

AM PET FOOD MAGAZINE

INTERNATIONAL MAGAZINE
ABOUT THE PET FOOD INDUSTRY

4 BOOMING TRENDS IN THE PET FOOD INDUSTRY BY 2025

PROJECTIONS FOR 2025: THE IMPACT OF THE PET FOOD MARKET GROWTH IN LATAM

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Content	
4	EDITORIAL
6	Pet Food Latam, 2025: small breeds, big changes
9	Tendencies and trends: where dog and cat nutrition goes
10	4 booming trends in the pet food industry by 2025
12	The southern cone: opportunities and challenges in the transformation of the pet food market
16	Ingredients and trends in the pet food sector in 2025 (part I)
18	Food, defecation and environment: a glance to improve the impact (part II)
22	Improving product purity in meat rendering and pet food processing
26	Future trends in pet food: how innovation transforms how we feed companion animals
28	All in one - CPM sees growth in the pet food industry for 2025
30	Packaging and palletizing of animal feed and pet food: achieve efficiency and high productivity with STATEC BINDER
34	Projections for 2025: the Impact of the pet food market growth in LATAM
40	Setop: innovation in animal nutrition
44	TECHNOLOGY SHOWCASE
46	THE INTERVIEW: DANIEL GERALDES
50	COMPANIES WITH HISTORY: CALLIZO
52	A MEETING. AN EXPERIENCE
56	NOURISHING FLAVORS: EVOLUTION AND TRENDS
59	ALL PET FOOD NEWS
60	VOICE OF AUTHORITY
63	MARKETPLACE INDUSTRY SUPPLIERS

EDITORIAL

Dear readers,

With the new year comes the first edition of our prestigious magazine. 2025 will be a year full of opportunities, challenges, and connections between academics, suppliers, producers, and other essential industry participants. And, like every year, we commit to exploring new trends and perspectives that add value to the future of our industry.

This edition shows market projections, highlighting areas with the greatest growth potential and how companies can adapt to changing consumer preferences. We will discuss different related topics, such as opportunities and challenges of the southern cone, booming high-productivity procedures, trending ingredients, and much more. We will focus on the most significant trends impacting and shaping the sector with a strong push. We will talk about the growing demand for natural and organic products, as well as innovation in functional nutrients that benefit the health and well-being of children of Generation Z and millennials, as well as the industry's commitment to generating friendlier processes and products with the environment.

As in every issue, we share the exclusive interview we did with an industry professional: this time, with Daniel Geraldes, organizer of Fenagra, who tells us about his career in creating events and conferences for the sector. Their experience and perspective will enrich our understanding of the current landscape and how we can collaborate to foster the continued development of the market.

Thus, we present a new section of the magazine, in which you can learn about the academic profiles of the qualified guest editors of All Pet Food Magazine.

Finally, we want to remind you that this year we will meet at the second event of CIPEU 2025, on October 1 and 2 in Zaragoza, to continue providing training and creating bridges within the sector.

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PET FOOD LATAM, 2025: SMALL BREEDS, BIG CHANGES



The pet food industry in Latin America will face a turning point in 2025, with big, significant changes and unique challenges. After years of high inflation (2022 and 2023) that had a great impact on the pet owner economy, the current situation brings an apparent relief along with inflation stabilization (in many cases, deflation) in the pet food sector. However, the economic impact during those years still determines the consumer's behavior, producing deep changes that will not reverse in the short term.

By Iván Franco

Loyalty from brands has demonstrated surprising resistance against inflation. Meanwhile, consumers have not abandoned their favorite ones, not in terms of blind loyalty, but because increases in time have affected them in a similar way. In response, **owners have modified their decisions, choosing new companion animals. Here is where the story changes.**

Small Breeds and Cats: Main Characters

Consumers' preferences have drastically changed; cat and dog small breeds have become the most preferable ownership option. Our studies and analysis proved that this phenomenon is changing the pet ecosystem in Latin America.

Consider this statement: on average, a small dog eats 90 g of dry food daily, while a big breed consumes up to five more. **When adopting small cats and dogs, owners achieve an emotional and economic balance.** This

change significantly reduces food consumption per pet. For this reason, families choose to adopt small pets instead of medium/big ones, achieving the largest company without having huge costs.

Anyway, this means a challenge in the industry: a contracted market with less net food consumption and more aggressive competence.

The Industry Faces the Innovation Challenge

2025 requires that pet food companies combine creativity and strategy to navigate the new trend. Providing new products is not enough, brands must redesign and specialize in their offers. These are the key opportunities:

1. Customized formulations:

- Develop food that connects with small pet owners, promoting well-being, health, and longevity.



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- Introduce functional varieties that meet the specific needs of each breed, such as weight control or digestive care.

2. Purpose packaging:

- Designs that show small-breed beauty and cat elegance.
- Adopt sustainable solutions that attract environmentally conscious consumers.

3. Memorable experiences:

- Launch reward programs to boost consumer relationships in the long term.
- Tell emotional stories reflecting pet love and care.

4. Dynamic channel strategies:

- Reinforce digital presence with personalized subscriptions and overpowering offers via online.
- Widen sales points specialized in building consumer confidence and loyalty.

2025: The Visionaries Year

This year will determine the way forward for leading companies in the market. In a context where small breeds and cats are consolidated, **brands must fully understand their consumers' aspirations and have audacious proposals.**

I recommend brands to embrace what is new. Innovation means surprise, not reinventing the cycle. **In this historical moment, those with sight and inventiveness will write the next chapter in the pet food market.**

2025 entails the opportunity to make the industry more than a turnover. **It is time to create attractive experiences that connect and make us fall in love. Are you ready to lead the change?**

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TENDENCIES AND TRENDS: WHERE DOG AND CAT NUTRITION GOES



As we have seen in past issues, the furry friend era requires real and ethical commitment since we are healthy professionals. Regarding nutrition, it is important to be up to their needs. However, we see cats and dogs as children, even felines and wild dogs, and that is not the case.

By Dr. M. Candela Bonaura

Firstly, we feel deep empathy and love for our pets and start sharing nutritional habits and food they cannot digest, making them suffer from disorders or diseases. For example, obesity is not only a disease but also triggers heart and articular conditions, diabetes, or oncological disorders.

We should destroy the myth that being fatty means being healthy and be conscious that we demonstrate affection by sharing food, that is why we should seek healthy treats.

Nowadays, the market is prepared for this and even more; **nutrition programs consider a small percentage of treats so as not to exceed the daily calorie intake.**

On the other hand, there are feeding tendencies or food that, in my opinion, are insecure and not based on our pets' actuality. **Is BARF or raw food a tendency or a**

trend with little scientific basis?

Sometimes, trends cause discomfort and are not always accurate. The truth is that cats and dogs have been able to differentiate from their wild ancestors, and it is not secure to replace the prey concept with raw diets, lacking tests and norms that ensure safety and meet nutritional profiles and macro/micronutrient requirements.

Once again, **I highlight the range of information in the industry about different types and nutritional proposals, such as homemade food, dry and canned wet food, treats, and snacks, all with their nutritional profiles.** As professionals, it is important to understand this to recommend the best option to each patient without making tendencies become an unproven trend but based on evidence that reduces the risk of error and enhances dog and cat well-being. **By doing it, we promote health and quality of life.**

4 BOOMING TRENDS IN THE PET FOOD INDUSTRY BY 2025

For several years now, the pet industry and, consequently, the pet food sector have been experiencing sustained and constant growth. The integration of pets as family members, the effects of the pandemic and the relationship of people with their homes and routines, and the decrease in procreation of millennials and subsequent generations are just some of the causes of this growth that, at times, has become exponential.

By All Pet Food

With the increase in pets per capita, new needs, trends, and demands also arise. Such is the growth of the industry that the entire pet industry is expected to reach \$300 billion by 2030. Let's find out, then, what 2025 will bring us and the booming trends around the pet food industry for this year.

The booming trends in the pet food industry for 2025

1. Natural supplements

According to the latest Grand View Research survey, the pet supplements category is estimated to reach \$1.05 billion by 2027. With the increasing pet humanization, pet owners are increasingly studying how to feed them with a healthy diet, for example, what they have dabbled in purchasing supplements. **The most common are different types of vitamins, fish oil for cats, probiotics, and prebiotics.** For instance, searches for "probiotic" terms on the Internet increased by nearly 90%, and this type of supplement directly impacts the digestive

system, something that has also increased in importance for consumers, both for the care of one's own body and that of our pets. Probiotics can help reduce digestive problems and reduce food allergies.

2. Technology in highly personalized foods

Consumers are increasingly interested in foods that not only nourish their pets but also contribute to their overall well-being. **Technology is increasingly at the service of creating highly functional foods, both for its target customers and specific pets and breeds. Some of the most consumed options are those designed to strengthen the immune system or relieve joint problems.** The market now offers meal plans based on DNA analysis or virtual nutritional consultations, for instance. This, known as precision wellness, can already be seen reflected in new product proposals, such as cat litter brands that change color depending on the pH level of the animal's urine (which can indicate health or any imbalance).

3. E-commerce & direct sales (DTC)

As with supermarkets, people choose an e-commerce or online store for different reasons such as convenience of delivery, prices, benefits, and more. Online purchasing is increasingly important in the pet food industry, and the same is true for the whole pet industry.



Within this sector, we can highlight the subscription model, a way to build customer loyalty by giving them benefits and personalized attention based on their purchase history, which makes it easier to build a brand and loyal clientele. Pet owners are increasingly seeking greater personalization, not only in what they give to their animals but also in the attention they receive in this regard: they seek to buy in spaces where they can be advised and recommended according to the conditions and needs of their pet, something you can't get in other types of businesses, such as in large market chains.

4. Natural over plant-based products

While there are many consumers, especially younger ones, who continue to look for foods with plant proteins or alternatives to reduce or avoid meat consumption, there are many other consumers who are not so in favor of plant-based products. But now, many people are no longer in favor of alternative protein products since they have discovered that several of them were processed. And, indeed, being of plant origin does not imply that something is natural. Sometimes, there are products of plant origin that are, in turn, ultra-processed.

