

FOOD EXPORT ASSOCIATION OF THE MIDWEST USA AND FOOD EXPORT USA - NORTHEAST

# U.S. Feedlink

A publication highlighting information about the U.S. animal feed and pet food ingredients and additives industries

## Sustainability Meets Poultry – Ingredients Play a Role

As the world grapples with environmental changes, organizations large and small are tasked with finding ways to improve the entire supply chain with sustainable solutions, including the poultry industry.

Advanced data capture has helped nearly every industry, including the poultry industry, to benchmark their carbon footprint as a starting point to make more informed decisions about the type of feed and inputs they use and their corresponding environmental impact. In a recent article on feed and sustainability, Mia Lafontaine, sustainability manager at Trouw Nutrition noted that, in monogastric animal protein production (pigs & poultry), more than half of greenhouse gas emissions are linked to feed formulation.

With feed clearly playing the critical role in greenhouse gas emissions, new technology and ingredient solutions can be a game changer, including a hydrocarbon conversion process that turns agriculture raw materials into proteins, fats, enzymes and prebiotics by breaking down cellulosic feedstock into sugars. These alternative products are essentially waste by-products that might go to a landfill. Additionally, feed ingredients like prebiotics have shown significant opportunity to reduce antibiotic use in poultry.

Great Lakes Biosystems (GLB) is a manufacturer that doesn't consider itself in the business of sustainability. Tom Repp, product manager for GLB remarked "Our products are feed ingredients based on biostimulation. The healthier and more balanced we can make an animal system, the better that animal converts feed. Anecdotally we know that translates into less feed need and less methane production which in turn translates into a sustainability solution."

Feed emissions aren't the only form of sustainable benchmarks. Food waste is also a global issue contributing to sustainable food systems and egg breakage is food waste contributor. In the U.S., it is estimated that 3-12% of eggs are lost to breakage; and considerably more in developing nations. In discussions of quality feed ingredients, any products that can improve the quality of egg shells to prevent breakage can yield significant benchmark improvements related to food waste. On this front, a promising development in the area of eggshell formation is the use of micro-nutrition, achieved through mobilization of mineral reserves that play a role in eggshell thickness, strength and durability – specifically Vitamin D.

Sustainability is here to stay and everyone benefits from a supply chain that is more mindful of its resource usage. Organizations like the American Feed Industry Association (AFIA) and International Feed Industry Federation (IFIF) are both adopting sustainability initiatives to guide industry members in their process to develop tools to advance global sustainability practices and ensure consumers find reliable information.



Food  
Export  
Midwest USA



Food  
Export USA  
Northeast

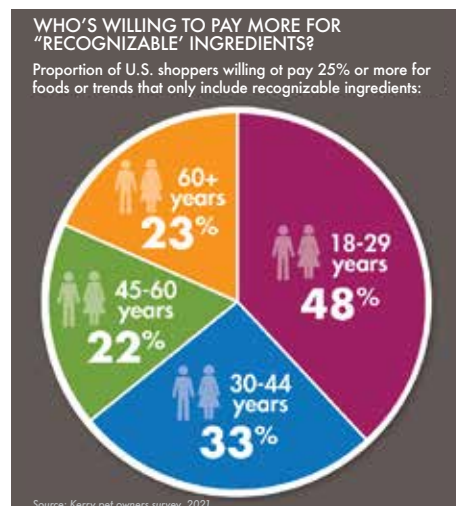
Clean label isn't just a rally call for consumer food, but for pet food as well. In a recent survey of 330 U.S. dog and cat owners, 90% said they believe it's important to read ingredient labels before purchasing a pet food or treat. Eighty-six percent said they're more likely to purchase a pet food or treat if they can recognize most of the ingredients

The U.S. Food and Drug Administration (FDA) regulates the manufacturing and labeling of pet food and all of its ingredients. This stringent regulation works to assure safety, quality and truthfulness in labeling, including guidelines for making specific claims related to health or nutrition benefits.

According to the Pet Food Institute, veterinary researchers have identified more than 40 essential nutrients for cats and dogs including vitamins, minerals, essential fatty acids, protein and amino acids. Ingredients might include main source proteins such as meat, poultry, fish, meat by-products, poultry by-products and meals. These protein sources might come from beef, pork, lamb, poultry, bison, shrimp, fish and even alligator. Other products include corn, wheat, grains, peas, carrots, potatoes, other vegetables, fruit, oils, vitamins, minerals and amino acids along with functional ingredients for digestibility, flavor and shape.

Ingredient categories like colorants, antimicrobials, synthetics and antioxidants pose the biggest difficulties, but ingredient manufacturers and nutritionists are meeting the challenge head on. Advances in natural ingredients like iron oxides and fruit and vegetable concentrates are replacing traditional colored dyes and natural fermentation processes and new technology is helping to replace acetates, sorbates and propionates.

Ask your pet food ingredient manufacturer what they are doing to adopt more natural and sustainable ingredients or ask us how we can help you find a clean label supply partner.



