

MORE PAMPERING. MORE NATURAL. **MORE SALES.**

# Add appeal to your pet foods



**Australians love their pets.** In fact, in 2016, almost 4 in 10 households had a dog,<sup>1</sup> with 3 in 10 having a cat<sup>2</sup> and they are very much **considered part of the family.**

Pet owners are becoming increasingly educated and discerning, looking for premium ingredients to support their pet's health. They are looking for less processed, all-natural and grain-free products which they perceive as healthier choices. Pampering is on the rise, with treats and mixers the most dynamic category and premiumisation and pet humanisation also growing trends in both dog and cat food markets.<sup>1,2</sup>

Work with Ingredion to boost fibre, support digestive health, improve textures or add appeal in your petfood offerings. Tap into the health and wellness trend for furry friends too. **It all starts here.**

HEALTH & NUTRITION™ 

Ingredion  
**idea labs**   
IDEAS TO SOLUTIONS



## Pet food, treats and animal feed

Starches and gums for canned, semi-moist, dry kibble pet food and pet treats; prebiotic fibre for companion and consumption animal applications.

APPLICATION	KEY FUNCTIONALITY	INGREDIENT RECOMMENDS	USAGE LEVEL	LABEL	ADDITIONAL FEATURES
Canned Pet Food/Formed Meat Pieces/ Chub Rolls	Provide firmness and structure/ prevent separation	NOVATION® 3300	1 – 3%	Tapioca Starch	Clean label, instant high viscosity potato starch which provides firmness and structure, preventing water and fat separation before and during cooking.
		FIRM-TEX®	3 – 4%	Food Starch Modified	Provides firmness and structure, with excellent water and fat binding abilities.
		NATIONAL® FRIGEX HV	3 – 4%	Modified Tapioca	Provides firmness and structure, with excellent water and fat binding abilities.
		NOVATION® 1900	1 – 3%	Potato Starch	Clean label, cook up high viscosity potato starch which provides firmness and structure. Prevents water and fat separation before and during cooking.
		N-HANCE® 59	1 – 3%	Potato Starch	Clean label, cook up high viscosity potato starch which provides firmness and structure. Prevents water and fat separation before and during cooking.
Canned Pet Food Gravies	End (final) gravy viscosity	NOVATION® Prima 300/600	3 – 4%	Corn Starch	Clean label corn starch which maintains viscosity during filling and retorting, improves visual appearance (sheen and clarity), and is stable throughout extended shelf-life.
		NOVATION® 8600	3 – 4%	Rice Starch	Clean label rice starch which maintains viscosity during filling and retorting, improves visual appearance (sheen and clarity), and is stable throughout extended shelf-life.
		NOVATION® 3300	3 – 5%	Tapioca Starch	Clean label tapioca starch which maintains viscosity during filling and retorting, improves visual appearance (sheen and clarity), and is stable throughout extended shelf-life.
		NATIONAL® FRIGEX HV	3 – 5%	Food Starch Modified	Maintains viscosity during filling and retorting, improves visual appearance (sheen and clarity), and is stable throughout extended shelf-life.





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Canned Loaf Types	Gelling/water and fat binding	ELASTIGEL™ 1000J	1 - 5%	Food Starch Modified	Provides structure and gel, low hot viscosity, and sets in the can to form loaf upon cooling.
Semi-Moist Pet Foods	Binding/extrusion aid	ULTRA-TEX® 4	1 - 3%	Food Starch Modified	Instant moderate viscosity thickener which, improves machinability, retains moisture.
		NOVATION® 4600	1 - 3%	Corn Starch	Instant moderate viscosity clean label thickener, improves machinability, retains moisture.
		TEXTAID® A	1 - 3%	Food Starch Modified	Instant moderate-high viscosity thickener which improves machinability, retains moisture, and has good binding properties.
		PURITY™ ALPHA 805	5 - 15%	Rice Starch	Instant moderate viscosity thickener which improves machinability and retains moisture.
Dry Pet Food & Treats (Extruded)	Provides Structure/Texture	GELOSE 80	5 - 10%	Corn Starch	Provides structure and strength, reduces breakage, increases chew time.
		CRISP FILM™	5 - 10%	Food Starch Modified	Provides structure and strength, reduces breakage, increases chew time.
		HI-MAIZE® 260	5 - 10%	Corn Starch	Provides structure and strength, reduces breakage, increases chew time. Contains 60% total dietary fibre. Can increase crisp texture.
		NOVELOSE® 3490	5 - 10%	Food Starch Modified	Provides structure and strength, reduces breakage, increases chew time. Contains 80% total dietary fibre. Can increase crisp texture.
		HEMOCRAFT® CREATE FABA BEAN FLOUR 3103	5 - 30%	Faba Bean Flour	Plant based option and an alternate base to rice or tapioca. Aids in expansion.
		PURITY™ ALPHA 805	5 - 15%	Rice Starch	Soft structure, improves stability, retains moisture.
		ELASTIGEL™ 1000J	5 - 10%	Food Starch Modified	Provides structure and strength, reduces breakage, increases chew time.



