



# Petfood Forum



APRIL 23-25, 2018  
KANSAS CITY, MISSOURI, USA

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**Petfood**Industry

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# HPP Enabled Cleaner-Label Trends In Raw Pet Foods

Presented by:

Aaron Grimm, COO



**Nature's  
Variety**<sup>®</sup>

and

Mark Duffy, CEO



# Agenda

- Pet food trends
- What is HPP?
- Why HPP is the preferred clean label technology
- Nature's Variety story
- Closing comments



# Pet Food Trends

## The Humanization of Pet Food

- Healthy, whole foods
- Clean labels
- Food safety



"It's really changing dogs' lives."



# Pet Food Trends

## Pet Health

- Longevity
- Preventative care
- Minimally processed



# Pet Food Trends

## Raw category growth

- Raw is growing year over year at 23 % for the third year in a row.
- Contamination Risks

**Instinct**  
THE RAW BRAND

**FOOD THAT FOLLOWS  
NATURE'S LEAD**



**70%**

REAL ANIMAL  
INGREDIENTS &  
NUTRITIOUS OILS

**30%**

VEGETABLES, FRUITS  
& OTHER WHOLESOME  
INGREDIENTS

**0%**

GRAIN, CORN  
WHEAT, SOY  
OR POTATO

Cage-free chicken is the first ingredient

# Pet Food Trends

 **USA TODAY** **4 dog food companies issue recall over salmonella fears**  
Zlati Meyer, USA TODAY | Published 2:06 p.m. ET Feb. 14, 2018 | Updated 7:53 a.m. ET Feb. 16, 2018

 **Food Poisoning Bulletin**  
**New Study Finds E. coli, Listeria, and Salmonella in Raw Pet Foods**  
January 16, 2018 by News Desk

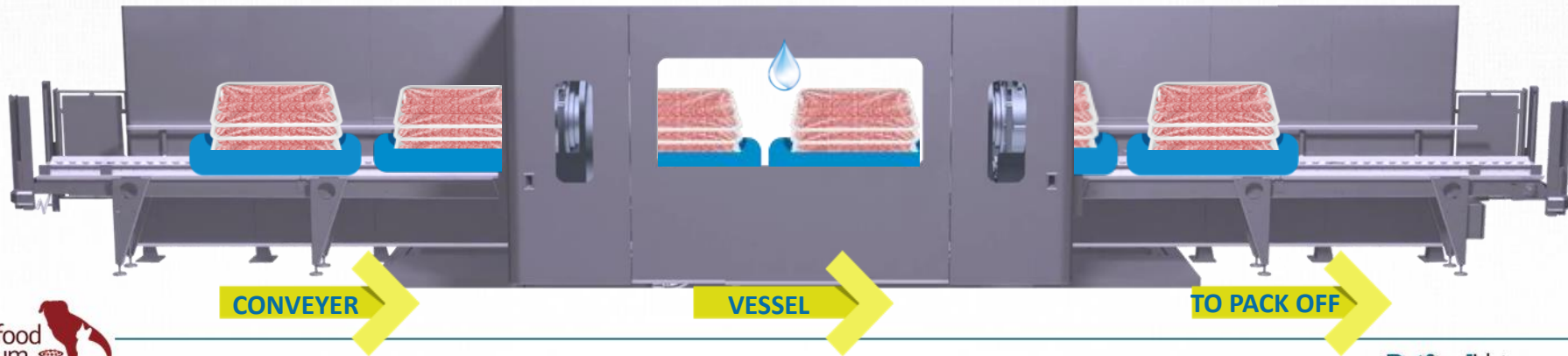
 **PET HEALTH**  
**Pet Food Recalled For Salmonella Contamination After the Death of Two Kittens**

 **BY DAVID J. NEAL**  
[dneal@miamiherald.com](mailto:dneal@miamiherald.com)  
March 03, 2018 10:48 AM  
**Salmonella found in yet another dog food brand causes recall reaching 21 states**

 **CENTER FOR Science IN THE Public Interest**  
**Recall Alert: Raw Pet Food Linked to Salmonella**  
February 13, 2018

# What is HPP?

High pressure processing (**HPP**) is a unique food processing method that utilizes **water** and **pressure** to **inactivate** food-borne pathogens and **spoilage organisms**.