For its part, the sector that has grown in demand is that of natural foods, with organic raw materials and without artificial additives. Awareness about the environmental impact and pet health has led to an increase in demand for this type of food. **Consumer choices indicate that the sustainability of the process by which pet food is obtained is non-negotiable if they are going to receive a poor quality or ultra-processed product for their 4-legged companions.**

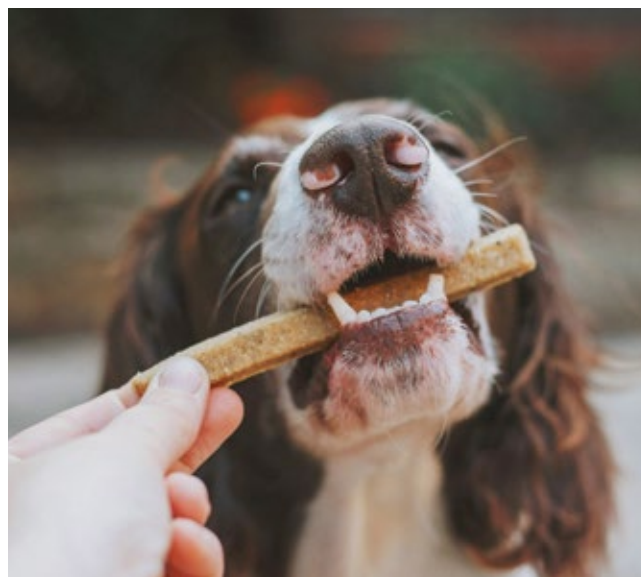
Finally, it should be noted that within the natural and sustainable aspects of the pet food industry, the

packaging in which it is sold and transported is also considered. More and more companies are betting on the choice or even the development of new raw materials with which to make packaging, and today, we find everything from recyclable or reusable options to some made with already recycled or biodegradable plastic, and this is, without a doubt, a trend that will continue to increase, both because of the care of the environment and because it is an important factor in purchasing decisions.

Bonus: innovation at the service of new product categories

Pets have become so important in people's lives that, no matter how much it costs or what it costs to get one: if their owner sees or discovers a toy or product that they think can do them good or have fun, they will look for it until they find it! This trend of pet humanization has resulted in a whole new market of new products, which opens the possibilities of the industry even more.

Hand in hand with technological research, biotechnology, and innovation, today we can find startups on the market that offer ice cream specially made for dogs (and they are even found on the shelves of supermarkets like Whole Foods!). We can already see new subcategories in the pet food, toys, beds, straps, hygiene, and aesthetics sectors, such as pet wipes, or specific toothpaste for feline dental health, and even digitized sandboxes with auto-cleaning and remote control.



Conclusion

Looking ahead to 2025, we will see that technology, science, and innovation will come together to offer increasingly specific, more innovative, and tempting products. In an industry that faces more demanding consumers than before but also more predisposed to investment, we must take advantage of the moment, not only to create new business units or categories but also, above all, to improve care, and the quality of what we offer for pets: a brand's best tool to win loyal consumers.



THE SOUTHERN CONE: OPPORTUNITIES AND CHALLENGES IN THE TRANSFORMATION OF THE PET FOOD MARKET

The pet food market in the Southern Cone is undergoing a transformative phase driven by global trends, local needs, and the growing sophistication of consumer demand. Countries like Argentina, Paraguay, and Chile are emerging as growth hubs for the industry, offering fertile ground for a sector in constant evolution.

By Clivio Solutions

From consolidating premium pet food products to leveraging by-products for more sustainable production, manufacturers have a unique opportunity to make a difference. At Clivio Solutions, we are here to support them every step of the way.

Economic Growth and the Premium Market Boom

In Argentina, signs of economic recovery are benefiting key sectors, including the pet food industry. This context

allows manufacturers to develop long-term strategies, particularly focusing on premium products, due to:

More demanding consumers: Pet owners are seeking superior-quality foods, rich in high-value biological proteins, and free of artificial additives. Pets are increasingly regarded as members of the family.

Portfolio diversification: Suppliers are offering specialized ingredients, such as functional proteins, purified fats, and natural supplements that comply with

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Customized solutions and process automation play a key role in this scenario. Companies adopting these technologies can reduce operating costs, improve efficiency, and better respond to the growing demand for premium products.

Sustainability: By-products as an Opportunity

Sustainability is another fundamental pillar in the market's transformation. **Repurposing animal by-products —such as offal, bones, and meat meals— not only fosters a circular economy but also aligns with a global trend: minimizing waste without compromising quality.**

Advanced processing equipment designed to separate, purify, and reuse these raw materials is essential for maximizing production efficiency. By implementing these technologies, **manufacturers in the Southern Cone can remain competitive while meeting international standards.**

Our commitment to the pet food industry involves supporting companies in their most ambitious challenges, offering innovative technologies that not only optimize processes but also ensure the highest product quality.

Tailored Solutions for an Evolving Industry

In a constantly changing market, the ability to adapt and adopt customized technologies is essential. From automation systems to specific solutions for improving product quality, pet food manufacturers have a unique opportunity to positively impact their clients' operations.

Our mission is to work hand-in-hand with companies, helping them optimize processes, reduce costs, and ensure the highest quality in their products. Thanks to our extensive global experience, we are dedicated to assisting them in implementing solutions that help overcome market challenges and elevate their operations to the next level.

Conclusion: The Path Toward a Premium and Sustainable Future

The Southern Cone represents a key development point for the global pet food industry. Changes in the economy, consumer mindset, and the adoption of sustainable practices are shaping a challenging yet opportunity-filled landscape.

As strategic partners, we take responsibility for collaborating with pet food manufacturers by offering tools and solutions that boost their competitiveness and enable them to stand out in this transforming market.

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INGREDIENTS AND TRENDS IN THE PET FOOD SECTOR IN 2025 (PART I)

The global pet food market is constantly changing. Year after year, manufacturing and revenues of dog and cat food are increasing, with sales of USD 112,8 billion in 2024. By 2035, the global pet industry is expected to reach USD 218,6.

By Josiane Volpato, Ingrid Caroline da Silva, Isabela Bogo y Fernando González

This reflects the growth in the companion animal population and the humanization of pets. As a result, consumers are concerned about and researching the ingredients used in their pets' food and are more demanding about product quality. Consequently, **the dog and cat food sector is constantly readjusting, driven by global trends and changes in habits that influence consumers' behavior.**

The pet food market tends to evolve based on the results of seeking new products within the market through technological improvement, constant search for innovation, and stepwise transformations in consumer behavior. **By 2025, expectations focus on sustainability in terms of food and biodegradable**

and renewable packaging. In this way, the formulation of food with insect protein and the use of eco-packaging increase. However, **is using insects in pet food just an emerging trend or a long-lasting one?**

According to the United Nations (UN), the world population growth is expected to reach 9 billion people by 2050. Along with this, strategies are being implemented to reduce the competence of protein sources for humans and meet the global demand for proteins for pets; **one of these alternatives is insect proteins that aim to reduce competition.** Thus, with the good acceptability by dogs and cats of food formulated with this ingredient, it is believed that their search tends to increase, making the projection in insect farming a long and lasting path, even

because it is a sustainable source due to its farming model and low use of water resources.

Focusing on sustainability, using insect-based proteins represents a step towards eco-friendly formulations. Still, this effort loses its impact if food is not packaged with materials that minimize the environmental impact. That is why many companies choose packaging made of sustainable materials and production processes with fewer pollutants. **This packaging, produced from organic materials such as recycled paper or bioplastics, naturally decomposes in the environment, reducing plastic waste and showing its commitment to sustainability and ecosystem preservation.**

Recycling, the use of nutrients, and the struggle to meet the protein needs of the population are important issues that make **poultry viscera meal a widely used nutrient in the formulation of dog and cat food as the main source of protein.** It is an ingredient rich in amino acids, minerals, essential fatty acids, and a sustainable one due to the use of inedible parts by humans that are thrown away in the environment.

As a result, manufacturers of poultry viscera meals are always working to enhance their product quality and meet the nutritional requirements of the pet food industries. A

widely adopted alternative for the best utilization of these ingredients is enzymatic hydrolysis, which breaks big proteins into tripeptides, dipeptides, and free amino acids, facilitating absorption and the use of these molecules by the animal organism.

Therefore, by 2025, it is expected that the amount of food made of poultry viscera meal enzymatic hydrolyzed increases, aiming at the different benefits these meal peptides provide to animal health; because of their low molecular weight, they can be easily absorbed and used by the organism. **Bioactive peptides strengthen the immune system and offer additional functions, including antioxidant, antimicrobial, and anti-inflammatory activities. However, the most recognizable characteristic is its hypoallergenic property.**

As the poultry viscera meal enzymatic hydrolyzed has peptides with bioactive activities, it is the main ingredient used in the formulation of food adjuncts used in diets to treat gastrointestinal disorders, hypersensitivity, and food intolerance, therefore, its use tends to increase even more.

These characteristics make hydrolyzed proteins and insect meals the most promising alternative in the pet food market by 2025.

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FOOD, DEFECATION AND ENVIRONMENT: A GLANCE TO IMPROVE THE IMPACT

(PART II)



The Life Cycle Analysis (LCA), recommended by ISO Standard 14040 and other international organizations, is defined as “the collection and evaluation from cradle-to-grave and possible environmental impacts of a product system, which analyzes processes from the raw material procurement to the product shelf-life expiration” (ABNT, 2009).

