



Pet food

The European pet food market is one of the fastest growing as owners demand higher quality products for their pets. Pet food manufacturers now have the opportunity to create an advantage through innovating and developing new alternatives that are tailor-made to specific health benefits. Exploitation of, and compliance with, global regulatory frameworks will also increase buyer confidence. Leatherhead Food Research can support you at every step of your journey.

The pet food industry is now mirroring recent food trends such as using 'natural' ingredients. With our expert knowledge, you can exploit these trends to maximise and elevate product portfolios within your business.

Such partnerships will enable you to develop new products quicker and more efficiently as you validate your products with various experts at Leatherhead.

You will also be able to develop added value functional products (regarding gut microbiome, weight management, cognitive development, etc) and rely on your partnership with Leatherhead Food Research where you need expert advice and support for formulation, validation, substantiation and authorisation.

The age of therapeutic pet foods

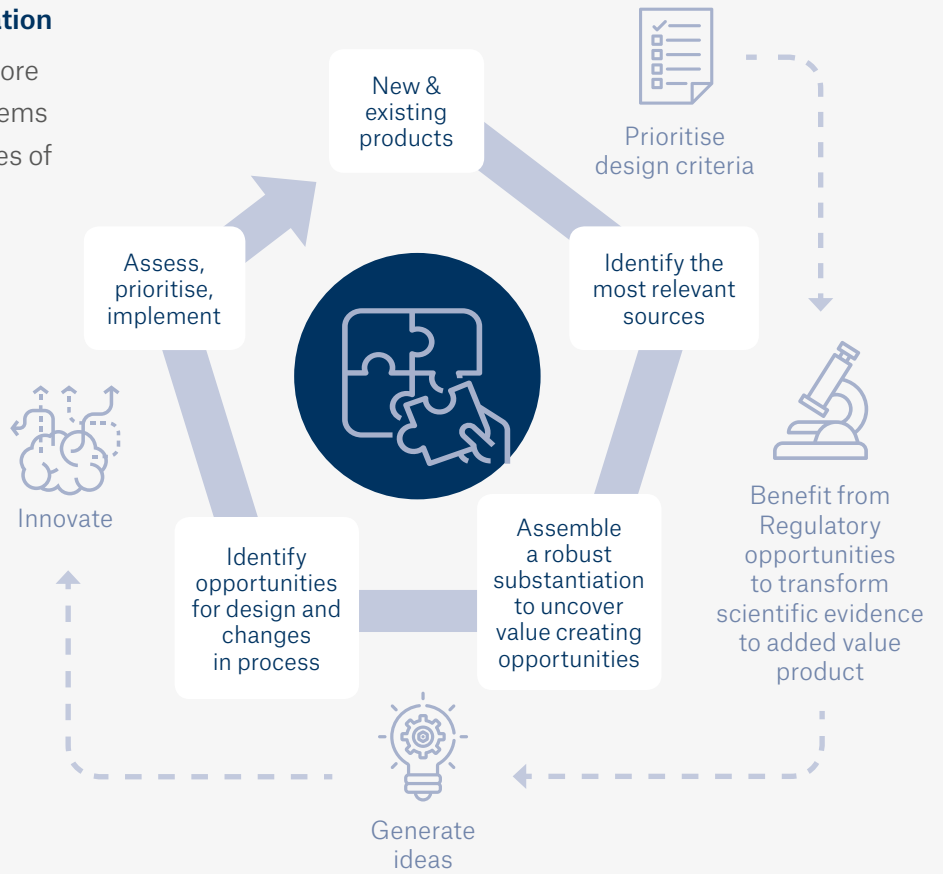
As the pet food manufacturers face the technical and innovation challenges to create products, they will benefit from the exploitation and compliance of regulatory frameworks that communicate the health attributes.



Regulatory – the lodestar of innovation

The first step in understanding the core elements of pet food regulatory systems is identifying the underlying attributes of successful innovation.

Risk, regulatory, and compliance functions should evolve to generate value for the business.



How we can help



Compliant products

- Labelling
 - ▮ Labelling Regulations
 - ▮ Artwork/design assistance
 - ▮ FEDIAF Labelling Guidelines
- Pet food/feed compliance
 - ▮ Formulation compliance
 - ▮ Hygiene and food safety advice,
 - ▮ Animal by-product regulations, etc



Enabling new and functional recipes

- ▮ Pet food/feed material registration (PARNUTs)
- ▮ Pet food/feed additives registration



Anticipation

- ▮ Controversial areas and ingredients
- ▮ Future trends
- ▮ EFSA opinions
- ▮ Horizon Scanning

