the company focusses on pet parents' needs. Face-to-face interviews and crowd sourcing surveys are organised to fully understand such needs and create the best customer value. This led to the insight that today's customer is not interested in just purchasing a product. The customer is looking for a solution for their pet problem at any moment in time. To meet this need, customer relationship training is given to staff at the Musti Campus.

### Future

Musti Group is optimistic about growth in future. In particular, the company sees significant growth potential in the already existing markets in Sweden and Norway. ♦



### Musti Group

The name of the company varies according to country: Musti ja Mirri in Finland, Arken Zoo in Sweden and Musti in Norway. Online players VetZoo, Animail.se and PetenKoiratarvike.com are also part of the Musti Group.

- 1988** Musti ja Mirri founded by Matti Varpula in Finland
- 2010** Opening of 50<sup>th</sup> store
- 2010** Private equity Vaaka Partners acquires Musti ja Mirri and appoints Mika Sutinen as CEO
- 2011** The start of the 'green' Musti era
- 2019** Musti Group has 206 own stores and 71 franchised stores in 3 countries
- 2019** 1,300 pet professionals working for Musti Group



**Derk van Winden**  
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PETS International  
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globalpets.community

A scenic view of a Danish harbor, likely Copenhagen's Nyhavn, featuring a row of colorful, multi-story buildings with red, yellow, and blue facades. Several sailboats are docked along the waterfront, and cars are parked on the street in front of the buildings. The water is calm, reflecting the sky and the buildings.

# Opportunities in the Danish pet market

**In the increasingly fragmented Danish pet market, pet parents are buying their pet products from more and different sales points than ever before.**

## **The magnitude of the market**

In Denmark, around 15% of all households have one or more cats and 20% have one or more dogs. That means around 700,000 cats and 600,000 dogs and both categories are growing! At the same time, the demand for birds, fishes, small animals, reptiles and horses is also on the increase.

All in all, the total estimated market retail value is €1.3 billion (\$1.4 billion). The market can be characterised as being stable, with a moderate growth which is primarily driven by premiumisation and humanisation.

If the trend towards having smaller dog races continues, volumes are set to decrease slightly.

## **Changing retail environment**

More and more channels are offering pet care products.

The highest volume of sales is still generated by supermarkets. Of these, discount supermarkets are accountable for almost half of these sales. Not only are discount supermarkets to be found country-wide, chains like Lidl and Rema 1000 are gaining market share and opening new outlets. Other discounters – including Netto, Fakta and Aldi – also offer a wide range of pet products.

At the same time, DIY and garden centres are gaining a share in the pet market by competing on price, while offering a more complete product range. For example, Plantorama recently re-opened a store in Aarhus. It includes a farm shop with a wide range of organic fruits and vegetables. Similarly, Harald Nyborg introduced a range of dry dog and cat food and snacks. In this way, retailers in this sector are now moving towards offering a total range of dog and cat food, as well as imported accessories.





The veterinarian segment is also growing, characterised by several mergers and acquisitions. The two leading chains are VetFamily and AniCura, the latter acquired by Mars (2018).

The two leading pet retail chains, Maxi Zoo and the Nordic Petworld, have successfully adopted an omni-channel approach. However, many privately-owned pet shops are having a hard time in a highly competitive off- and online retail environment.

E-commerce is obviously growing fastest, with Zooplus at the top of the online league. The remaining online market is fragmented with many small players.

### Danish pet pampering

Traditionally, and to this day, pets in Denmark are very much family members. Pet parent trends are similar to those followed in other European countries. However, Danish pet parents appear to be more focussed on high-quality products and total transparency about ingredient sourcing. ♦