By Julia Santos Rodrigues, Thainá Batista de Medeiros, Eduarda Lorena Fernandes, Heloísa Lara Silva, Laiane da Silva Lima, Lorenna Nicole Araújo Santos, Renata Bacila Morais dos Santos de Souza, Ananda Portella Félix, Simone Gisele de Oliveira - Universidade Federal do Paraná

Life Cycle Analysis in Dog and Cat Ownership and the Defecation Production



As we mentioned in the article in the last issue, we provide further information about this tool, which has become an interdisciplinary research field with great potential for scientific and technological production. **The Brazilian LCA has been spread in the academic area,**

industries, and the government, which supports the green label program and the Environmental Product Declaration. In Brazil, among the studies applying the Life Cycle Analysis are those on agriculture, livestock, and product development (Souza et al. 2017).

Even though in Brazil there has been increasing research about LCA use and its implementation in companies during the last few years, there is still a big field of study and opportunities to be explored. For example, regional environmental impacts related to dogs and cats' environmental footprints and their effects have not been analyzed with this approach.

Costa et al. (2024) used the LCA to evaluate dry food impact in Brazil considering the following stages: food manufacturing, packaging production, and product distribution (from the industry to the sales process). They found that food formulation provides almost 70% of the available impact (Figure 2), which mainly contributed to the impact of soil and marine eutrophication, acidification, particulate material, and climate change —that represents 80% of the total environmental impact of raw material selection (Figure 3). LCA activities involving product consumption were not studied.

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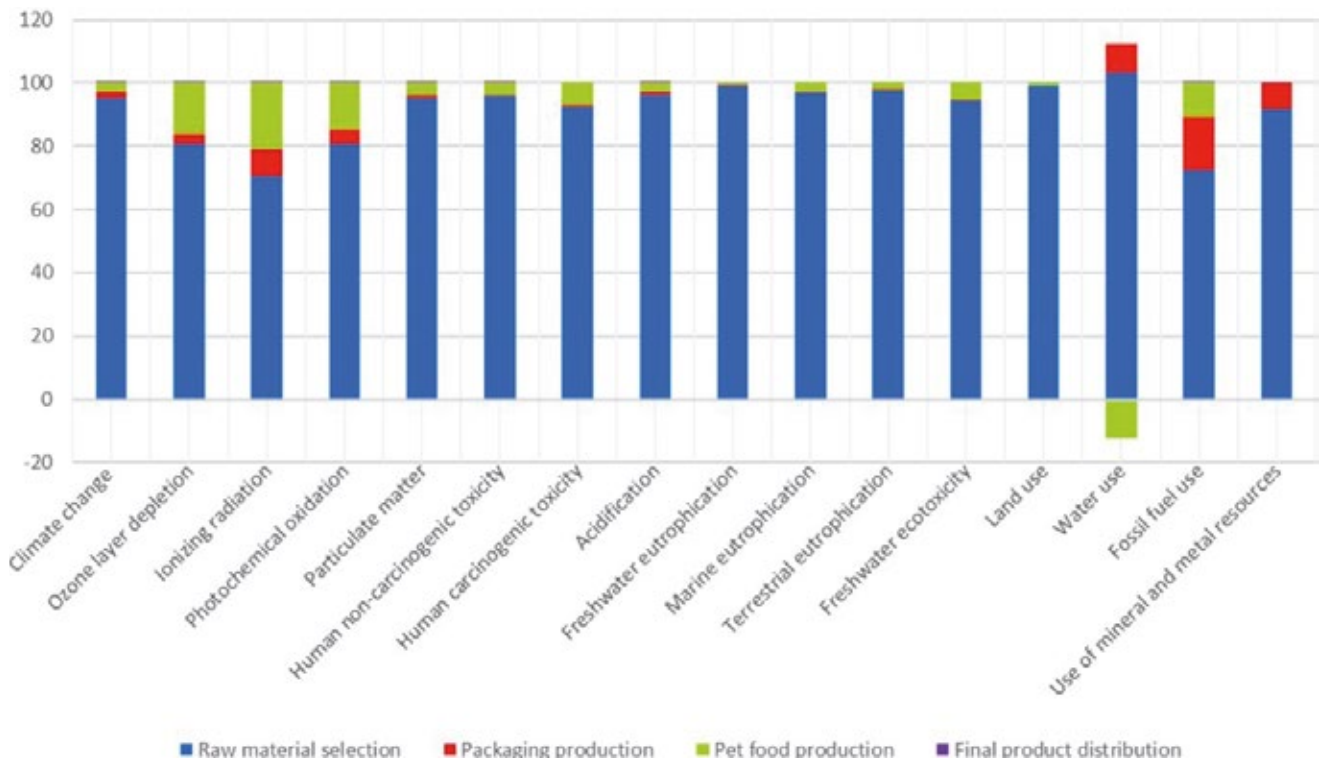


Figure 2: Contribution (percentage) of each stage in pet food manufacturing and environmental impacts. Published by Costa et al. (2024).

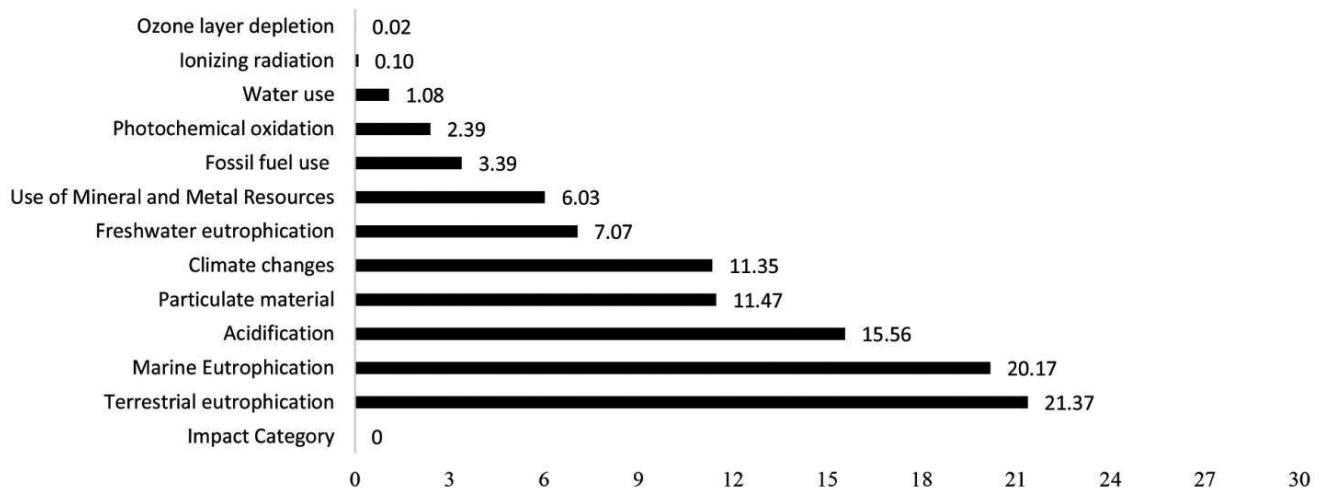


Figure 3: Contribution of the raw materials selection impact category. Published by Costa et al. (2024).

Only one European study investigated the shelf-life end of pet waste from the LCA perspective. Yavor et al. (2020) analyzed three points of view (Figure 4) and discovered that the urine and feces of an average dog have a potential climate change and freshwater eutrophication of 8,200 kg of carbon dioxide equivalent and 5 kg of phosphorus equivalent respectively. For 13 years, urine ($\cong 44\%$) and feces ($\cong 43\%$) have mainly contributed to freshwater eutrophication (caused by phosphorus contained in feces)

and significantly in ecotoxicity ($\cong 50\%$).

The produced waste is just a factor in the food use stage and does not define sustainability in pet ownership. Generally, diet effects exceed the other stages. However, quantifying the flows of this substage adequately can complement the existing regional information and identify possibilities or technologies for the environmental footprint cycle of dogs and cats, especially nitrogenated waste and potentially toxic nutrients in feces and urine.

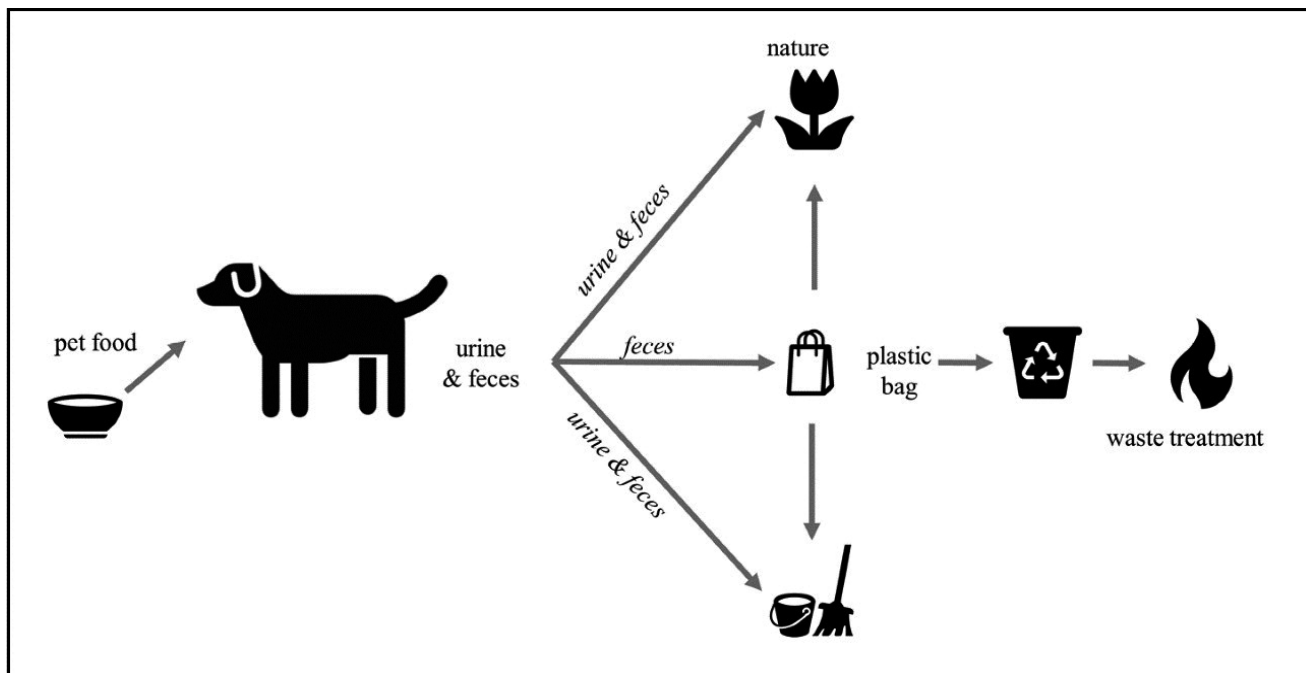


Figure 4. Dogs' defecation system to the shelf-life end of waste. Published by Yavor et al. (2020).

