

Petfood Forum Europe 2017 Schedule and Program

13 June, 2017, Koelnmesse, Cologne, Germany. To register click [here](#).

Time:	Topic:
8:00-9:00	Registration and check-in, coffee available at 8:30
9:00-9:10	Welcome
9:10-10:00	Opening session: Update on sales, trends and innovations for the global and European pet food markets – Paula Flores, global head of pet care research for Euromonitor International
10:00-10:30	Understanding pet owners and their nutritional knowledge – Sarah-Jane Godfrey, technical marketing manager for DSM Nutritional Products
10:30-11:00	Coffee break, FVG Select expo floor
11:00-11:30	Tackling dogs' age-related cognitive decline with polyphenols – Anne LePoudere, R&D manager for Vivae-Diana Pet Food
11:30-12:00	Are you ready for the next pet food trend? – Galen Rokey, director of process technology, Companion Animal Division of Wenger Manufacturing
12:00-13:00	Buffet lunch, FVG Select expo floor
13:00-13:30	Protein in pet food: high, low – which way should you go? – Jennifer Adolphe, PhD, senior nutritionist for Petcurean
13:30-14:00	The freeze-dried phenomenon: next stop Europe – Calvin Smith, director of Pet Nutrition NZ
14:00-14:30	Effects of prebiotic, inulin-type fructans in overweight dogs – Franka Neumer, PhD, manager of nutrition science for Beneo
14:30-15:00	Increasing pet food process energy efficiency with dryer automation – Anders Haubjerg, PhD, senior engineer, technology and business development, for Graintec A/S
15:00-15:30	Coffee break, FVG Select expo floor
15:45-16:15	Novel ingredient to treat hip dysplasia in dogs – Erena Gil-Quintana, PhD, quality and R&D technician for Eggново SL
16:15-16:45	Tracing the mineral profile of dry dog food to support formulation decisions – Ana Margarida Pereira, PhD student at University of Porto
17:15-19:00	Reception, FVG Select expo floor (open to all delegates and exhibitors)

Please read the summaries of the presentations below.

Opening session: Update on sales, trends and innovations for the global and European pet food markets – Paula Flores, global head of pet care research for Euromonitor International, provides the latest sales data, projections and trends for the global and European pet food and pet care markets. Which markets in Western and Eastern Europe are growing the fastest, and which are slowing down? What are the latest pet food innovations and trends to watch? Flores gives an update on this dynamic industry.

Flores joined Euromonitor in June 2008 as a research analyst. In her current post, she has direct responsibility over the content and quality of Euromonitor's pet care research, which provides strategic analysis and industry insights for 54 countries around the world. Flores has a degree in law from the University of Lisbon and a master degree in market research from Westminster University. She has published articles in magazines such as *Petfood Industry*, *Pets International* and *Campaign Asia*, and participated in the BBC Fast Track program.

Understanding pet owners and their nutritional knowledge – Sarah-Jane Godfrey, technical marketing manager for DSM Nutritional Products, highlights the importance for pet food and treat manufacturers in today's increasingly competitive marketplace to understand what owners seek for their pets and the nutritional insights driving their pet food purchasing decisions. She presents results from an exclusive study conducted in the EU (UK, Spain and Germany) that investigated what functional benefits are attractive to pet owners and which ingredients and benefits they are familiar with, including regional or country differences in pet owner attitudes and nutritional understanding.

Godfrey serves as DSM's European region technical marketing manager for companion animals. She joined the company in 2006, starting in marketing and technical support, then progressing to a more commercial role with key account management responsibilities, where she focused on the specialty feed sector (pet and equine) in a business development role before taking on her current position. Previously, Godfrey worked for a UK feed compounder as a monogastric nutritionist. She is an animal science graduate from Nottingham University, UK.

