



Interzoo
digital

1 – 4 June 2021

Organizer
Veranstalter



Honorary Sponsor
Ideeller Träger



Sales Partner
Vertriebspartner



PRESS RELEASE

May 2021

Emerging Pet Food Nutrition Trends

Wiesbaden – For the first time Petfood Forum Europe will be present with a virtual webinar series on pet food nutrition and sustainability trends at the world’s leading trade fair for the pet industry Interzoo.

On June 2, 3 and 4 at 10 a.m. (CET) Petfood Forum Europe will offer all participants of Interzoo.digital the opportunity to learn the latest research and innovative information on pet nutrition and sustainability trends on the virtual platform “Trends, Markets, Research”. This year’s special edition of Petfood Forum Europe, consisting of three sessions of 30 to 40 minutes, will provide new insights on evolving protein sources for pet food. At the end of each session, attendees have the opportunity to ask questions and to better understand how to apply the research to their own company’s business model. The seminar is sponsored by Extru-Tech Inc., Reading Bakery Systems and Schenck Process and organized by Petfood Industry.

June 2 – Aman Paul, Ph.D., director product development, Protix: “Black soldier fly larvae proteins as functional pet food ingredients”

Black soldier fly larvae (BSFL)-derived ingredients are gaining popularity as sustainable and nutritious ingredients. These ingredients contain bioactive peptides with anti-inflammatory, antimicrobial and hypoallergenic properties; bioactive lipids with antimicrobial and brain health improvement potential; and chitin, which also has anti-inflammatory properties. Osteoarthritis (OA) accounts for one of the major problems in old dogs and cats worldwide, and initiation factors are associated to trauma, obesity and aging (inflammation-related conditions). Symptoms of this pathology include inflammation of joints, severe pain, stiffness and discomfort. Due to anti-inflammatory potential, BSFL protein derivatives may provide a solution to prevent or suppress osteoarthritis in pets. To explore this possibility, for the first time, Paul and his colleagues evaluated the anti-arthritic potential of BSFL protein derivatives using the in vitro cell models of red blood cell membrane stability, nitric oxide inhibition and reactive oxygen species inhibition. Additionally,



Interzoo digital

1 – 4 June 2021

Organizer
Veranstalter



Honorary Sponsor
Ideeller Träger



Sales Partner
Vertriebspartner



content of glucosamine, which is used in the treatment of OA as a supplement, was also analyzed for the different samples.

June 3 – Peter Williams, Ph.D., senior nutritionist, Fluid Quip Technologies: “Corn fermentation protein: Novel grain-based, high-concentration, functional protein source”

There is a need to find alternative proteins to replace feed protein sources that are imported and associated with deforestation in the developing world. Corn fermentation protein (CFP) produced by mechanical means is a novel, high-concentration (54 %) protein product, suitable for use in companion animal, livestock and aquaculture feed formulation. This product is a derivative of the corn dry-grind ethanol industry, and unlike traditional ethanol co-product feed products, which have a reputation for being inconsistent in nutritional composition, CFP has a coefficient of variation of less than 6 % in proximate nutrient composition from different batches of the product from the same plant or between plants operating the same technology. CFP has been evaluated in livestock and aquaculture nutrition trials demonstrating its use as an alternative protein to replace soy-based concentrates and alternative corn grain-based protein concentrates with positive and significant benefits in performance. CFP is currently being used in formulations in feed for dogs, and Williams will present results on the impact on feed intake and stool consistency.

June 4 – Andrew Knight, Ph.D., professor of Animal Welfare and Ethics, and founding director of the University of Winchester Centre for Animal Welfare: “Consumer trends and expectations: Vegan and other alternative pet foods”

Global trends such as population growth, increasing competition for protein sources, environmental degradation and farmed animal welfare concerns are all driving plant-based pet food development. However, lack of evidence of nutritional sufficiency is inhibiting their uptake, interfering with the ability of some consumers to adopt pet foods more aligned with their values and the ability of the pet food sector to fully realize the potential of this emerging market, while also reducing its environmental footprint. Knight's team surveyed pet food manufacturers producing 19 meat-based and 10 vegan, almost vegan or vegetarian pet foods. Their findings indicated acceptable or superior standards at nearly all stages examined, and also the need for companies and regulators to implement a comprehensive range of best



Interzoo
digital

1 – 4 June 2021

Organizer
Veranstalter



Honorary Sponsor
Ideeller Träger



Sales Partner
Vertriebspartner



practices and communication models to reassure consumers about the nutritional soundness of products.

“Co-locating Petfood Forum Europe and Interzoo.digital creates new benefits for the pet food industry. We are very happy to jointly provide a new platform to discuss important trends in the pet food segment”, says Dr Rowena Arzt, Director Exhibitions at Interzoo organizer WZF.

“Producing an online Petfood Forum Europe webinar series in partnership with Interzoo.digital provides the global pet industry with a one-stop experience. We, too, are thrilled to join a new platform that will provide important nutrition and sustainability trends to the global pet food and treat market”, says Steve Akins, Executive Vice President Global Petfood and Events for WATT Global Media.

Exhibitor Service

On behalf of the organizer
NürnbergMesse
T +49 9 11 86 06-80 95
F +49 9 11 86 06-12 00 49
www.interzoo.com

Visitor Service

T +49 9 11 86 06-49 69
F +49 9 11 86 06-49 68
www.interzoo.com/participate

For all press releases, photos and videos, see the Newsroom at:
www.interzoo.com/news

Further services for journalists and media contacts:
www.interzoo.com/press

Interzoo.digital press contact

Dr Anja Wagner (PR Manager Interzoo)
T +49 6 11 447 553-17

Antje Schreiber (Press Spokesperson WZF/ZZF)



Interzoo digital

1 – 4 June 2021

Organizer
Veranstalter



Honorary Sponsor
Ideeller Träger



Sales Partner
Vertriebspartner



T +49 6 11 447 553-14

presse@zzf.de

Accreditation

Ariana Brandl (Press Office NürnbergMesse)

T +49 911 86 06-82 85

F +49 911 86 06-12 82 85

ariana.brandl@nuernbergmesse.de

www.interzoo.com/en/press/accreditation

WATT Global Media press contact

Nancy Batio (Director of Marketing, VEIP)

M +1 847 791 1698

nbatio@wattglobal.com

Information about WZF

WZF (Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH) organizes Interzoo in Nuremberg with the German Pet Trade and Industry Association ZZF (Zentralverband Zoologischer Fachbetriebe Deutschlands e.V) as the founder and honorary sponsor. It is the owner and organizer of the world's largest international trade fair for the pet industry. With more than 1,900 exhibitors and about 39,000 trade visitors from over 125 countries, Interzoo is the undisputed world's leading trade fair for pet supplies. WZF has appointed NürnbergMesse with the organization of Interzoo on its behalf.

WZF is a one hundred per cent subsidiary of ZZF. With its business fields trade fairs and events, media work and public relations, education and the issuing agency for identification markings for protected species WZF makes an important contribution to the economic and communicative development of the pet industry. **www.wzf-online.de**

Information about Petfood Forum Europe

Petfood Forum is organized and hosted by Petfood Industry magazine.

Both are owned by WATT Global Media, a full-service publishing and media company from Rockford, IL (USA) that provides exceptional business content and solutions to the agribusiness industry. As an industry



Interzoo *digital*

1 – 4 June 2021

Organizer
Veranstalter



Honorary Sponsor
Ideeller Träger



Sales Partner
Vertriebspartner



innovator, WATT Global Media has connected buyers and sellers in the poultry, pig, animal feed and pet food industries through its media channels for over 100 years. www.petfoodforumevents.com