Advantages and Challenges of the LCA

Life Cycle Analysis is a methodology used to evaluate products and services environmental impact, from manufacturing to elimination. It is useful since it analyzes all the stages in the product life cycle integrally. This approach comprises systems at different levels and regions throughout flow evaluation, which enter and leave the system. Its results can combine other methodologies to better define system sustainability; it can be used in complex environmental analysis for objective decision-making and to formulate plans that satisfy sustainable development needs.

Using the LCA has the potential to:

Identify critical points and the impacts of a process, product, or service.

- Enhance or develop products and services.
- Optimize mechanical systems and energy recovery.
- Compare equivalent products.
- Define criteria for ecological labels.
- Support the creation of politics of sustainability.
- Provide clear information to consumers.
- Manage and preserve natural resources.

These characteristics can be extremely interesting to characterize dog and cat waste, towards sustainability. However, here are some challenges and limitations to consider:

The number of people and experienced professionals

using this methodology is still minimal.

There are no accurate and solid regional inventories about the product's life cycle, especially in Brazil. Databases are essential to save time and resources in LCA study.

This shortage is a problem as Brazil has diverse production, agriculture practices, weather, and technology. Using a specific database from Brazil would help to carry out accurate and adequate research for more sustainable production. Another challenge is to follow general rules for product characterization, such as Product Environmental Footprint Category Rules (FEDIAF, 2018) that ensure standardized studies and suitable results.

Final Thoughts

So far, impacts generated by pet ownership have not been defined in Brazil. The LCA focus can help to characterize them, predict harmful effects, minimize the short/long-term impact, and reach global and sustainable goals. However, the scientific data on cat and dog ownership used by this approach is still lacking.

Defecation and its accumulative effects are related to pet ownership, being a substage in food usage which also must be studied for its environmental impact. Understanding the impact helps evaluate pet possession in an integrated way. Brazil has unique characteristics and highlights the importance of studying and characterizing local impacts. **Research can offer new insights as well as improve awareness and promote pro-environmental behavior in society and industries,** helping the environment and sustainability in dog and cat ownership, such important species for human beings.

IMPROVING PRODUCT PURITY IN MEAT RENDERING AND PET FOOD PROCESSING



As the demand for rendered meat and bone meal grows, so do the value and quality requirements. An increasing number of pet food manufacturers now require that their meat and bone meal suppliers provide them with properly processed and filtered/screened final product, with reduced levels of metal contamination. There is a growing demand for good quality wet and dry pet food product that meets the standards and expectations of both resellers and consumers. Magnetic separators have played a significant role in improving product safety and purity in both meat rendering and pet food processing industries.

By Magnattack

Sources of Metal Contamination in Meat Rendering

In the meat rendering industry, the sources of metal contamination vary depending on the part of the process and type of product. **The objective of a magnetic separator is to prevent an unacceptable amount of contamination** generated in a milling process being transferred to the client to deal with.

For example, many ovine meal processors face a challenge with removing slow-release capsule springs from rendered meat, which get ground-up within the product. Having a magnetic separator to extract these fine metals is an excellent way to increase the quality controls and solve this issue.

A common source of contamination found in poultry processing are magnetic stones, which originate from the gut of the poultry and are ingested from the ground while feeding. The magnetic stones can be removed by utilising powerful magnetic separation equipment.

Another very common source of metal contamination in meat rendering is the hammer mill. As the hammer mill materials slowly wear away, these metal fragments (coarse and fines) are introduced into the product. Effectively extracting these fragments can only be done with a strategically positioned, high-intensity magnetic separator.

To reduce machine protection issues in the meat rendering industry, these types of magnetic contamination need to be removed from the process. Factors such as screen breakage, downtime, loss of production, and tramp

iron contamination causing fires/explosions in the hammer mill can all be drastically reduced by placing correct metal fragment controls in place. This means less downgraded products, reduced quarantined shipments, prevention of brand name damage, and satisfied clients!

Many rendering industry professionals state that they were not aware of the levels of fine metal fragments within their meat and bone meal until installing a magnetic separator and seeing the vast amount of magnetic fines extracted. **A great way to discover the levels of metal contamination in your finished meat meal is through utilising a certified Lab Test Magnet Probe.** The magnetic probe is placed into the bag of finished meal and swirled around to collect magnetic fragments and provide an indication of the metal contamination levels.

Sources of Metal Contamination in Pet Food Processing

Predominantly, metal contamination comes from bulk ingredients and is then distributed throughout the product lines. The remainder of contamination is generated in the process and varies greatly depending on the type of impact machinery that is used for sizing and screening ingredients and the longevity and wear of conveying systems.

The objective of magnets in pet food is to control contamination on bulk intakes and to also act as a final control prior to packing areas and metal detection. Magnetic separators play a crucial role in retaining the magnetic fines contaminants that are below sensitivity threshold of metal detection before they reach the CCP. An efficient magnet will drastically reduce waste from metal detectors and improve product purity from magnetic fines contamination.

Magnetic Separation Solutions for Meat Rendering & Pet Food Processing: Mag-Ram® Automatic Self-Cleaning Magnet

The Mag-Ram® Automatic Self-Cleaning Magnet has proven to be one of the best performing and successful magnets as it can be programmed to automatically clean itself and therefore save operator time, as well as reduce safety risks. Typically installed at incoming dry materials locations (such as MBM or grain) and final dry product/bulk out-loading locations.

In some applications, the contamination is so high that manually cleaning conventional grate magnets is neither practical nor convenient. Once contamination builds up over the magnetic bars, the magnet's strength is 'cancelled out', meaning that further contaminants passing over the magnet just keep flowing down the product stream and remain in the finished product.

The modular design of the Mag-Ram® allows it to handle anywhere between 3T to 90T per hour! This self-cleaning magnet can clean one ram at a time or all at once, and a

wear equalization feature is incorporated to prevent flat spots on the magnet and uneven wear on the seals. This means more reliability for a longer period of time.



Mag-Ram® Self-Cleaning Magnet in meat rendering

The Mag-Ram® magnetic bars/rams are engineered to rotate with each cleaning cycle, and short bursts of air are directed at the magnets also help remove the pyramid of excess material from being carried over to the reject side. This means a lean contaminant sample is achieved, easy to analyse for more accurate traceability of risks and less product wastage.

Spherical Inline Pneumatic Transfer Magnet

Where a gravity-feed magnet, such as the Mag-Ram®, is not feasible and the product is pneumatically conveyed via blow, vacuum, or pneumatic transfer line, a Spherical Inline Pneumatic Transfer Magnet is a very effective solution. These aerodynamic magnetic separators are very **resilient in high-flow and abrasive applications and enable efficient extraction and retention of metal from high-velocity powder lines without experiencing bulk density problems.**



Spherical Inline Pneumatic Transfer Magnet



Dual Round Nose Plate Magnet in a rendering application



Contamination collected on Rapidclean® Bars

Dual Round Nose Plate Magnet

For difficult-to-flow applications with products such as cakes (or crax), or applications processing chicken frames, whole muscle products, poultry, beef, lamb, venison, etc, a Dual Round Nose Plate Magnet is an efficient solution. For pet food processing applications, these units can be installed prior to expensive processing machineries, such as grinders, shredders, dicers, and emulsifiers, to remove metal fragments to avoid costly damage, downtime for repair/maintenance, and loss of production. **Dual Round Nose Plate Magnets easily pick up chunky contaminants such as nails and bolts from the product and protect machinery without an unacceptable restriction to the product flow.**

Rapidclean® Grate Magnet

The Rapidclean® Grate Magnet is an effective grate-in-housing system designed for dry ingredients such as meals and powders. With easy-cleaning operations conducted wholly outside of the product zone and the absence of stainless steel sleeves, **the Rapidclean® is a hygienic alternative to conventional sleeved grate magnets and pull-through wiper-style magnets.** Plant operators can also fully inspect magnet bars before they are returned to the product flow.

Emulsion & Slurry Pipeline Separator

For viscous meat emulsions, slurries, and liquids, from which it is often difficult to extract weakly magnetic fragments, **a hydro-dynamic Emulsion & Slurry Pipeline Separator provides superior product-to-magnet contact and more efficient magnetic separation.**



Emulsion & Slurry Pipeline Separator installed in a pet food application

The Emulsion & Pipeline Separator features powerful, high-intensity +11,000 gauss Acutex® Probe Magnets. These patented magnets intercept the flow of product and extract physical metal fragments including work hardened stainless steel (originating from equipment wear) and magnetic stone particles.

Improve your foreign metal fragment controls, product purity and value, and reduce risks with powerful magnetic separation equipment. Contact Magnattack® and talk to experienced metal fragment control specialists about the right solution to integrate into your process.



