



**Upcycled
ingredients
with techno-
functional,
nutritional and
health benefits**

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UPCYCLING?
I beg your
pardon?





Upcycled ingredients...

... are derived from sources intended for human consumption

... are made from parts that are not consumed for practical, cultural, or physiological reasons

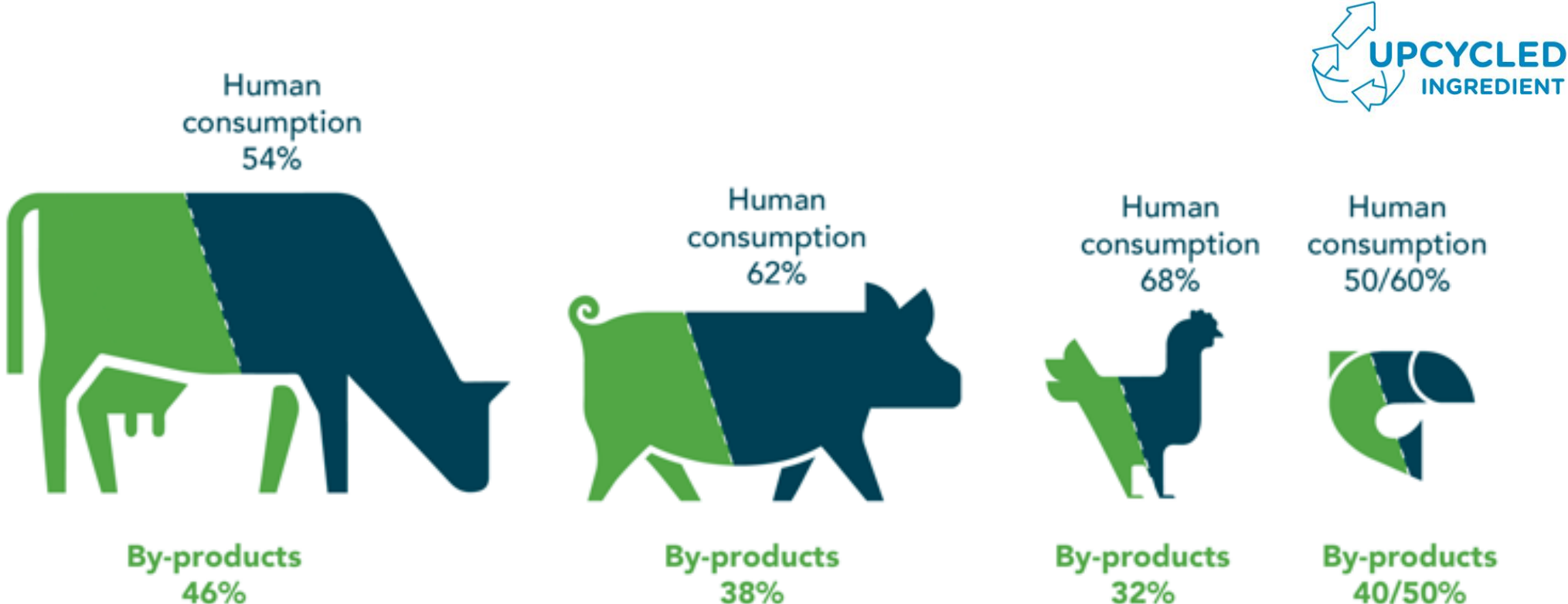
... are healthy and safe

... provide added value for products and customers

**“Upcycling” is the upgrade to
“recycling”**



Pet foods are ideal for upcycling animal byproducts!



Source: INEC report "l'Industrie des coproduits animaux", 2020

Consumers are discovering the UPCYCLING concept!

71%

of consumers find
upcycled ingredients
appealing



Sources: FMCG Gurus (August 2023)



As an example...

Real-life Facebook example (31/10/2023)

Gelatin before **Gelatin after**

John Oberg
31 oktober om 18:22 · 🌐
The origin story of gelatin... 🤢 #Halloween

👍👍👍 93 d. 19 d. 💬 32 d. ➡️

Stine Ekeberg
I think it's great that all of the animal is used.
5d Vind ik leuk Beantwoorden
↳ 186 antwoorden

Frederik Vaillancourt
Stine Ekeberg it is. I'm carnevorous but not into killing animals for nothing so the no waste treating of the carcass is cool to see
4d Vind ik leuk Beantwoorden 56 👍❤️

Andrew Wilson
I'm glad to see that we have found uses for the whole of the animal pretty much. Now if we can figure out how to stop wasting it in other ways.
1 w Vind ik leuk