# What is HPP?

**HPP** is a non-thermal process that maintains products' nutrients and flavor, unlike traditional thermal pasteurization and cooking methods.

- Enhances **food safety**
- Extends product **shelf-life**
- Protects **brand equity** and company **reputation**
- Enables the sale of **cleaner label** products

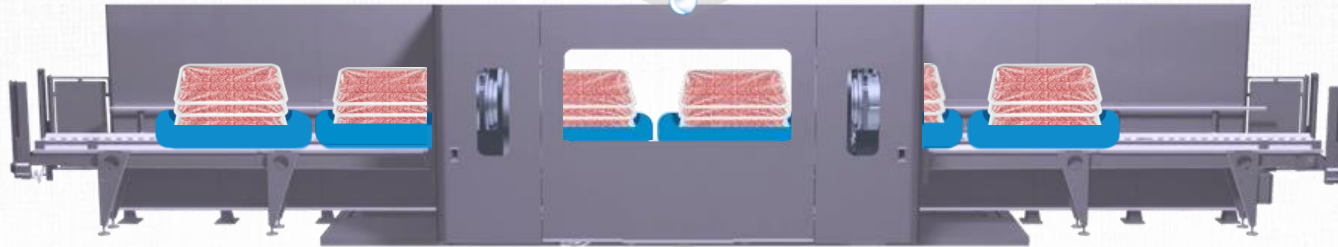


# How HPP Works

**High pressure processing (HPP) is a unique food processing method that utilizes water and pressure to inactivate food-borne pathogens and spoilage organisms**

Potable water is pumped into the vessel creating isostatic pressure on the packages.

Product is held at a pressure up to 87,000 psi for 1 to 6 minutes depending on the HPP process recipe.



CONVEYER

Baskets are loaded with product in final packaging (hermetically sealed) and inserted into the HPP vessel. The basket enters the vessel and is sealed by plugs.

VESSEL

Pressure is transmitted uniformly & instantaneously throughout the products to disrupt microbial biochemistry of bacteria and spoilage microorganisms.

TO PACK OFF

Product is scanned, code/date stamped, and prepared to be shipped to the customers.

# Why HPP is the preferred clean label technology?



# Nature's Variety Story – Why HPP?



- Ingredients on the label tie to nutritional benefit for the pet
- Consumer expects food to be safe
- We live in a world where USDA and FDA standards are different
- Minimally processed is important – raw needs to stay raw

# Closing Comments

- Growth of raw pet food
- Cleaner label expectations
- HPP enables cleaner labels and more...



# Q&A





# Appendix

# Universal Pure at a Glance

Industry Leader	<ul style="list-style-type: none"><li>• Sole focus on providing safe and healthy food solutions</li><li>• Founded in 2010</li><li>• Industry leading engineering expertise</li><li>• Founding member of the HPP Summit</li></ul>
Largest Facility Network	<ul style="list-style-type: none"><li>• Four strategically located facilities</li><li>• Full back-up systems at each facility for your extra protection, ensuring no order disruptions or delays</li></ul>
Track Record	<ul style="list-style-type: none"><li>• Marquis food manufacturers, retailers and food service companies trust us and rely on us to protect their customers and their reputations</li><li>• We keep our promises so you can keep yours</li></ul>
Innovation Partner	<ul style="list-style-type: none"><li>• In-house expertise to assist with formulations, packaging and testing</li><li>• Partnerships with University of Nebraska Food Processing Center and University of Georgia provide applied research, pilot engineering, product development, labeling and compliance services, and sensory analysis</li></ul>
Supply Chain Partner	<ul style="list-style-type: none"><li>• The most comprehensive suite of value-added services, enabling our customers to meet their customers' expectations and improve operational efficiency</li><li>• Examples include: air and water tempering, netting, kitting, reboxing, pre-pricing, ink jetting &amp; code dating, order picking and scanning, blast and static freezing</li></ul>