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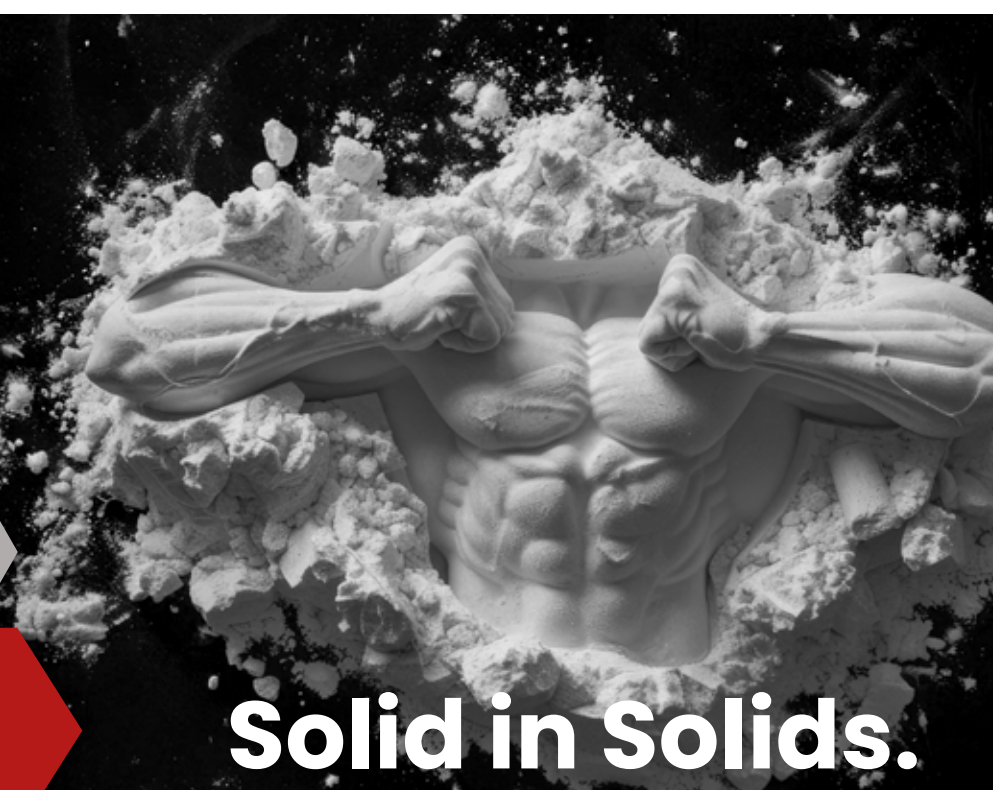
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FUTURE TRENDS IN PET FOOD: HOW INNOVATION TRANSFORMS HOW WE FEED COMPANION ANIMALS



The pet food industry is undergoing a rapid transformation, driven by evolving consumer demands, technological innovation, and a growing emphasis on health, sustainability, and personalization. Pet parents are more discerning about what they feed their furry companions. As we look ahead, several trends are poised to redefine the landscape of pet food and nutrition, from sustainability and climate change to novel or alternative protein sources to personalized diets and cutting-edge food technologies.

By Juan Gomez-Basauri, Ph.D. - Magellan, LLC

Personalized Pet Nutrition

Personalized pet nutrition reflects the growing trend of pet humanization, where companion animals are seen as unique individuals or fur babies. Advances in data analytics, bioinformatics, biobanking, artificial intelligence (AI), and gut microbiome analysis, are all enabling the design and manufacturing of tailored diets to meet individual pets' specific needs.

DNA Testing and Gut Microbiome Analysis kits are readily available to assess a pet's genetic predisposition to certain health issues, food sensitivities, and digestive health. Using this data, specialized diets can be formulated to align with a pet's biology, and though in its infancy, pet food companies will be offering models where pet parents will be able to

receive pet food and a microbiome kit in order to tailor a truly "PET-sonalized" diet for Fido.

The development of "PET-sonalized" nutrition combined with data analytics and machine learning language models, **will be a game changer and a disruptor to the traditional "one size fits all," type of food.** Even prescription diets designed to address conditions like obesity, diabetes, allergies, and kidney disease will benefit from these breakthroughs.

The Impact of Functional Foods and Supplements

Functional foods, which provide health benefits beyond basic nutrition, are becoming a major focus in human and companion animal diets driven by

consumer interest in holistic health, immunity, and mental well-being. People are increasingly seeking foods and supplements that enhance longevity, mobility, and overall health, not only for themselves but their companion animals as well. Interestingly enough, there are similarities in what people want and need for themselves and for their companion animals regarding wellbeing, namely gut health, joint and mobility health, immune support, longevity, weight control and cognitive health.

Biotic nutrition, a term I coined a few years back (2022) for a presentation, combines the idea of biotics (referring to probiotics, prebiotics, postbiotics, etc.) and the broader focus they have on personalized nutrition to address some of the issues listed above.

Collagen, the “forgotten” protein, is the most abundant protein in the body. There are many types of collagens (27 or so). In general, it is the primary building block of the body’s skin, muscles, bones, tendons and ligaments, and other connective tissues. Though more research is needed, **initial reports suggest benefits of collagen being incorporated into diets to support joint health,** especially for senior pets or large breeds prone to arthritis, and other health conditions.

There are several other functional ingredients, like MCTs (medium chain triglycerides), polyphenols, botanical extracts (nootropics and adaptogens), natural senolytics, specific prebiotics fibers, and resistant starches, where their discussion to address specific health and wellbeing challenges is beyond the scope of this article but are examples of what is coming up in the future to boost wellbeing.

Technological Innovation in Pet Food Production

Technology continues to play a significant role in revolutionizing how pet food is produced, processed, and delivered. **Innovations in manufacturing and food preservation are ensuring better quality, safety, and nutritional value.**

Technologies such as freeze-dried, gently steamed, sous vide, cold pressed, high-pressure processing (HPP), air-dried, gently cooked, are **alternative processes gaining traction to provide alternative feeding formats that are designed to maintain and preserve nutrient quality in the ingredients comprising the diet.** Fresh and refrigerated diets, freshly prepared, and minimally processed meals that require refrigeration are gaining popularity and are perceived to offer better taste and texture than traditional formats.

Technologies such as 3D Printing and Smart packaging and their integration with the Internet of Things (IoT) are coming of age. Sensors to track freshness and consumption

in real time, printing of petfood in different custom shapes is not too far in the distance which can be tailored to the pet’s dietary needs.

Sustainability, Ethical Practices, and the Rise of Alternative Proteins

Sustainability and ethical production practices are becoming key drivers in the pet food market, reflecting broader environmental and animal welfare concerns. As a way to address these challenges, pet food manufacturers are looking into alternative proteins and other eco-friendly solutions.

Insect based proteins (black soldier fly larvae, mealworms, and crickets) are emerging as nutrient-dense alternative protein sources.

Plant based proteins and ingredients like lentils, peas, quinoa, and soy are finding their way into diets for pets, particularly for dogs, which are omnivores.

Cultivated Meat or lab-grown meat, produced without the need for slaughtering animals, is on the horizon. **This technology is touted as an ethical, sustainable way to provide high-quality animal proteins for companion animals.**

Pet food companies have used upcycled ingredients for many years, though the terms used then were not as catchy as Upcycling. In other words, adding value to food by-products would otherwise go to waste and be sustainable.

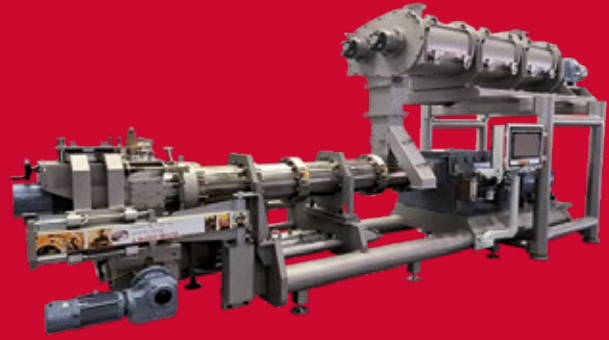
The use of eco-friendly packaging (biodegradable, recyclable, and reusable) plus ethical ingredient sourcing (transparency in sourcing practices) is a priority for many pet food brands with high social responsibility.

Conclusion: A New Era for Pet Nutrition

The future of pet food is shaped by innovation, a deeper understanding of pets’ unique nutritional needs and to a degree sustainability. From alternative proteins and personalized diets to functional ingredients and cutting-edge production technologies, **the pet food industry is evolving to meet the demands of health-conscious, eco-aware consumers.** As our companion animals continue to hold a cherished place in our households, the focus on their nutrition will only intensify, driving further advancements and reshaping how we feed our furry companions.

Ultimately, these trends reflect a broader shift toward providing companion animals with diets and foods that are not only nutritious but sustainable and personalized. In this dynamic landscape, **innovation will be the key to ensuring our pets, our companion animals, thrive alongside our human families in a healthier, more sustainable future.**

ALL IN ONE - CPM SEES GROWTH IN THE PET FOOD INDUSTRY FOR 2025



The first thing that stood out to Olivier Drean was the sheer scope of what CPM had to offer in the industry. Olivier joined CPM within the last year as the new Vice President Pet Food Segment. *“We have so many strong brands around the world with a history of success,” he said. “Then when I visited our manufacturing plants, I saw just how impressive our capabilities are.”*

By CPM

A Growing Market

Olivier expects the global pet food market to continue growing in 2025.

“We love our pets and owners are spending more on them than they ever have before,” Olivier said.

As the growth continues, CPM will be right there each step of the way.

“We are a one-stop shop for the customer,” he said. *“From your standalone solution to turnkey systems, that’s where we’re going, and it’s a complete cycle with aftermarket and automation.”*

Innovation at the Forefront

CPM is positioning itself as an innovative leader in the segment as well. One example is the use of a new permanent magnet synchronous motor in its extruder. Olivier said customers are already seeing the benefits from the design.

“Our motor is smaller than the typical motors out there, and has a stable torque with lower noise pollution,” he said.

The motor delivers up to 10% in energy savings, reduces noise pollution by 30% and is half the size of a typical motor in the pet food extrusion market, making it easier to transport and install.