Kat Wells
Well at least as many parts of the animal that can be used, are being used rather than going to waste. 🧑🏻
1 w Vind ik leuk Beantwoorden 186 👍

Source: Facebook



Upcycled concepts resonate strongest with the younger generations

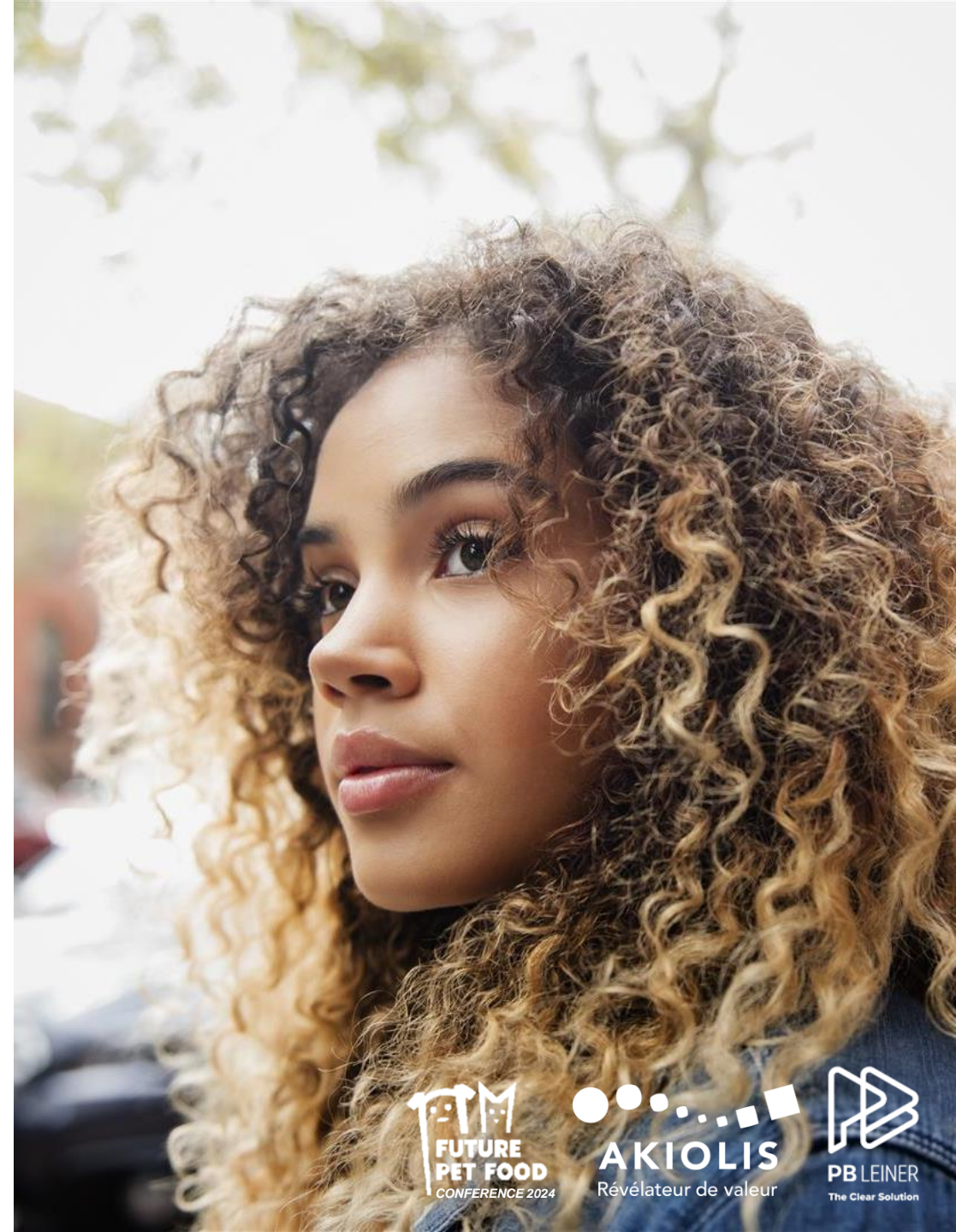
54%

of people aged 25-34 years old find a product with upcycled ingredients **MORE APPEALING** than other products

50%

of people aged 18-34 believe that **upcycled ingredients** are **BETTER IN QUALITY** than regular ingredients

Sources: FMCG Gurus (August 2023); Innova Trends Survey 2023





So... has the time come
to introduce upcycling
in pet food?

NO!



Upcycled ingredients...

