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Petfood Industry

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Rebuilding Menu, p. 6

VOBRA

SPECIAL PETFOODS

Quality **DRIVES** innovation

Gerard van Krieken, Frank van Zutphen and Anton Beynen of Vobra, p. 18

Ingredient safety issues

Building trust with suppliers

Digital version at www.petfoodindustry-digital.com

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New on the Shelves

Editor's note: Submissions and feedback are welcome. Contact Jessica Taylor Bond, Tel: +1.847.795.7684, Fax: +1.847.390.7100, jbond@wattnet.net.



Grain free petfood

The new Orijen line of petfoods for cats and dogs boasts a balance of 70% meat and 30% fruit, vegetables and botanicals. Orijen is high in protein, low in carbohydrates and completely grain free, according to the manufacturer. www.championpetfoods.com

Dogswell fortified treats

Fortified jerky treats from Dogswell LLC come in flavors like chicken breast, beef liver, duck breast and lamb. Designed to provide functional benefits for dogs, they are available in formulas like Happy Heart, Happy Hips and Mellow Mut. The treats contain no hormones, antibiotics, by-products, flour, wheat, corn or added salt, according to Dogswell. www.dogswell.com



Advanced formula oral care treats

White Bites oral care dog treats, which are designed to aid in the breakdown of plaque to help clean dogs' teeth, now use Arm & Hammer Baking Soda to help freshen breath. The treats are chewy and abrasive, produced in a single-step process and supplemented with milk protein, according to the company. www.jakkspacific.com

Treat designed to boost energy

An easy to consume dog treat, Vigorate contains the same micronutrients found in the human dietary supplement Juvenon, which claims to sustain energy levels and promote cellular health. Vigorate is the first and only daily dog treat based on patented anti-aging research from the University of California, Berkeley, according to the company. www.juvenon.com