**Paul van der Raad**  
Pet industry specialist  
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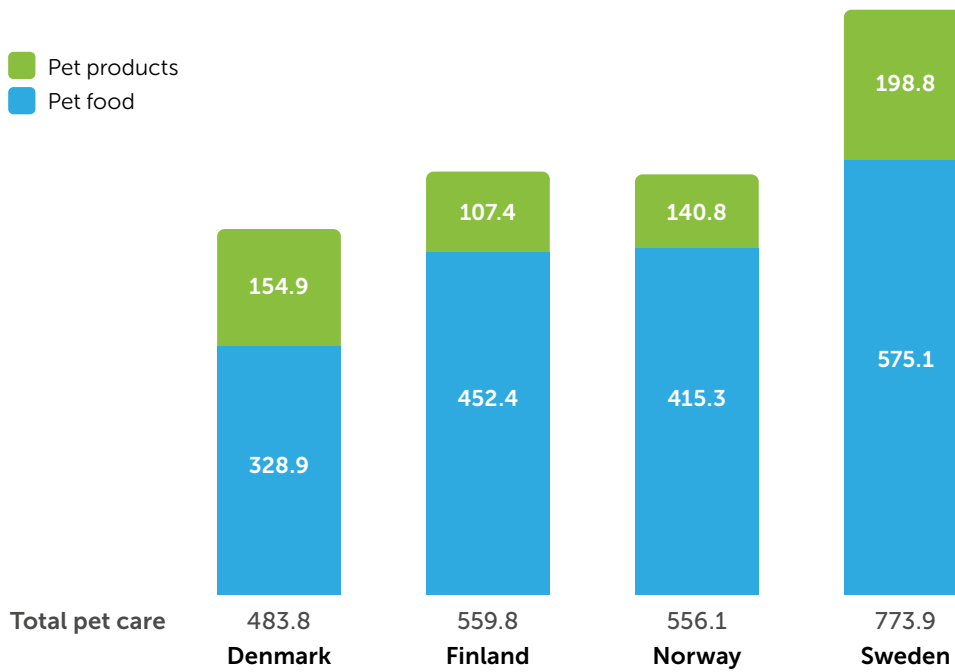
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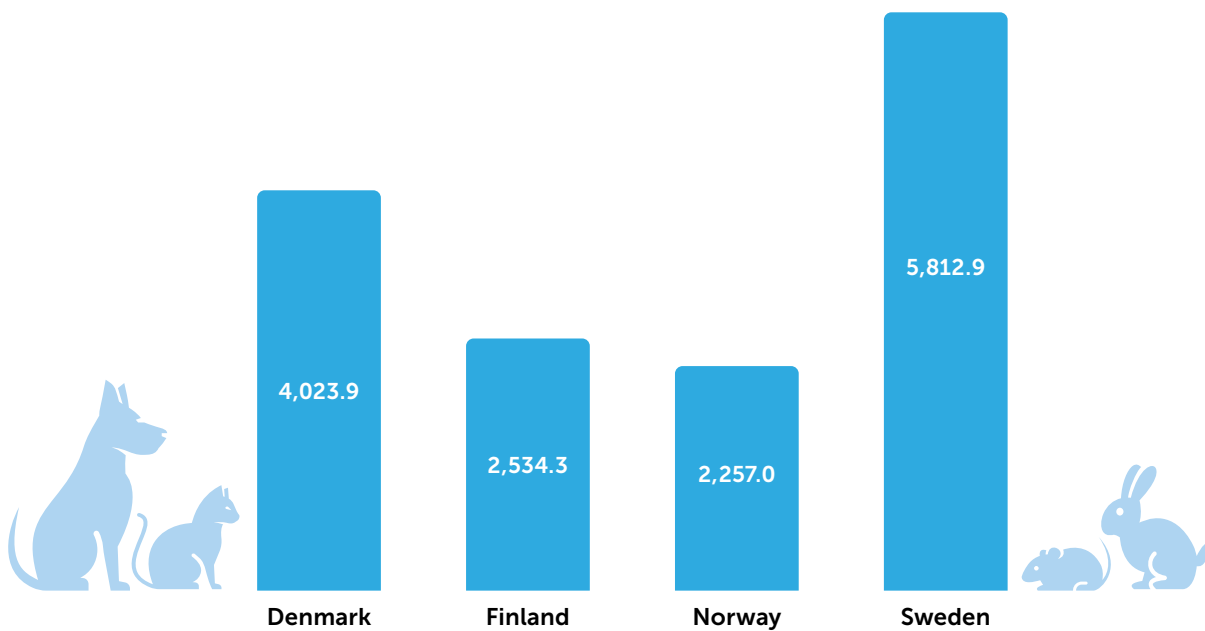
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## Pet care in Nordic countries (in million USD)

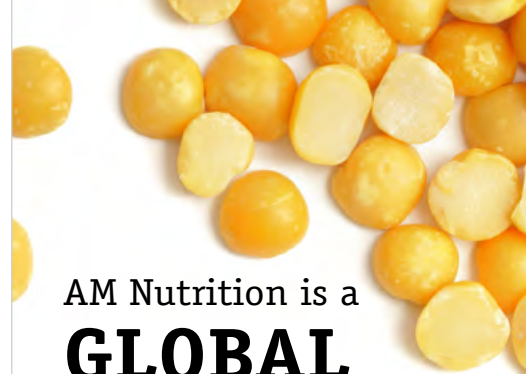


## Pet population in Nordic countries (in millions)



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# Sustainable marine omega-3 for best pet health