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... are made from parts that are not consumed for practical, cultural or physiological reasons

... are healthy and safe

... provide added value for products and customers

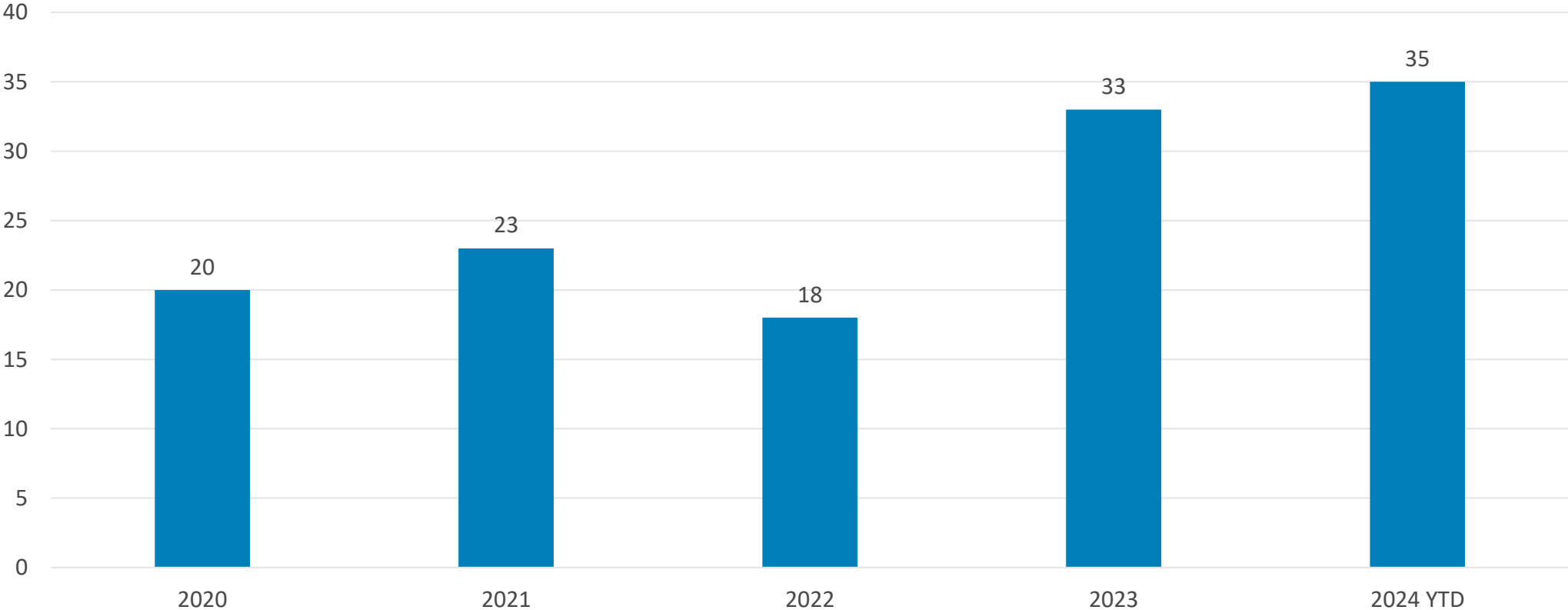
YOU'RE THE EXPERTS!

What *is* new is having the opportunity to talk about upcycling!



The pet food industry is starting to pick up, but there is still a huge opportunity out there!