Tackling dogs' age-related cognitive decline with polyphenols – Anne LePoudere, R&D manager for Vivae-Diana Pet Food, describes the cognitive deficits frequently appearing in dogs of advanced age, resulting from an oxidative stress targeting various organs, particularly the brain. Nutritional strategies focused on preventing this oxidative stress may prevent age-related cognitive changes. LePoudere and her team undertook a long-term project to study a combination of polyphenols from blueberry and grape extract, specifically formulated for its antioxidant properties. She shares how the research demonstrated the metabolic efficacy of this mix and its benefits on old dogs' cognitive abilities.

Graduated as an agricultural engineer, LePoudere started her career in the feed industry as a swine nutritionist for five years. She then joined Mars Petcare to lead several projects on pet feeding behavior. After nearly three years, she moved to a dairy company where she was in charge of developing dairy proteins and functional blends for the food market. She joined Diana Pet Food and its Vivae brand in. She holds a degree from ESITPA.

Are you ready for the next pet food trend? – Galen Rokey, director of process technology, companion animal division of Wenger Manufacturing, explains how multiple trends, sustainable and not-so-sustainable, populate the pet food market landscape today and are very likely to continue. What do pet food manufacturers require of their process systems to flex enough to meet these market demands? To identify bottlenecks and implement solutions, pet food producers need to analyze recipe and ingredient considerations, hardware specifications, operating parameters and final product specifications.

After completing a course of study in the chemistry option of grain science and management, Rokey graduated from Kansas State University with a bachelor of science degree and joined Wenger Manufacturing. He brings 44 years of laboratory, extrusion process and research experience to his current position. Rokey travels extensively, both domestically and internationally, assisting clients with process issues and providing both classroom and hands-on training regarding the latest in extrusion and drying technology.

Protein in pet food: hot or not? – Jennifer Adolphe, PhD, senior nutritionist for Petcurean, presents the advantages and disadvantage of high-protein diets for healthy pets based on the latest research. Protein is currently one of the hottest nutrients in the pet food industry, fueled by the idea that our pets' wild ancestors consumed a diet high in protein and low in carbohydrate. However, new evidence suggests that a high-protein diet may not be suitable for all pets. Adolphe discusses the health conditions for which a high- or low-protein diet may be recommended or contraindicated and the opportunities and challenges with using more environmentally friendly protein ingredients.

Adolphe graduated with her PhD in companion animal nutrition from the Western College of Veterinary Medicine at the University of Saskatchewan. She has a master of science degree in human nutrition and is a registered dietitian. Adolphe is the recipient of over 20 awards and scholarships for her academic work and has numerous peer-reviewed publications, along with extensive speaking experience. She has received her Competent Communicator certificate from Toastmasters International.

The freeze-dried phenomenon: next stop Europe – Calvin Smith, director of Pet Nutrition NZ, offers insights on new product development in freeze-dried pet food. This category has emerged as the fastest growing niche in the influential US pet food market, growing at over 60 percent a year with annual sales over US\$190 million and driven by the desire for high meat inclusion. Europe has been a leader in high meat inclusion pet foods, yet the freeze-dried phenomenon is still in its infancy in Europe, on the cusp of emerging. Smith describes the many unique characteristics of freeze-dried pet foods that require careful consideration when launching into this niche.

Smith is a New Zealand-based businessman with a background in entrepreneurship and investment banking. His current company offers exclusive pet nutrition solutions to retailers and brand owners globally, focusing on providing New Zealand proteins and omega 3s in a freeze-dried or canned form. Previously, Smith served as CEO of K9 Natural Food, which grew under his leadership from a startup to a medium-sized business, earning recognition in 2011 as New Zealand's fifth fastest growing business. K9 Natural is now exporting from Christchurch to 19 countries throughout Asia, US, Canada, Europe and Australasia and is known worldwide as a leader in pet nutrition. Smith also spent 16 years in investment banking in New Zealand, Singapore, Tokyo and London, culminating in his becoming managing director at Credit Suisse

First Boston in London. Since returning to New Zealand in 2007, he has been actively involved with several startup businesses.