**A source as old as nature itself, but a relatively new ingredient to the pet food industry: krill brings great health benefits to pets.**

## Harvesting the best for pets

Krill is a relatively newly discovered functional marine ingredient for pet food which is rich in omega-3s, choline, marine proteins and the antioxidant astaxanthin. QRILL Pet is a product developed and owned by Aker BioMarine, a biotech innovator and Antarctic krill harvesting company. The company develops krill-based ingredients for nutraceutical, aquaculture and companion animal food applications. Made only from whole Antarctic krill, QRILL ingredients have demonstrated great health benefits for pets. The company's ongoing focus on research and development of krill-based ingredients makes it unique in the market.

## Not all omega-3s are the same

Not all omega-3s are taken up by pets in the same way. Therefore, choosing the

right source is important. Studies have shown that omega-3s from krill have a higher uptake in dogs, when compared to some traditional omega-3 sources. In contrast to omega-3s from other sources, the omega-3 in krill mostly binds with so-called phospholipids. Known as the foundation of all cells, omega-3s are more effectively incorporated into tissues and cells when bound to phospholipids.

## Sustainability first

As the demand for sustainable sourcing is growing, the company is proud to offer pet food brands and manufacturers a fully traceable and one of the most sustainable marine feed ingredients. The company was one of the first krill fishing companies to receive the MSC (Marine Stewardship Council) quality mark.

## Market expansion

QRILL Pet has recently secured FDA approval in the US, which makes it the only krill-derived meal that meets the FDA standards. This opens up opportunities for US pet food brands to use krill in their products and launch new, healthy pet food products. QRILL Pet is also looking to expand into emerging markets, thereby making healthy, nutritious pet food available there also. ♦

♦ **Aker BioMarine AS**  
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Raw for Paw SWEDEN

# Swedish organic brand heads for mainland Europe

Raw for Paw is a Swedish company bringing to market unique, organic dog treats and appetite topping made from freeze-dried game meat.

## From the heart, to the heart

Raw for Paw was launched in Sweden by Karin Pontén, two years ago. As pet parent to three dogs, she was missing healthy and tasty treats for her dogs. Nowhere was she able to buy sustainable, healthy treats. Her quest ended when she woke up one morning with the idea to make the perfect treat: tasty, organic and made from animals living in the wild. After a couple of years of trial and error, going from idea to product development and testing, she was ready to market her tasty treats. In fact, thanks to her efforts and insights, at long last, canine consumers and their health- and sustainability-conscious humans are able to get the ideal treat.

## Creating a brand identity

More and more people are starting to care about the sourcing of food ingredients.

And this is also true for the food they give their pets. "For me, it was important for people to be able to fully trust the brand. All ingredients are organic, the packaging recyclable and the meat we use comes from animals that have lived a good life in the Swedish forests", explains Karin Pontén.

The treats and topping are the first of several products to be launched under the name Raw for Paw. The premium brand targets pet owners looking for only the best for their four-legged friends.

Besides the quality of the ingredients, it was also important for Karin that the packaging should stick out on the shelf. Since its launch, the brand has been embraced by the Swedish market and can be found on the shelves of many stores,

ranging from finer pet stores to fancy hunting shops and interior design stores.

## Future plans

Based on its success, the company has already expanded to other Nordic countries and was recently launched in the UK. UK-based Pet Pavilion introduced the dog treat to its exclusive stores at prime locations in London. This spring, Raw for Paw has plans to launch in Germany as well. ♦

♦ **Raw for Paw**  
woof@rawforpaw.se  
rawforpaw.com



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Rukka Pets FINLAND

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## Fully coordinated, all-weather clothing

Rukka Pets knows how much owners love their pets. All their products are designed to withstand the wettest and coldest of weather conditions. The fully coordinated collection includes protective outerwear, functional mid layers and a wide range of collars, leashes, harnesses, paw wear and safety gear. The range of colour coordinated styles appeals to all dog owners: from those who prefer a robust outdoor look, to even the most fashion-conscious.