New pet food product launches WITH UPCYCLED CLAIM, globally



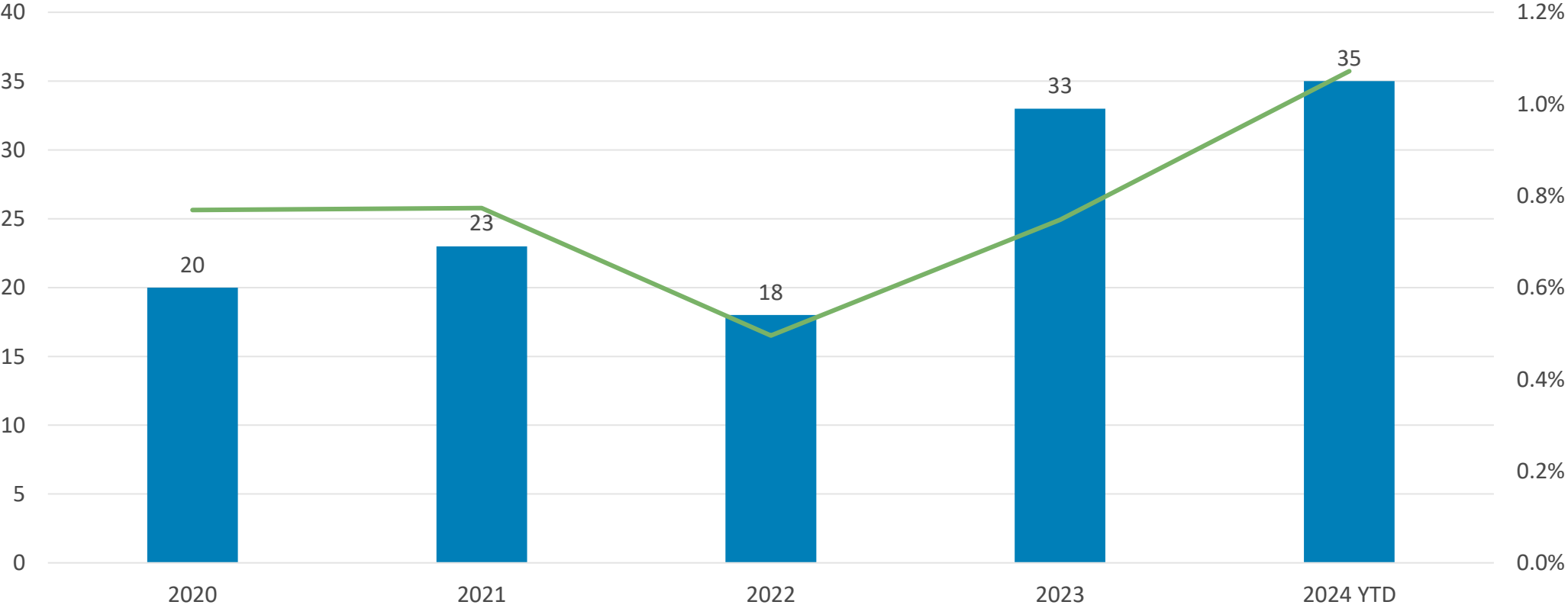
■ # petfood launches with upcycling claim

Sources: INNOVA Product Launch database



The petfood industry is starting to pick up, but there is still a huge opportunity out there!

New pet food product launches WITH UPCYCLED CLAIM, globally



■ # petfood launches with upcycling claim — Share of total # petfood launches

Sources: INNOVA Product Launch database



99%

of pet food launches do
NOT YET communicate on
upcycling!