Effects of prebiotic, inulin-type fructans in overweight dogs – Karel Thurman, head of the animal nutrition division of Beneo, shares results of a study to investigate the “second-meal effect” of a prebiotic blend of inulin-type fructans in curbing postprandial glycemic responses as a possible weapon in the fight against pet obesity. Many studies have shown the ability of dietary fibers or prebiotics to alter the blood glucose and hormone responses often associated with obesity, but some have suggested that certain prebiotics, when consumed at an early meal, can even curb the responses after a second meal consumed hours later. Until this study, little research had been performed in dogs using modern high-throughput DNA-sequencing. This research also studied the effects of prebiotics on fecal microbiota, metabolites and bile acids.

Thurman holds a master’s degree in bioscience engineering from the University of Leuven in Belgium and has over 10 years of experience in the field of animal nutrition. As head of the animal nutrition division of Beneo, he has expertise in the use of inulin and oligofructose in animal diets.

Increasing pet food process energy efficiency with dryer automation – Anders Haubjerg, PhD, senior engineer, technology and business development for Graittec A/S, discusses how hot air drying accounts for almost 50 percent of the total energy consumption in dry pet food production. While opportunities to reduce gas consumption of dryers are often overlooked because producers are concerned about compromising process or product integrity, today’s shifting production conditions mean you need to optimize online airflow. By implementing dryer automation in extruded pet food production, you can realize annual gas savings.

Haubjerg earned a bachelor of science in chemical engineering from the University of Southern Denmark, a master of science in the same field from University College Dublin and University of Southern Denmark and an industrial PhD, focusing on securing technical product quality in the energy-efficient hot-air drying of extruded fish feed. Prior to joining Graittec, he served as a process engineer at Maersk Oil A/S and has five years of experience in the field of simulation and modeling of heat and mass transport phenomena. Haubjerg has authored numerous scientific articles on mechanical durability and energy efficiency in extruded feed production and was awarded best poster presentation awarded at the International Drying Symposium in 2014.

Novel ingredient to treat hip dysplasia in dogs – Erena Gil-Quintana, PhD, quality and R&D technician for Eggnovo SL, describes a study conducted on arthritic dogs to evaluate the therapeutic efficacy of a potential new ingredient, eggshell membrane, and determine its tolerability and safety. Osteoarthritis and hip dysplasia are chronic, degenerative and inflammatory diseases that affect the synovial joints of dogs. The research reports the clinical evaluation of joint mobility in dogs with hip dysplasia given a new nutritional supplement from eggshell membrane, the thin layer between the eggshell and the yolk of hens’ eggs that naturally contains collagen, hyaluronic acid, glucosamine, chondroitin and lysozyme.

Gil-Quintana earned a degree in biology, a master’s degree and a doctorate in environmental agrobiolgy from the Public University of Navarre, Spain. Her thesis aimed at understanding the regulation of the symbiotic nitrogen fixation in drought-stressed legumes (soybean and the model legume *Medicago truncatula*). During her studies, she carried out two research stays, one with the Scottish Crop Research Institute (UK) and the other with the University of Vienna (Austria).

Tracing the mineral profile of dry dog food to support formulation decisions – Ana Margarida Pereira, PhD student at University of Porto, shares results of research to compare measured minerals in dry dog foods to the legal limits, product labeled values and the dog's nutritional requirements. To date, only very limited data on the mineral profile of dog foods has been available, and the commonly used tabulated data of feed ingredients does not consider the batch-to-batch variability nor the eventual effects of manufacturing processes. Pereira's research sought to perform a detailed characterization of the mineral profile of commercially available dog foods and raise industry awareness of the importance of the mineral supply from individual feed ingredients when deciding the mineral supplementation strategy.

Pereira holds a master of science in veterinary sciences and is pursuing a research career in the field of companion animal nutrition. She is currently a PhD student at Sanfeed Doctoral Program (ICBAS, University of Porto), involved in the research of microminerals' bioavailability (selenium and zinc) in dog food, aiming to improve the micronutrient profile and contribute to product development within the pet food sector. Pereira was recently invited as chairman and organization member of the first MPFS and has presented her work at international scientific conferences.