

# PETFOOD FORUM

April 29 - May 1, 2024

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# Creating and Producing New Petfood Products using Alternative Proteins





# PowerHeater™

A Versatile Technology

Make plant-based, meat,  
or hybrid food products  
for people or pets.





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**SOURCE | TECHNOLOGY**

# My first petfood lesson

Approach to NPD

***“Real dogs eat real food”***

[Movie clip]



*Images: Hannibal og Jerry, 1997. Producers Michael Wikke & Steen Rasmussen. Græsted Film & Fjernsyn*





# Sustainability Trend

Focus on alternative proteins

FEATURE

## Pet food trends and the 'humanisation of animals'

By William Dodds

10-Nov-2023 - Last updated on 10-Nov-2023 at 12:43 GMT

### Demand for alternative proteins

As with health demands transcending from human food to pet, sustainability has also made its way into the animal kingdom.

Research from Mars Petcare found that 57% of owners are willing to change the pet food that they buy in order to reduce their environmental impact.

## Three ways the pet food industry is going green

by World Bio Market Insights — 2 years ago in Features Reading Time: 6 mins read

## 3 PET FOOD TRENDS TO GROW YOUR BRAND

### Top pet food trends: Pet health, sustainability, premiumization

Pet owners' priorities continue to evolve to focus on health, sustainability efforts and humanization of pet food. How can you leverage these priorities?

Source: Petfood Industry

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NUTRITION

### Interest in alternative proteins grows in pet food

Learn about the current top alternative protein sources in pet food formulations, including yeast, insect protein, eggs and cell-based meat options.



Lindsay Beaton  
November 30, 2022



# Alternative proteins in petfood

## Overview

Plant protein



Myco protein



Insect protein











*"Real dogs eat real food?"*



# Alternative protein overview

And gelling functionality test

	<b>Meat</b> %	<b>Plant</b> %	<b>Insect</b> %	<b>Myco</b> %
Protein	19	85	56	14
Lipids	6	4	15	1.6
Carbohydrates	<1	1	15	1
Fibres	-	-		8
Water	70	5	8	75
<b>Gelling functionality (17% protein)</b>				
<b>Cold</b>				
<b>Cooked</b>				

# Plant protein

Results



Ingredients	Composition	%
Soy protein isolate TVP Vegetable oil Flavours Water	<b>Total protein</b> Plants	<b>24</b> 24
	Lipids	5
	Carbohydrates	5
	Fibres	-
	Water	62





# Myco protein

Results



Ingredients	Composition	%
Myco biomass (20%) Soy protein isolate Vegetable oil Flavours Water	<b>Total protein</b>	<b>23</b>
	Plants	20
	Myco	3
	Lipids	6
	Carbohydrates	3
	Fibres	2
	Water	65



# Insects

Results



Ingredients	Composition	%
Insect flour (15%)	<b>Total protein</b>	<b>27</b>
Soy protein isolate	Plants	20
	Insects	7
Soy TVP	Lipids	5
Vegetable oil	Carbohydrates	4
Flavours	Fibres	
Water	Water	62





# New Petfood Products using **Alternative Proteins**

Created with the  
PowerHeater™



# Nutritional advise?

Get the newest knowledge from the experts

NUTRITION | RESEARCH NOTES

## Pea protein dog food kept pets healthy during yearlong study

Dog, cat and other pet owners may put aside ethical concerns if they don't know plant-based pet foods are nutritionally balanced and healthy.



Tim Wall  
April 22, 2024



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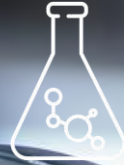




# What's next?

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# Upcoming Cultivated & Fermentation



SUSTAINABLE DOG AND CAT FOOD

## Meatly creates first cultivated-meat cat food for the UK

The product, which uses cultivated chicken as the protein source, still needs regulatory approval, but Pets at Home plans to sell it soon to the UK market.

Lisa Cleaver  
March 18, 2024



Meatly has created cat food that uses cultivated chicken as its protein source. Source: Meatly

SUSTAINABLE DOG AND CAT FOOD

## Bond Pet Foods ships first sustainable fermented animal protein to Hill's

The first two metric tons of an animal protein created through fermentation is a step toward commercializing this technology for pet food applications.