CUSTOMIZATION and health benefits in pet foods

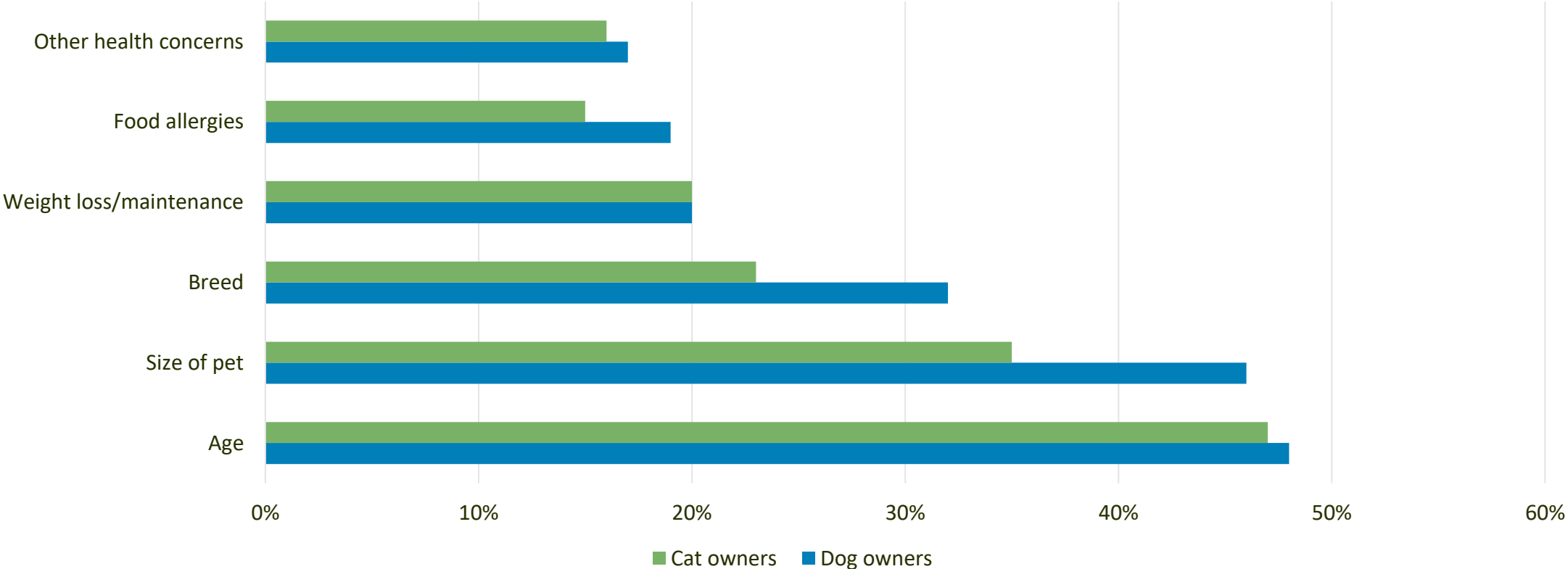




The “one food fits all” is challenged on a daily basis!

Customized pet foods: the holy grail of pet owners

“In the past year, I have purchased dog or cat food that is tailored to my pet in terms of...”



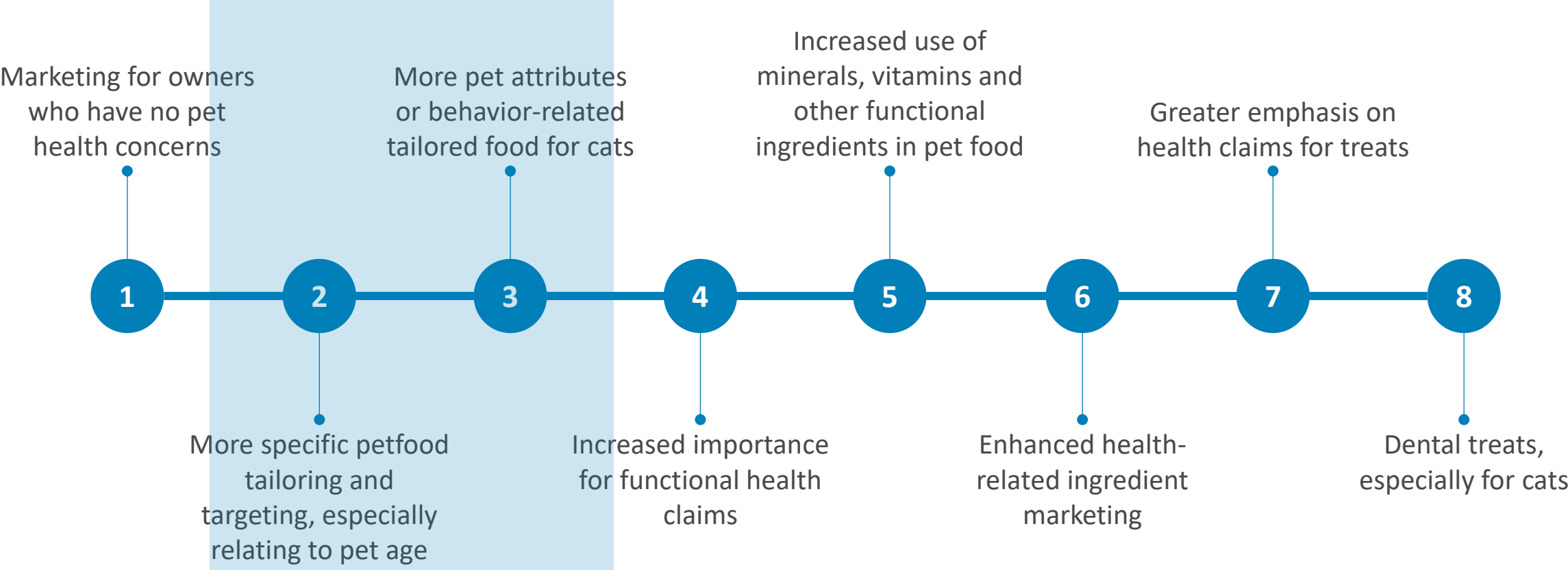
A white and brown puppy is shown from the side, leaning over a silver metal bowl on a green lawn. The puppy is eating. The background is a blurred green lawn and a building in the distance.

**Buying foods tailored to AGE and
WEIGHT is well established...**

**... but owners are also
buying foods tailored to
their pet's BREED and
HEALTH CONCERNS**

“What to watch out for?”

