An Alliance to Better Fund and Focus Research to Meet Pet Food Market Needs

PET FOOD ALLIANCE
Rendering | Innovation | Research
Sponsored by the Fats and Protein Research Foundation

Colorado State University
Most Important Information....

Wifi Network: *Hilton Honors Meeting*
Password: *embassymtg*

*Food and Drinks available at the back of the room.*
Mission of the Fats and Protein Research Foundation

• **Fund research to help ensure a strong future for rendering industry and industry partners**
  - Enhance current uses of rendered products
  - Improve rendering process
  - Develop novel applications

• **Previous successful ventures in FPRF research funding** → significant advances in industry

• **Need to enhance and develop additional research relationships**
  - Develop collaborative relationships with pet food industry
  - Increase funding resources
  - Expanding ideas
A Paradigm Shift to Funding Research

Current research models are often untargeted
• Rely on researchers to postulate challenges and solutions
• Sometimes exclude new researchers with limited industry experience
  – Slower adoption of new technologies?
  – Limits development of solutions?

Rendering and pet food industries particularly suffer due to limited expertise and understanding of industry nuances
• Many researchers have limited understanding of industry challenges—how can they help??
Expanding Ideas and Forming Collaborations

Two pivotal ideas to maximize research potential:
- *Research should be* **guided** *by industry input*
- *Develop collaborative relationships* **among** *researchers*

Impactful research requires “all players at the table”
Alliance for Research and Innovation in the Rendering and Pet Food Industries

The FPRF Pet Food Alliance at Colorado State University relies on transdisciplinary collaboration and participation.

Bring members of pet food, meat and rendering industries together with researchers:

- Collaboratively identify research challenges
- Discuss realistic and implementable solutions
- Explore novel funding mechanisms
Inaugural Meeting at Colorado State University

Stakeholders from pet food, rendering, and academia:
- Darling, Nestle Purina, Seaboard, Tyson Foods, Diamond Pet Foods, Sanimax, Pilgrim’s Pride, CFS North America, Corbion, Pet Food Institute, Smithfield, Mississippi State University, Iowa State University, Clemson

Primary goals:
- Extend and build networks
- Identify research challenges
- Discuss research priorities
Identifying Research Challenges

In order to collaboratively address challenges, it is important to identify challenges for each sector.

Pre-meeting survey distributed to have attendees identify challenges specific to their sector:
- Packer
- Pet Food Industry
- Rendering Industry
- Academia

Attendees voted on and discussed top challenges in small groups.
Top Packer Challenges

1. Perception of the quality of raw materials
2. Regulatory (FSMA enforcement)
3. Accuracy of analytical testing
4. Value determination
5. Export Market and Strength of the U.S. Dollar
6. World Political Unrest
7. Millennial's Pet Food Demands
8. Nutritional Information
9. Oxidation Testing—Identifying New Markers
10. *Salmonella* control
11. Labeling
Top Pet Food Challenges

1. Pathogen-free tallow
2. Reduced pathogen levels in meat and poultry by-products
3. Animal fats and their relative risk of *Salmonella*
4. Regulatory challenges
5. Limited research data for any category of pet food
6. Consumer/customer demands and misinformation
7. Detectability of species specific DNA
8. Economically motivated adulteration
9. Presence of veterinary drugs
10. Rancidity/sensory characteristics
Top Rendering Challenges

1. Veterinary Feed Directive
2. Antimicrobial Resistance
3. Rapidly evolving pet food industry
4. Labor shortage
5. Cost of energy
6. Meeting near food grade regulations
7. Antioxidant efficacy
8. Odor inhibitors
Top Academia Challenges

1. Research funding
2. Public perception of animal use (in research)
3. Research freedom
4. Clarity on industry challenges/access to industry professionals
5. Funding for students (in addition to research)
6. Access to pet food related internships
7. Availability of new faculty with pet food experience
8. Food-grade rendered products
Small Group Discussion of Top Challenges

1. Perception of Raw Material Quality
2. Ensuring RTE Status from “Cooker to Kibble”
3. Charity on Industry Challenges/Access to Industry
4. Oxidation Testing
5. Relative Risk of Salmonella
Small Group Priorities

Establish best practices for:
- Transportation and cleaning of transport vehicles
- Sampling bulk liquids

Clarity on Industry Challenges/Access to Industry:
- Engage multidisciplinary players—expand research access
- Clarify opportunities and exchange information—symposia, tours, online courses, etc.
- Collaborative—and more competitive—research proposals

Oxidation Testing:
- Alliance to host Oxidation Symposium (Spring 2018)

Relative Risk of Salmonella
- Short Term Goals: Publish white paper of common sampling and analytical methods
- Long term Goals: Completion of risk assessment
Fall 2017 Meeting at Colorado State University

Sponsored by the Fats and Protein Research Foundation
Attendees

Building networks is one of the primary goals of the Alliance—as such, attendee lists will be provided at the conclusion of the meeting.
Working Group Priorities
Salmonella Working Group

Priorities
• FEDIOL Gap analysis survey
• Relative risk → micro testing surveillance
• Validate/verify tanker washing

Actions Since Meeting
• Drafted and released 2 Requests for Proposals (available on PFA website)
Sustainability of Rendering Working Group

Redefine different components of rendering
• Eliminating use of “by-products”
• Don’t call rendering ingredients inedible
• Protein conversion/ingredient conversion versus rendering

Who will be our future consumer?

Can we do today what we think is impossible---are we willing to change?
• Comply with human safety standards?

Develop new products, for different markets
• Innovation

Generational Engagement
• Educate, attract, and retain
• Leadership Development Program
Public Perception Working Group

Pet food companies are locked into regulatory terms from the 1960s
• Changing policy standards and definitions used in policy

Consumer focus groups
• Determine consensus
Oxidation Working Group

Oxidation methods
- Are we using the right test?
- Need for a simple, effective, rapid test

More input from pet food industry needed
- What is the basis for pet food company specs?

Education of the Industry
- Determine a realistic “endpoint”
- Emphasize partnership of suppliers and pet food processors
What would you like to get from this meeting?
Today.....
Summer 2018 Meeting

Continued discussion on cross-cutting challenges
- Oxidation and product quality
- Product safety (Chemical, Physical, and Biological Challenges)

Build new networks and collaborations

Identify new research funding mechanisms
Alliance for Research and Innovation in the Rendering and Pet Food Industries

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