Using Experience to Build the Future

Leveraging the years of experience from its family of brands, **CPM is also in the process of developing a new dual-pass dryer and vacuum coater.**

The dryer comes from Wolverine Proctor, which boasts more than 200 years of experience in the thermal industry and is a leader in the food processing sector. The vacuum

coater is in production with IDAH, which is a leading shrimp feed equipment provider in Asia.

“We’re really excited where this is going,” Olivier said. *“Our full lines include first dry kibble with capacities of 3, 5 and 10 tons per hour before expanding to other applications.”*

CPM also offers hammermills, preconditioners and everything else on a pet food line.

Comprehensive Solutions

The equipment is designed and manufactured with the customer in mind. It’s hygienically engineered and made to be durable and affordable. That includes spare parts and service for the lifetime of the equipment.

“Since we manufacture all of the parts, we control the process,” Olivier said. *“We have better control in-house; we know the equipment is durable. Plus, we’re fast and flexible in making it.”*

Reducing downtime, costs and errors is also a priority. CPM’s automation solutions mean customers from a single location can receive, monitor, grind, batch and perform thermal control applications across their plant locations, all while backed by the industry’s best applications and engineering support.

Looking Ahead

CPM has innovation centers strategically placed around the globe and expects the newest one to arrive in China in 2025.

“Our innovation centers really allow us to perfect our customers’ processes so they can be confident that their product will be at its best with our equipment,” Olivier said.

For more information on what solutions CPM has for you, visit [Pet Food | CPM](#)



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PACKAGING AND PALLETIZING OF ANIMAL FEED AND PET FOOD: ACHIEVE EFFICIENCY AND HIGH PRODUCTIVITY WITH STATEC BINDER



The animal feed and pet food industry places high demands on packaging and palletizing processes. Whether animal feed in the form of pellets, powder or granules —the packaging must not only be securely sealed, but also efficient and cost-effective. State-of-the-art technologies and high-quality components play a decisive role here. STATEC BINDER, a leading global supplier of packaging machines and palletizing solutions, offers innovative systems that meet the specific requirements of the animal feed industry.

By STATEC BINDER

Why Automated Packaging and Palletizing are Becoming Increasingly Important

The packaging of animal feed and pet food is not only used for easy handling and storage but is also a key factor for product protection and the productivity of a company. On the one hand, it is essential that the contents of the feed bags are protected from unwanted leakage, i.e. material loss. Automated machines for packaging animal feed and pet food can simplify this process and securely sew or heat-seal bags.

On the other hand, **automatic packaging systems offer the advantage that the bags can be delivered in a consistent quality and with a consistent filling quantity.** This also means that a large number of bags can be processed in the shortest possible time, which has a positive effect on the company's productivity. At the same time, fully automatic packaging machines require fewer personnel, as the machines can carry out many steps automatically. **This reduces the dependency on the availability of employees and also the overall personnel costs of your business.**

When it comes to palletizing the filled and sealed bags, automated palletizers offer just as many advantages. Due

to the weight of some bags, employees would not be able to place them on the pallets at such a fast pace in the long term. Palletizers also work very precisely and safely. **This means that the stacked bags on a pallet are stable and can withstand further transportation.**

Fully automatic packaging machines and palletizing systems therefore enable a company to prepare its products for onward transport or delivery more quickly and safely. With the growing demand for high-quality pet food as well as for animal feed, manufacturers are under increasing pressure to optimize their processes. **Automated packaging and palletizing solutions are essential as they ensure efficiency, accuracy and reliability throughout the supply chain.**

The Role of STATEC BINDER in the Animal Feed and Pet Food Industry

STATEC BINDER has specialized in the development and manufacture of state-of-the-art and automatic packaging machines and palletizing systems for decades. With a clear focus on quality and innovation, the company offers individual solutions for the specific needs of its customers. Particularly in the animal feed and pet food industry, **STATEC BINDER has developed a deep**

understanding of the industry's requirements and develops numerous solutions worldwide that are individually tailored to the requirements of animal feed manufacturers.

STATEC BINDER's most important products and services include:

High-quality packaging machines: Suitable for different types of bags such as paper, plastic or woven bags. STATEC BINDER also offers machines for switching from manual filling to an automated packaging solution. Whether semi-automatic packaging machines, fully automatic systems or big bag filling stations for filling large quantities —the company finds the most suitable solution for every customer.

Automated palletizing systems: For the precise stacking of bags on pallets. There are different types and stacking methods - depending on your wishes and plant requirements. The product portfolio includes high-level palletizers, robot palletizers and portal palletizers.

Individual developments: In order to meet the specific requirements of customers worldwide, STATEC BINDER develops a top solution even for the most difficult requirements.

Comprehensive customer support: From planning and



commissioning to maintenance and training. The specialist is at your side not only during the purchasing process, but also after your system has been commissioned. With special service packages, your individual support requirements can be optimally addressed. In this way, STATEC BINDER ensures that you can enjoy your system for a lifetime.

Perfect Packaging Machines for the Animal Feed and Pet Food Industry

STATEC BINDER packaging machines are designed for quality and flexibility. **They can efficiently package pet**

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food, animal feed and feed additives in a wide variety of shapes and consistencies. Whether filling pre-made open-mouth bags in different capacities or a machine that forms and fills the bags from a film roll —the perfect solution depends on your specific product.

Advantages of STATEC BINDER packaging systems:

High flexibility: Suitable for different bag materials and sizes.

Precise dosing: Ensures that each package contains the exact amount of feed. STATEC BINDER packaging machines can easily process a filling weight of 5 - 50 kg.

Energy efficiency and productivity: Optimized processes reduce energy consumption compared to conventional packaging machines. The machines are available in different versions and for different capacities to perfectly match your production expectations.

Durability: Robust machines and high-quality components from Austria ensure minimal maintenance requirements.

Automated Palletizing Systems for Safe and Fast Onward Transport

An efficient palletizing process is essential for the safe storage and transport of packaged animal feed and pet food. **STATEC BINDER offers both robotic and conventional palletizing systems** for this purpose. A prime example is the PALLETIZER PRINCIPAL-H, a versatile and powerful system that can be configured for different applications.

Main features of the STATEC BINDER palletizing systems:

High stacking quality: For stable and space-saving pallets.

Speed: Up to 2,500 bags per hour can be processed.

Intelligent control: Simple operation via touchscreens and the option of integration into existing systems.

Modular design: Depending on customer requirements, STATEC BINDER also offers complete solutions with, for example, a stretch hooder or truck loader system.

Safety and Sustainability

Safety, hygiene, and sustainability play an important role in the animal feed industry. **STATEC BINDER machines are designed to be easy to clean and meet the highest safety standards.** High-quality components are used in the machines, and it is also possible to develop the packaging machines in stainless steel.

Global Presence and Customer Proximity

STATEC BINDER is proud of its global presence. **With installations in over 85 countries and a global network of sales partners and service teams, the company ensures that customers receive support anytime, anywhere.** This commitment to customer proximity and service is a key to STATEC BINDER's success and one reason why the company is chosen by many as a preferred partner in the feed industry.

Conclusion

The packaging and palletizing of animal feed and pet food is a demanding task that requires state-of-the-art technology and comprehensive know-how. STATEC BINDER offers these innovative solutions, which focus on efficiency, reliability and high productivity. With a broad product portfolio for a wide range of requirements, individual customization options and a strong focus on customer satisfaction, STATEC BINDER is the ideal partner for companies in the animal feed and pet food industry that want to optimize their processes and increase their competitiveness.

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PROJECTIONS FOR 2025: THE IMPACT OF THE PET FOOD MARKET GROWTH IN LATAM

During the last years, the pet food market in Latin America has sustainably grown, driven by cultural changes and global trends. Marcos Giordano, an expert in Business and Marketing Management, analyzes the current situation, challenges, and opportunities in the region.

By All Pet Food

Marcos Giordano holds an MBA from Universidad de Buenos Aires and is the Marketing and Business Manager at Agroindustrias Baires. He dedicated his professional career to leading strategies in the pet sector. Having nine years of experience in the pet food industry, Giordano provides a comprehensive perspective on a continuously evolving market.

A Growing Market, but with Barriers

“In the last years, dogs and cats have become family members worldwide, which shows a deep cultural change. This trend transformed the pet market boosting a noticeable growth”, says Giordano. However, he adds that, in America Latina, this potential has not been fully developed due to *“the economic volatility and the*

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	Extru-Tech Solution	VS	The Competition
Capital Investment	1.0		2.5
Operating Costs	1.0		1.60
Ingredient Flexibility	Excellent		Excellent
Complexity	Low		High
Operating Cost (\$/M Ton)	1.08		2.80

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constant purchasing power loss”, which mainly affect highly valuable products.

Despite the challenges, the expert highlights the sector’s resilience: “An encouraging point is that factors such as the increase in adoption rates and pets’ life cycle are underestimated in present projections. Estimates based on current values do not reflect the potential of the pet food market.”

Trends in 2025

Facing the future, Giordano foresees significant changes in the sector:

- **Sustainable Products:** The market needs products with less environmental impact and concrete practices of corporate social responsibility, which are becoming a priority for many companies.
- **Digitalization and Omni-channel Strategies:** E-commerce will continue growing beyond predominant marketplaces. Integrated strategies will be the key.
- **Increase in Cat Population:** This trend requires specific solutions to meet the species’ needs.
- **Price-quality Relationship:** Consumers look for products that combine quality with affordable prices.
- **New Products:** Wet food, functional snacks, and fresh and lyophilized meat are products expected to grow

in the following years, at a national and international level.

Structural Problems

- **Regulation:** The main problem is the difference in regulations between countries. Each market requires specific adaptations in registration, labeling, and use of raw materials, which stop commerce and increase costs. This problem must be critical for Mercosur.
- **Logistics:** Access to remote areas or with low population density is still restricted due to long distances, roads in bad condition, and expensive tolls. In addition, delays in harbors and customs have made operations more expensive, especially in some situations, such as the pandemic.
- **Costs:** Economic volatility directly affects business sustainability, which along with the global increase in prices of supplies (proteins, packaging, and energy), significantly impacts production costs.