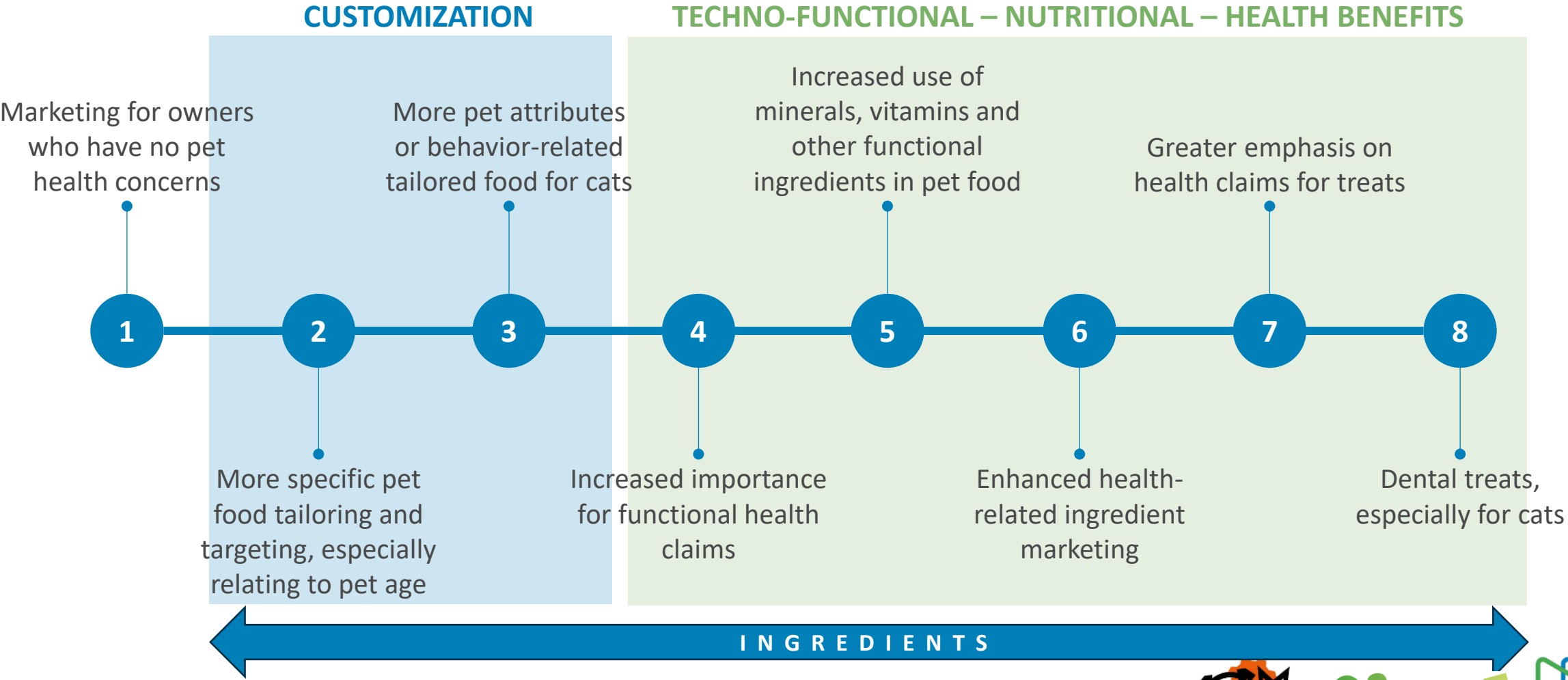
CUSTOMIZATION



Source: INNOVA “Now & Next in Pet Health in Europe” (Aug 2024)



“What to watch out for?”



Source: INNOVA “Now & Next in Pet Health in Europe” (Aug 2024)