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Dry Pellet Base	Main bulk base source for treats	HEMECRAFT® CREATE 890	5 – 25%	Rice Flour	Bulk base, alternate to wheat flour. Provides structure and strength, reduces breakage, increases chew time, and retains moisture.
		TAPIOCA STARCH	5 – 60%	Tapioca Starch	Bulk base, alternate to wheat flour. Provides structure and strength, reduces breakage, increases chew time, and retains moisture.
		HEMECRAFT® CREATE FABA BEAN FLOUR 3101	5 – 60%	Faba Bean Flour	Bulk base, alternate to wheat flour. Provides structure and strength, reduces breakage, increases chew time, and retains moisture.
		HEMECRAFT® CREATE CHICKPEA FLOUR 4101	3 – 15%	Chickpea Flour	Provides structure and strength, reduces breakage, increases chew time, and has great moisture retention.
Pet Biscuits	Provides structure/texture	PURITY™ ALPHA 805	5 – 15%	Rice Starch	Provides structure and strength, reduces breakage.
		NOVATION® 1900	5 – 15%	Potato Starch	Provides structure and strength, reduces breakage, and produces crisp texture.
		N-HANCE® 59	5 – 15%	Potato Starch	Provides structure and strength, reduces breakage, and produces crisp texture.
Nutrition – Dog & Cat Food	Prebiotic and digestive health-increased production of Short Chain Fatty Acids in large intestine	FORTIFEED®	Dogs: 0.5-1.5% of formula Cats: 0.5-1% of formula	Fructo-oligosaccharide	Scientifically shown to support digestive and immune health, and help prevent laminitis.
Nutrition – Dog & Cat Food	Fibre Fortification	HI-MAIZE® 260	10 – 40%	Corn Starch	Can be used to boost total dietary fibre content of pet food. Contains 60% total dietary fibre.
		NOVELOSE® 3490	10 – 40%	Food Starch Modified	Can be used to boost total dietary fibre content of pet food. Contains 80% total dietary fibre.
Nutrition – Equine	Promotes growth	FORTIFEED®	High Stress (racing) 20g-30g/day Senior & brood mares: 12g-15g/day Foals: 8g-10g/day	Fructo-oligosaccharide	Scientifically shown to support digestive and immune health, and help prevent laminitis.





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Nutrition Aquaculture – Fish Feed	Promotes growth	FORTIFEED®	0.02-0.05% depending on application	Fructo-oligosaccharide	Helps control nitrogen waste. Enhances resistance to pathogen such as Vibrio and lessens black spots. Increases immune/disease response by optimising gut microflora. Improves prawn performance & increases production levels.
Nutrition – Poultry	Promotes growth	FORTIFEED®	Chicks: 0.06-0.15% Broilers: 0.05-0.8% Layers: 0.05-0.8% Turkeys: 0.4-2%	Fructo-oligosaccharide	Improved microflora balance by selectively stimulating beneficial bacteria and excluding pathogens like Salmonella. Improved cecal SCFA in turkeys. Reduction in the quantity of dirty eggs due to fewer cecal droppings. Reduction in salmonella contamination risk due to microflora modification.
Nutrition – Cattle	Promotes growth	FORTIFEED®	5g-7g/day in calves or cattle	Fructo-oligosaccharide	Improves digestive health by altering intestinal conditions, such as pH, fatty acids, microbial content and activity. Positive impact on feed efficiency, increasing growth performance and average daily weight gain (ADG). Increased volatile fatty acid production. Increased microbial activity. Balances microbiota by reducing pathogens and increasing beneficial bacteria.
Nutrition – Swine	Promotes growth	FORTIFEED®	Piglet: 0.15-0.25% Weaned pigs: 0.18-0.28% Sows: 2g/day	Fructo-oligosaccharide	Increases growth performance and average daily weight gain (ADG). Healthier intestinal lining and higher beneficial bacteria counts. Promotes intestinal bacteria changes and increased bacterial fermentation.

#### REFERENCES:

1. Dog Food in Australia, Euromonitor International, May 2017
2. Cat Food in Australia, Euromonitor International, May 2017

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