The Situation in Argentina: Strengths and Limitations

“In Argentina, we lead in the household penetration rate for pet-ownership and food consumption per capita. Our professionals are references in Latin America,” he points out.



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However, this potential does not reflect on the sector growth: "Recession and the real wage decrease since 2014/2015 have limited the market development and resulted in low average expenditure than it was expected." Moreover, he describes a disorganized market with manufacturers, suppliers, pet shops, and veterinarians competing for the same portion.

Untapped Opportunities

Giordano considers the Latin American market to be full of development opportunities. "The great opportunity is to educate the consumer by promoting a responsible trend and providing information about benefits in health, well-being, and economy that quality products and preventive medicine offer," Marcos explains.

He also mentions digitalization and specialized segments as key points, saying that "diversifying and positioning e-commerce platforms to offer personalized experiences could transform the sector." On the other hand, he highlights products for cats, wet food, functional snacks, long-acting external antiparasitic drugs, and services (for example, pet insurance plans) as segments with great potential.

Adapting to Compete

"In such a volatile environment, daily working on improving efficiency and reducing costs to offer quality

products with competitive prices is crucial," Giordano highlights. This includes investment in technology, automation, strategic purchases, and efficient logistics.

It is also important to note the reinforcement of the brand's value. "Consumers' loyalty and trust are fundamental. During dynamic moments, when information abounds, working on the benefits of products is essential, but I consider that improving the emotional connection between brands and clients is also important."

The Agroindustrias Baires Role

In this context, the company where Giordano works, **Agroindustrias Baires**, establishes a policy of commitment to the future and growth through sustained investments. "We are doubling our productive capability by putting faith in cutting-edge technology and a human-professional, committed team. This effort not only shows our leadership view but also our conviction that growing is possible even in the most difficult situations."

"We are the benchmark in Argentina: our goal is to become established in the region. We continue working with certainty that current investments will make us build a solid future for Agroindustrias Baires and our value chain," Marcos concluded.



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SETOP: INNOVATION IN ANIMAL NUTRITION

Setop, a Chilean company and a leader in animal nutrition focused on oils and fats, presents its latest innovations to enter the pet food supplement market (Nutritalent) and for equines (Arionmax). With its wide experience and commitment to quality, Setop seeks to revolutionize the animal nutrition sector by offering products that enhance pets' health while optimizing their performance and overall well-being.

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Nutralent: The Ideal Food Supplement for Dogs and Cats

In the pet world, our furry friend's health and well-being are the priority. **Nutralent is an innovative food supplement, made for dogs and cats;** it complements the daily diet of our pets, corrects nutritional disorders, and supports organism-specific functions.



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Nutralent is formulated with a combination of essential nutrients that ensure our pets receive what is necessary to meet their nutritional needs. It also promotes animal health and improves pet mobility. These are the most distinguished benefits:

- **Strengthen the immune system:** promotes overall health.
- **Healthy skin and fur:** contributes to healthy skin and shiny fur.
- **Support digestive health:** using ingredients that promote healthy digestion. Nutritionalent is ideal for pets with sensitive stomachs.
- **Provide energy and vitality:** it has energy nutrients that help maintain our pets active, energetic, and full of life.

Conclusion

Nutralent is an excellent option for those who aim to enhance their pet's health and well-being. **With numerous benefits and easy administration,** this supplement is an essential ally in the diets of dogs and cats.



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Adding yeast extracts to food stimulates the palate of dogs and cats, as they have an attractive flavor. They can be incorporated in the dough during extrusion or as a coating, together with other flavor enhancers, allowing their utilization in various pet food formulations, from extruded dry diets to nutraceutical compounds. They are also the perfect fit for wet food and snacks.

The products are natural-origin, non-GMO, and certified sustainable by Bonsucro.

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Bühler's SpeedMix - AHML Mixer transforms pet food production with its fast and efficient mixing process. This equipment ensures a uniform distribution of ingredients, optimizing the final product's quality. Designed to handle a wide range of ingredients, its versatility is unmatched. Additionally, its design facilitates quick and easy cleaning and maintenance, reducing downtime. With advanced control systems, operators can adjust and monitor the process in real-time, ensuring precision in every batch.

The **SpeedMix - AHML** not only enhances operational efficiency but also elevates the quality of pet food, meeting the highest market expectations. **Discover the difference with Bühler!**

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



LALPROBIOME HEAT-TREATED BACTERIA

Postbiotics, such as **LALPROBIOME heat-treated bacteria**, are an innovative solution to support gut barrier function in pets. **Lallemand Animal Nutrition's gentle heat treatment process** results in stable bacterial cells that maintain their beneficial properties.

A recent study conducted in collaboration with the University of Plymouth demonstrated the potential of **LALPROBIOME heat-treated bacteria** to enhance the mucus barrier, elevate lymphocytes count within the epithelial layer, and upregulate specific immune markers in the gut microenvironment. These postbiotic strains offer a practical and effective approach to supporting gastrointestinal health and immunity in pets.

lalprobiome.lallemandanimalnutrition.com/en/europe/



PetFLEX™ – THE MOST FLEXIBLE EXTRUSION SYSTEM EVER FOR PET FOOD PRODUCTION

With the new **PetFLEX** extrusion system from **Wenger**, pet food producers can make traditional kibble, high fresh meat products, grain-free products, unique inclusions, and limited ingredient diets all from one machine —at optimized throughput and quality— with no screw configuration change required.

PetFLEX extruders use a unique twin screw geometry to create larger processing zones that can maximize efficiency of thermal inputs (steam). This enables the **PetFLEX** to process and cook a wide variety of recipes from the same machine without significant modifications between production runs. The unique screw and barrel design increases available volume which —coupled with adjustable speed control— maximizes overall throughput while maintaining critical quality parameters of starch gelatinization, density, and product uniformity. With a capacity up to 12,000 kg/hr, **PetFLEX** has the flexibility to produce traditional and premium products at higher —or lower— volumes as needed.

Contact **Wenger** to learn more about the new **PetFLEX** technology.

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THE INTERVIEW

DANIEL GERALDES

Founder of FENAGRA

Daniel Gerald has founded Editora Stilo, a news portal for the agribusiness sector, and FENAGRA, an event that brings together hundreds of industry players. With more than 20 years of experience in the sector, today he shares some thoughts and experiences about his knowledge and career in the industry. In addition, it exclusively tells us some previews of FENAGRA 2025.

How was your professional career until you launched FENAGRA?

FENAGRA had its first edition in 2004, with only 8 stands. At that time, I was only dedicated to the animal recycling market (rendering), and I used to give a workshop about this topic. At the same time, I decided to publish a magazine specialized in the industry.

At first, when I pitched the idea of the fair, everyone believed that this market did not have enough potential to have its own event. However, I insisted, and we held it anyway. **When the participants saw the fair, many were interested in having their stand the following year. And so, we arrive in 2025 edition, when we will have 220 stands.**

What motivated you to create FENAGRA? What is the main goal of the event?

As I already knew many people in the pet food sector thanks to the magazine, I decided to start with the Expo Pet Food fair and invite the CBNA (Brazilian College of Animal Nutrition) to hold the congress, in parallel to the fair. I believed this would give credibility to both the event and the Congress. The professional Aulus Carcioffi liked the idea and took it to the entity's Board of Directors, which finally approved it.

The fair was held in San Pablo and was very well received. Thus, each year the event gained new exhibitors and increased the number of visitors.

What was the place that the pet food sector occupied at the fair in its beginnings?

Some visitors were from the pet food industry. That's when I met Claudio Mathias (a great friend) and we had the idea of creating an exclusive magazine for pet food. **The following year it was launched and received great approval from the entire sector.** I immediately realized there was no exclusive magazine and fair for the pet food sector. There was a fair for the pet industry, but not for pet food.

What makes this next edition different from the previous ones?

The event will take place from May 13 to 15, 2025. This will already be the 18th edition (since there was no event for 2 years due to the pandemic), and the event will be held in Anhembi, São Paulo, the largest pavilion in Latin America. **This year, the exhibitors belong to different stations of the pet food production chain, so there will be suppliers of raw materials, machines, equipment,**

laboratories, packaging, and more.

What is the expectation regarding the number of visitors and exhibitors in this edition? What countries will they be mostly from?

We will have 220 exhibitors and an estimated audience of 8,000 people. The visitors are pet food manufacturers, and come from various countries and continents, such as Latin America, the United States, Africa, Asia, and Europe.

What news will attendees at the event find?

Partnering with the CBNA was critical to the event and we have been together from the beginning. Currently, the CBNA is responsible for the largest Animal Nutrition Congress in Latin America, which attracts thousands of people and has simultaneous translation in three languages: English, Spanish, and Portuguese.

Regarding the congress, how many conferences will be given? What will be the main topics of the speakers?

The CBNA has a specific technical committee for pet food, and **we will have 11 parallel conferences:**

- CBNA Pet Food Congress.
- CBNA Aqua Feed Congress.
- CBNA Poultry Nutrition Congress.
- CBNA Swine Nutrition Congress.
- CBNA Bovine Nutrition Congress.
- SBOG Congress – Vegetable Oils and Fats.
- UBRABIO Congress – Biodiesel.
- ABISA Southeast Congress.
- ABRA Congress – Animal Recycling.
- Sincobesp Congress – Animal Recycling.
- CBNA Congress of Nutrilogy in Dogs and Cats.

Would you like to tell us any other information?

I would like to take this opportunity to thank All Pet Food for their collaboration, which always supported us, and congratulate them on CIPAL, which is a great success.