## Where it started

Rukka is part of Luhta Sportswear Company, a Finnish family business founded in 1907 in Lahti, Finland. The company's headquarters are to be found there to this day. With its strong roots in Finnish and Nordic heritage, the company brings the best of Nordic to humans' best friends.

## A winning company

Loved for its top-level protective wear, over the years, Luhta has won numerous design prizes and its products have passed the most extreme functionality tests. Now the know-how of designing and manufacturing human clothing has been transferred to pets' well-being. Functional needs, fitting sizes for various breeds and weather-proof features are the basis in every phase of the design process.

## Sustainable, naturally!

The brand is the right choice for pet owners looking for ecologically friendly products. The collection includes products made from sustainable materials. The comfortable, trendy and protective coat range is made using Repreve, the leading branded performance fibre made from recycled materials, including plastic bottles.

## Doing good today for a sustainable tomorrow

The Finnish family business is one of the largest sportswear manufacturers in Scandinavia. The company employs 1,600 people, has a turnover of €247 million (\$276 million) with more than 15 brands in the sport, fashion, home and pet segments. It has more than 10,000 wholesale customers in Europe, Asia and North America. The group also runs own retail chains for fashion and sportswear.

Besides being today's leading pet apparel producer, the company looks to contribute to a better tomorrow by bringing even more sustainable options for pet products. ♦

♦ **Rukka Pets**  
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**Farm Company Srl**  
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### Grau/Hokamix GERMANY Improve mobility naturally

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**Grau GmbH**  
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### Chamel THE NETHERLANDS A growing company

Private label pet treat manufacturer Chamel recently added new Ishida Multihead weighers to its already state of the art machine park. A well-considered choice given the decades of collaboration. The company is IFS certified and continues developing new products and expanding its assortment, machine park and professional staff to deliver high-quality products and service.

Chamel BV  
info@chamel.eu  
chamel.eu



### Lex&Max THE NETHERLANDS Box bed Prince

Lex&Max has increased their assortment with vintage look box beds. Fabricated in strong interior fabric that can be zipped off for cleaning. The box beds are available in 3 different colours and 3 sizes: 75x50 – 90x65 – 120x80cm. Each size can be delivered as a completely filled box bed or as a spare cover in a luxury box.

Lex&Max B.V.  
info@lexenmax.nl  
lexenmax.com



### State Corporation Development HONG KONG Introducing a wide range of pet products!

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State Corporation Development Ltd.  
sales@scdl.com.hk  
statecorporation.com.cn





## Calendar of events



**PATs Sandown 2020**  
9 to 10 February 2020  
Sandown Park Racecourse  
Esher, United Kingdom  
[patshow.co.uk](http://patshow.co.uk)



**Anido**  
16 to 17 February 2020  
Kortrijk Xpo  
Kortrijk, Belgium  
[anido.be/en/home](http://anido.be/en/home)



**Global Pet Expo**  
26 to 28 February 2020  
Orange County Convention Center  
Orlando, Florida, United States  
[globalpetexpo.org](http://globalpetexpo.org)



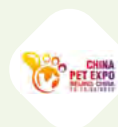
**PETS & MONEY**  
27 to 28 February 2020  
London, United Kingdom  
[petsandmoneysummiteu.com](http://petsandmoneysummiteu.com)



**Iberzoo + Propet**  
5 to 7 March 2020  
IFEMA  
Madrid, Spain  
[ifema.es/en/iberzoo-propet](http://ifema.es/en/iberzoo-propet)



**China International Pet Industry Fair**  
6 to 8 March 2020  
Guangzhou International Sourcing Center  
Guangzhou, China  
[chinapetfair.com/index.php?lang=en](http://chinapetfair.com/index.php?lang=en)



**China Pet Expo**  
13 to 16 March 2020  
China International Exhibition Centre  
Beijing, China  
[cpse-expo.com/en](http://cpse-expo.com/en)



**Interpets Asia Pacific**  
26 to 29 March 2020  
Aomi Exhibition Halls  
Tokyo, Japan  
[interpets-japan.jp.messefrankfurt.com](http://interpets-japan.jp.messefrankfurt.com)

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**April Interzoo issue | Advertising deadline: 27 March 2020 | Publication date: 24 April 2020**  
 See page 5 for subjects. Contact head office (below) or local representatives (page 59).

## Colophon

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**Concurrent Activities:** CIPS Innovation Award; GlobalPETS Forum Asia ; China International Pet Food Forum;  
CIPS Global Ornamental Fish Championship; CIPS Global Grooming Conference, etc.

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