Lisa Cleaver  
February 5, 2024



## Lab-grown meat startups target the pet food sector

By Michelle Perrett  
16-Feb-2024 - Last updated on 16-Feb-2024 at 18:09 GMT



© Gettyimages/AndreyPopov

PET FOOD MARKET

## Are cultivated proteins the future of pet food?

Among the many alternative proteins becoming available for pet food and human food, cell-based ones are quickly gaining attention and investment.

Debbie Phillips-Donaldson  
September 16, 2021

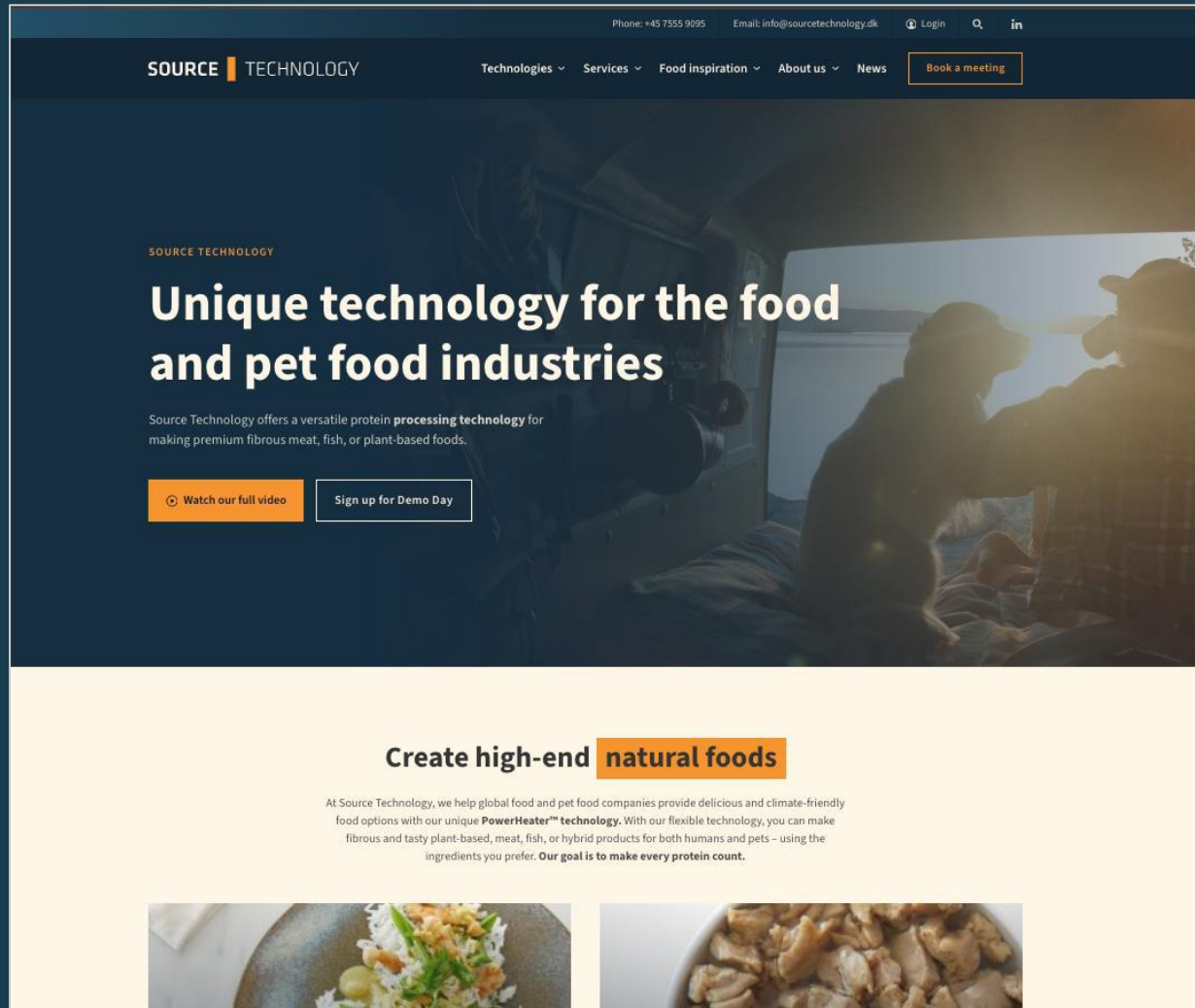
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