For more information about FENAGRA, you can visit: www.fenagra.com.br



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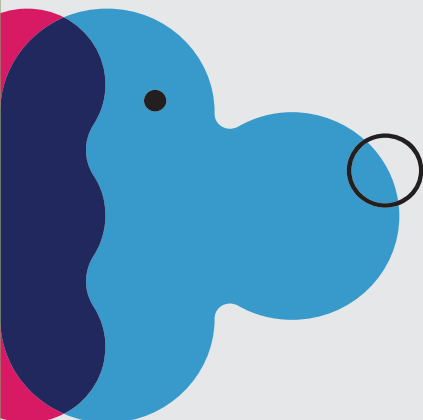
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EXPERTS IN INTEGRAL PALATABILITY

Callizo Aromas is a young, efficient, and dynamic American organization specialized in the creation and production of aromatic ingredients and specialized additives for pet food and consumer product manufacturers. It aims to provide the pet food manufacturing industries with new products that enhance food quality.

After 30 years of its foundation, **Callizo Aromas** still maintains a growing and active market participation in America thanks to its specialists in Research, Marketing, Quality, Production and Service, who give them a competitive advantage.

How It All Started

Callizo Aromas – 30 years creating unique experiences in integral palatability

Founded in 1993 in Venezuela, **Callizo Aromas** aims to create aromatic ingredients for consumer product manufacturing companies. It has maintained a sustained growth path for 30 years, which has enabled it to consolidate its six years of manufacturing and development in the American continent, covering a large part of the region.

Currently, it has headquarters in Venezuela, Costa Rica, Peru, Paraguay, and Mexico. It is also about to start operations in the United States.

Research and Development

Following its motto We are Sensorial Alchemists, **Callizo Aromas** has maintained the premise of developing products that create unique experiences for pet consumption, generating synergy between the development areas of human consumption and animal nutrition to create flavors and additives that complement to ensure pet preference and satisfy their parents.

Industry Solutions

Products that create experiences for pets and their parents



Its portfolio has meat hydrolyzed flavors, which combine with aromas developed to suit the needs of each client, fulfilling the objective of bringing owners and pets closer and promoting brand differentiation. In addition, **Callizo Aromas** formulated a wide range of additives focused on modifying food texture, enhancing palatability and allowing food manufacturers to create new consumption experiences.



Exploring New Horizons

The start-up of Callizo Aromas facility in Palestine, Texas, USA in 2025 marks a milestone in the company's history, offering possibilities for extending to one of the main pet markets at a global scale by continuing to create unique senses of taste, smell, and color in the region.

Commitment to Sustainability

In response to market demands and a lack of commitment to offering more sustainable products, **Callizo Aromas** has developed **ZoaDigest BSFL**, a hydrolyzed flavor based on animal proteins from more sustainable alternative sources than those in regular use.

In the collection of hydrolyzed flavorings for pets, **Callizo Aromas** has vegan options, such as **ZoaDigest Veggie**, to offer to an audience focused on this trend.



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For All Pet Food, industry events create bridges for sector training and networking. Getting to know each other is an opportunity to connect and exchange knowledge, news, and trends.

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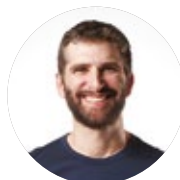


FEATURED SPEAKERS



CURRENT MARKETING TRENDS IN PET FOOD

Michael Johnson | BSM Partners



THE USE OF BREWED PROTEINS IN PET FOOD

Rich Kelleman | Bond Pet Foods, Inc.



GAPS IN WORKING DOG NUTRITION-INDUSTRY OPPORTUNITIES & CHALLENGES

Erin Perry, Ph.D. | Southern Illinois University



IFEEEDER PET FOOD CONSUMPTION REPORT

Lara Moody | Institute for Feed Education & Research



UPDATE FROM FOOD & DRUG ADMINISTRATION

Timothy Schell, Ph.D. | FDA



UPDATE FROM ASSOCIATION OF AMERICAN FEED CONTROL OFFICIALS

Laura Scott | AAFCO



ACADEMIA'S SUPPORT OF THE PET FOOD INDUSTRY

Grace Danao, Ph.D.

University of Nebraska, Lincoln

Julia Guazzelli Pezzali, Ph.D.

Kansas State University

Don't Miss: Emerging Issues & New Research in the Pet Food Industry

Presentations from Graduate Students

NOURISHING FLAVORS: EVOLUTION AND TRENDS

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

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



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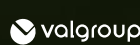
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The company proudly announces the grand opening of its new Asia Pacific Regional Headquarters and state-of-the-art manufacturing facility in Samut Prakan, Thailand, which will play a key role in supporting the rapid growth of the pet food industry and meet the evolving needs of its regional customers.

<http://surl.li/bhfxnt>



PETFAIR SE ASIA 2024 REPORT: VISITORS, CONFERENCE PROGRAM AND MORE



Pet Fair Southeast Asia 2024 once again served as an international partnership hub for distribution, retail, sourcing, and learning across the ASEAN region and beyond, bringing together more than 400 exhibitors from 32 countries and more than 10,000 trade visitors and delegations from 81 countries.

<https://lc.cx/RHbNzV>



CANADIAN BIOTECH COMPANY OPENS INSECT PRODUCTION PLANT IN HALIFAX



The Nova Scotia-based biotech firm has launched a new commercial black soldier fly larvae (BSFL) farm on the outskirts of Halifax. The 108,000-square-foot facility will be capable of converting 36,000 tons of food by-products and waste into high-quality protein for animal nutrition.

<http://surl.li/kmzfkB>



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The company introduces a platform of innovative microbial solutions tailored for pets. LALPROBIOME offers a broad range of specific solutions allowing for pet food, treat, and supplement customization and differentiation.

<http://surl.li/muodib>

VOICE OF AUTHORITY

All Pet Food Magazine publishes content of high academic interest created by editors, who bring prestige to each issue and valuable knowledge to the entire pet food industry.

In this section, we are pleased to share the professional profiles of our guest editors, their country of residence, and their main phrase.

CANDELA BONAURA



“Until one has loved an animal, a part of one’s soul remains unawakened”.

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Editorial Calendar 2025

JANUARY Issue

Topic: **Trends, Expectations and Market in 2025.**

Distribution in the following events:

-  **AFIA & IPPE** - January 28-30, **Atlanta, USA.**
-  **Iberzoo Propet 2025** - February 26-28, **Spain.**
-  **5th National Convention 2025 of the Chamber of Livestock Byproducts**
March 5 - 7, **Buenos Aires, Argentina.**
-  **Figan 2025** - March 25-28, **Zaragoza, Spain.**
-  **World Plastic Connection Summit** - April 8-10, **São Paulo, Brazil.**

APRIL Issue

Topic: **Sustainability in the Plastic Era.**





Distribution in the following events:

-  **Zoomark 2025** - May 5-7, **Bologna, Italy.**
-  **Fenagra 2025** - May 13-15, **São Paulo, Brazil.**
-  **Seminar Extrusion Extru-Tech** - May, **Puerto Vallarta, Mexico.**
-  **Expo Pack 2025** - June 10-12, **Guadalajara, Mexico.**
-  **Foro Mascotas 2025** - June 25-27, **Guadalajara, Mexico.**

JULY Issue

Topic: **Manufacturing Innovations and Pet Food Processing.**

Distribution in the following events:

-  **PET FAIR 2025** - August 20-24, **Shanghai, China.**
-  **Víctam Latam 2025** - September 16-18, **SSão Paulo, Brazil.**
-  **CIPEU 2025** - October 1-2, **Zaragoza, Spain.**
-  **Expo Envase 2025** - September 16-19, **Buenos Aires, Argentina.**

OCTOBER Issue

Topic: **Artificial Intelligence in Pet Food.**

Distribution in the following events:

-  **PET FAIR SOUTH EAST ASIA – VNU** – October 29 - 31, **Bankgok, Thailand**
-  **AllPetFood Day 2025** - November, **Santiago de Chile, Chile.**

27th PET FAIR ASIA

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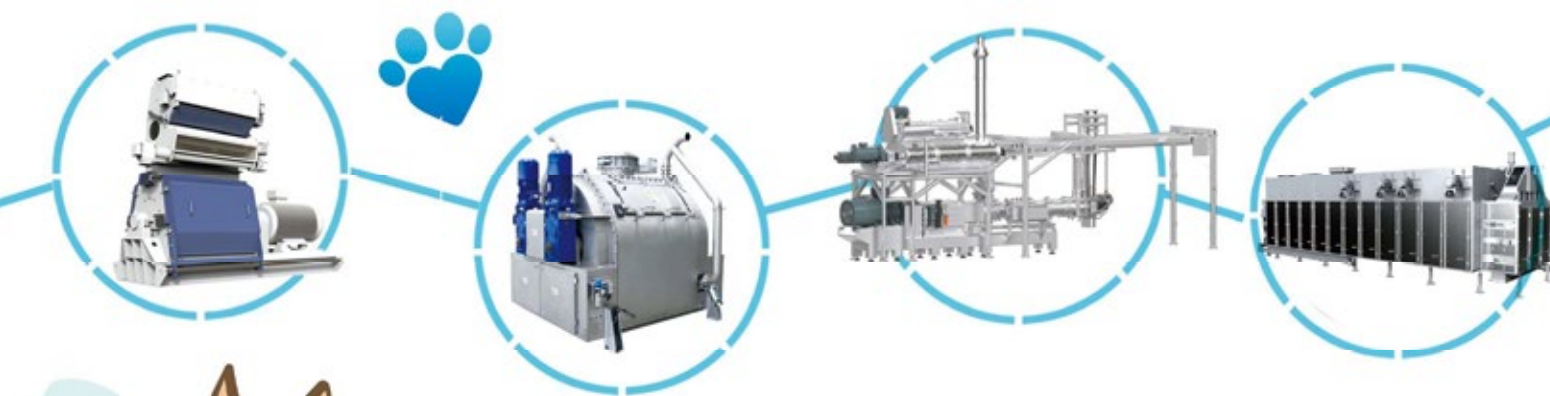


FAMSUN

Integrated Solution Provider

Gambol main business is manufacturing pet food, including dry extruded pet food, wet food, treats, chews, etc.

Since 2013, FAMSUN has cooperated with Gambol, totally built 6 production lines



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