**So which
nutritional and
health benefits
should we
focus on?**

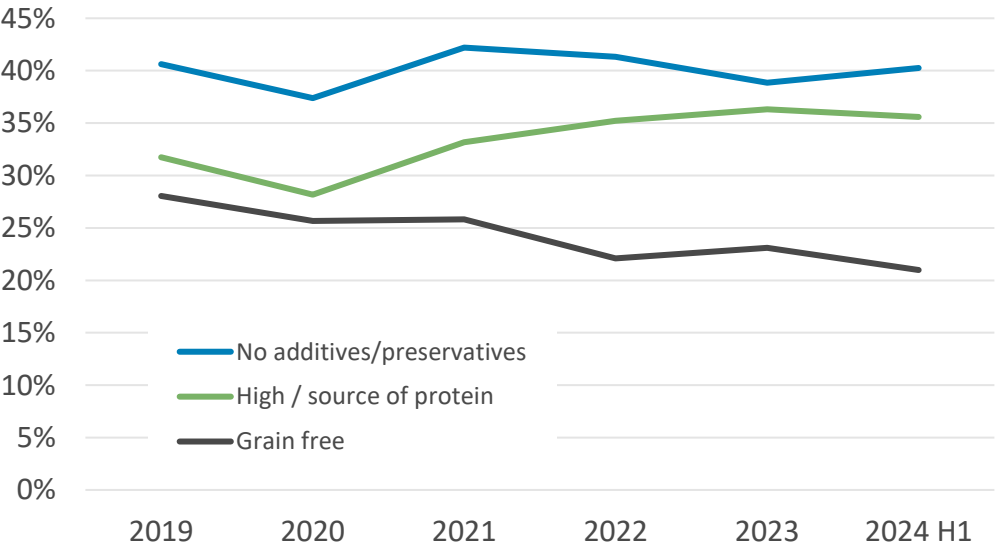


Health claims in pet foods

PASSIVE HEALTH CLAIMS

85% OF PET FOOD LAUNCHES IN WESTERN EUROPE, YTD

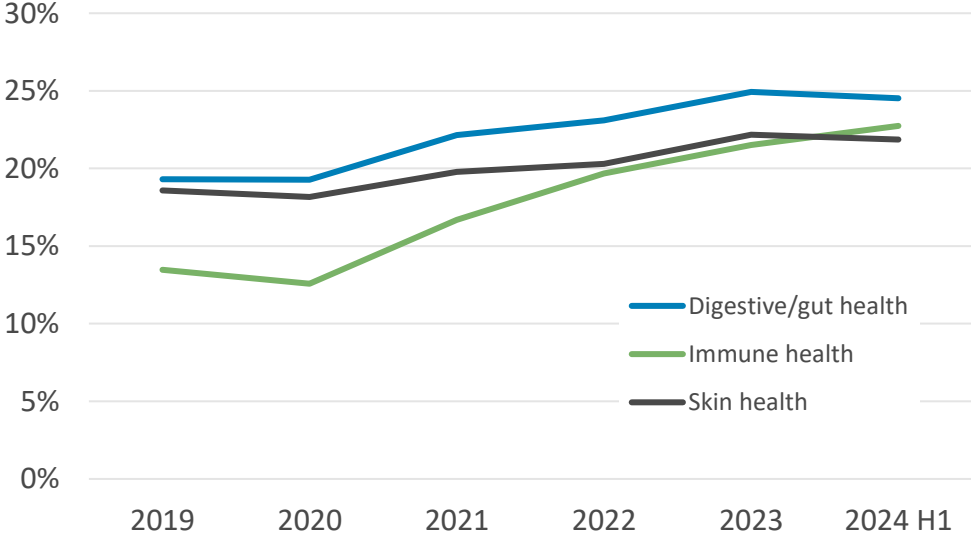
Top 3 PASSIVE health claims in pet food
(% of total launches, globally)



ACTIVE HEALTH CLAIMS

59% OF PET FOOD LAUNCHES IN WESTERN EUROPE, YTD

Top 3 ACTIVE health claims in pet food
(% of total launches, globally)





The right ingredients
can help you capture
these opportunities!

TECHNO-FUNCTIONAL
NUTRITIONAL
HEALTH BENEFITS
UPCYCLING





Tessenderlo Group
EVERY MOLECULE COUNTS

Bio-valorization segment





Our products: natural, top-quality, and *upcycled!*

RAW MATERIALS

Skins, hides, scales, bones, feathers, blood, viscera, lard, tallow



PROTEIN & FAT EXTRACTION

Natural, innovative processes

- Protein solubilization
- Wet or dry cooking
- Hydrolysis
- Sterilization
- Fat separation
- Purification
- Drying
- Grinding

UPCYCLED INGREDIENTS

Flexible portfolio of product families!

- Mono-species proteins
- Mixed-species proteins
- Greaves
- Feather meals
- Blood products
- Fats
- Minerals
- Gelatin
- Collagen peptides





Ideal ingredients for superior quality pet food!



NUTRITIONAL



TECHNO-FUNCTIONAL



(ACTIVE) HEALTH BENEFITS



NUTRITIONAL



High
digestibility



Nutritional
value



Protein
fortification



Energy
boost



Supports
vitamin
absorption



► Focus applications:
wet, dry, and semi-moist foods



TECHNO-FUNCTIONAL



Moisture retention



Enhanced stability



Enhanced palatability



Processing functionality



Adhesive properties



Oxidation defense

► Focus applications:
wet, dry, semi-moist foods, and
cold extruded treats



HEALTH BENEFITS



**Bio
availability**



Hypoallergenic



**Bone & joint
health**



**Healthy skin
& coat**

► Focus applications:
functional food
supplements





Ideal ingredients for superior quality pet food!