## PET FOOD INGREDIENTS Growth in clean label trend for pet food



listed on the label, and one-third are willing to pay more for pet food or treats that only include recognizable ingredients. (Source: Pet Owners Survey by Kerry, 2021)

Label-reading, health-conscious pet food consumers are here to stay, so what qualifies as a "clean label" needs to be understood. Clean concepts can include: all-natural preservatives, non-grain carbohydrate sources, non-GMO ingredients, natural colors and flavors, limited ingredient diets, no by-product protein sources, organic, vegetarian, vegan, locally sourced or made in the U.S.

Clean label often starts with ingredient replacement. Ingredient categories like colorants, antimicrobials, synthetics and antioxidants pose the biggest difficulties, but ingredient manufacturers and nutritionists are meeting the challenge head on. Feed ingredient company RIBUS offers Nu-RICE, a patented hypoallergenic extract from rice bran which can offer a clean label solution for the replacement of Soy Lecithin and Mono/Diglycerides. Additionally, advances in natural ingredients like iron oxides and fruit and vegetable concentrates are replacing traditional colored dyes and natural fermentation processes and new technology is helping to replace acetates, sorbates and propionates.

### EVENT HIGHLIGHT: IPPE 2022

Jan 25-27 | Atlanta, Georgia | [ippexpo.org](http://ippexpo.org)

IPPE is the world's largest annual display of technology, equipment, supplies, and services used in the production and processing of eggs, meat, and poultry and those involved in feed manufacturing. All segments of the industry are represented: feed milling, hatchery, live production, processing, further processing, marketing, and all support activities.

If you are interested in participating at an in-person feed ingredients event with us in 2022, please contact [info@foodexport.org](mailto:info@foodexport.org).

# 10 reasons to consider postbiotics in pet food

- 1 Yeast culture-based products are AAFCO approved.
- 2 Postbiotics offer excellent utility.
- 3 They are a multi-faceted ingredient.
- 4 A growing and specific body of evidence.
- 5 Postbiotics support gut health.
- 6 Optimized immunity.
- 7 Improved vitality.
- 8 Highly palatable and preferred.
- 9 Positive label optics.
- 10 Supports human-animal bond.

Excerpted from Tech Talk at Petfood Forum 2021 by Sharon Norton, Ph.D., director of companion animal research and technical support at Diamond V.

“My trip to Atlanta as guest of Food Export Buyer’s Mission to the IPPE was an excellent experience and a good opportunity to interact with people and companies related to our line of business. Besides meeting with known people and companies, I was able to contact new ones that have added to our portfolio and that will surely mean additional business for all involved.”

Humberto Ciffoni | Manager  
Penta | Chile

## featured products



For more information about these or other featured products please email: [feedlink@foodexport.org](mailto:feedlink@foodexport.org)

### ColorEZE Natural Colors IFC Solutions | Linden, New Jersey

Consumers shop with their eyes and ColorEZE Natural products are heat stable to be used with extruded products and offer a bright and eye-catching finished product for pet products using natural dye sources from fruits and vegetables. Colors come in powders, liquids, and pastes. [ifc-solutions.com](http://ifc-solutions.com)



### Nu-RICE® RIBUS, Inc. | St. Louis, Missouri

Nu-RICE® is a patented hypoallergenic extract from rice bran that helps hydrate and emulsify ingredients to create easier and faster processing of extruded products, improving water distribution, uniformity and texture allowing the replacement of Soy Lecithin and Mono/Diglycerides. [ribus.com](http://ribus.com)

### MINERALATE-Cr 0.4% Nutech Biosciences Inc. Oneida, New York

Mineralate-Cr 0.4% is Chromium Propionate that can safely be used in animal feed as a source of supplemental chromium for all classes of swine, cattle, poultry and adult horses for feed and manufacturing formulations. [nutechbiosciences.com](http://nutechbiosciences.com)



### SCD Digestive Health for Dogs SCD Probiotics | Kansas City, Missouri

SCD Digestive Health for Dogs is a specially formulated probiotic for a dog's shorter, more acidic digestive system. Independent studies show resolution of diarrhea and constipation in canines with GI issues, when applied directly to animal food. [scdprobiotics.com](http://scdprobiotics.com)



### Fermacto PetaG, Inc. | Hampshire, Illinois

Fermacto™ is a natural prebiotic Aspergillus sp. meal proven to help establish a beneficial microbial balance, promote early intestinal maturity, increase nutritional efficiency and promote lower cost, higher profit, healthy & faster growth in poultry. [petag.com](http://petag.com)



### Iron Clad Complete Great Lakes Bio Systems, Inc. Sturtevant, Wisconsin

Iron Clad Complete helps chicks get a head start by modulating the immune system through bio-stimulation and helping to establish and maintain a strong gut microbiota. [greatlakesbiosystems.com](http://greatlakesbiosystems.com)



## news & trends

### Traceability Leads to Sustainability

Alexander Döring, secretary general European Feed Manufacturers Federation (FEFAC) has recently noted that advanced traceability initiatives have driven an increase in supply chain efficiency and cut losses due to court claims for feed producers. These ongoing traceability initiatives have advanced food safety and are expected to increase sustainability programs.