NUTRITIONAL:

proteins (incl. hydrolyzed) & fats



TECHNO-FUNCTIONAL:

gelatin, protein solution binder



(ACTIVE) HEALTH BENEFITS:

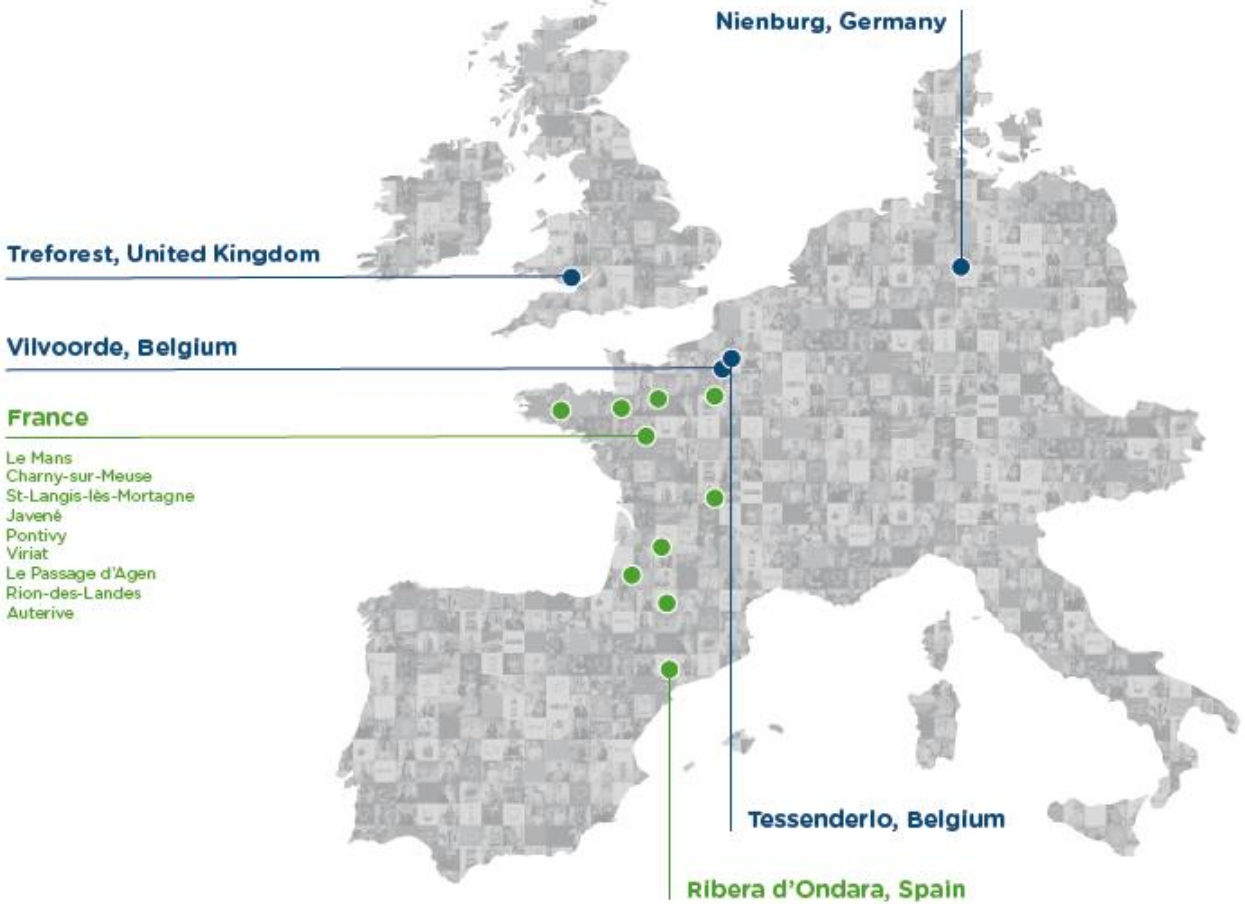
collagen peptides



Where can you
find us?



Right here in Europe...



... and all around the world...



The future of pet food
is evolving - let's shape
it together!

Visit us at our booth;
Let us help to make
your products *stand
out* in this growing
market!





AKIOLIS

Révélateur de valeur