### FSMA Provides Updates to Pet Food Rules and Regulations

The Food Safety Modernization Act (FSMA) has established many rules and regulations for pet food manufacturers and recently required the Food and Drug Administration (FDA) to establish the Preventive Controls for Animal Food (PCAF) rule, which establishes Current Good Manufacturing Practices (CGMPs).



### New African Swine Fever Cases Reported, Including the Caribbean

China has a new outbreak of African swine fever (ASF) in domestic pigs. Cases have also been reported in Russia's Far East. The disease has also been reported in swine and/or wild boars in the Dominican Republic, the Philippines, Indonesia, and South Korean provinces.



### AAFCO Says More Data Needed on Safety and Efficacy Of Hemp Products for Feed

The Association of American Feed Control Officials (AAFCO) is encouraging continued research of hemp and hemp byproducts, including whole hemp plants, hemp seed oil, CBD and other cannabinoids for use in animal feed and pet food. When data gathering is complete, the AAFCO can formally define the ingredients and provide standards for safe pet food and livestock feed.

### Global Methane Pledge Calls for Decreased Methane Emissions

The United States-European Union Global Methane Pledge calls for the use of scientific innovation to cut methane emissions by 30% below 2020 levels by 2030. American Feed Industry Association and European Compound Feed Manufacturers' Federation Consider this pledge an opportunity for regulators to modernize their existing regulatory requirements to incorporate innovative feed ingredients and implement strategies that are proven to significantly minimize methane emissions from enteric fermentation along with other mitigation strategies.

### Europe's Poultry Processing Sectors Facing Supply Shortages

Poultry producers face a shortage of CO<sub>2</sub> supplies, resulting from the shutdown of fertilizer factories, from which CO<sub>2</sub> is a byproduct. CO<sub>2</sub> is used in slaughter, as well as vacuum packaging. Supply shortages will create ripple effects across the supply chain including suppliers not scheduling deliveries more than 24 hours in advance.

## USFeedlink

**Tim Hamilton**  
Executive Director

**Greg Cohen**  
Communications Manager

**Teresa Miller**  
Strategic Partnerships Manager

### FOOD EXPORT ASSOCIATION OF THE MIDWEST USA

309 W. Washington Suite 600  
Chicago, IL 60606  
T: 312/334-9200  
F: 312/334-9230  
[www.foodexport.org](http://www.foodexport.org)  
[info@foodexport.org](mailto:info@foodexport.org)

**Brendan Wilson**  
International Marketing Program  
Manager - Midwest

### FOOD EXPORT USA- NORTHEAST

One Penn Center  
1617 J.F.K. Boulevard, Suite 420  
Philadelphia, PA 19103  
T: 215/829-9111  
F: 215/829-9777  
[www.foodexport.org](http://www.foodexport.org)  
[info@foodexport.org](mailto:info@foodexport.org)

**Andrew Haught**  
International Marketing Program  
Manager - Northeast

### SUBSCRIPTIONS

U.S.Feedlink is available in many countries around the world. Find out how to access the newsletter in your country by sending an e-mail to [info@foodexport.org](mailto:info@foodexport.org).



## MISSION STATEMENT

U.S.Feedlink is brought to you by the Food Export Association of the Midwest USA and Food Export USA-Northeast, two state regional trade groups located in the U.S. that promote exports of U.S. food and agriculture. U.S.Feedlink was created to provide readers credible data and information in an easy-to-read format.

Food Export-Midwest and Food Export-Northeast administer many services through Market Access Program (MAP) funding from the Foreign Agricultural Service (FAS) of the USDA. Persons with disabilities who require reasonable accommodations or alternate means of communication of program information should contact us. Additionally, program information may be made available in languages other than English. Food Export-Midwest and Food Export-Northeast prohibit discrimination in all their programs and activities on the basis of race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, familial/parental status, income derived from a public assistance program, political beliefs, reprisal or retaliation for prior civil rights activity. To file a program discrimination complaint, go to <https://www.ascr.usda.gov/filing-program-discrimination-complaint-usda-customer>. Food Export-Midwest and Food Export-Northeast are equal opportunity employers and providers. Food Export-Midwest and Food Export-Northeast do not tolerate fraud and are vigilant in preventing fraud in any of their programs. Food Export-Midwest and Food Export-Northeast reserve the sole right to accept or deny companies into their programs. For complete participation policies and our code of ethics, visit: [www.foodexport.org/termsandconditions](http://www.foodexport.org/termsandconditions).

## events

### November 2021

- VIV MEA, Abu Dhabi, UAE

### January 2022

- Buyers Mission, IPPE, Atlanta, Georgia

### March 2022

- Buyers Mission, Global Pet Expo, Orlando, Florida

### May 2022

- Buyers Mission, Pet Food Forum, Kansas City, Missouri

### June 2022

- Buyers Mission, World Pork Expo, Des Moines, Iowa

### October 2022

- Buyers Mission, World Dairy Expo, Madison, Wisconsin.

*Event dates subject to change.*