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Pet food as world leading brand

According to “Pet Foods: A Global Strategic Business Report” (2010), a report from Global Industry Analysts Inc., the pet food market is expanding at a steady rate worldwide and is considered one of the fastest-growing food industry segments. Therefore there are a greater demand for nutritional knowledge and quality assurance of pet food products. Eurofins Vitamin Competence Centre is able to help you with knowledge and quality assurance when it comes to vitamins and amino acids.

Ensuring FEDIAF’s guidelines are met with a nutritional point of view

The European Pet Food Industry Federation has made some nutritional guidelines for complete and complementary pet food for cats and dogs. This guideline recommends:

- It should be formulated to take account of current nutritional knowledge.
- If nutrient levels are outside the levels stated in the guide, manufactures should be able to prove that the product provides adequate and safe intakes of all required nutrients.
- Each family of products should be validated by chemical analysis of the finished product.
- Change in the formulation or processing a complete re-analysis is required.
- Regular analyses to ensure uniformity of product over time.

The Eurofins Competence Centre can assist with laboratory expertise following the recommendations from FEDIAF.

FEDIAF’s guideline recommends analysing the following substances in pet food:

- As one of the leading laboratories worldwide, Eurofins is able to help you assure the quality of the mentioned nutrients in the FEDIAF’s guideline.

The Eurofins Vitamin and Amino Acid Competence Centre are dedicated to analyse vitamins and amino acids. This narrow and highly specialized focus enables us to provide a “State of the art” service for our customers helping them to:

- Ensure a safe product
- Improve quality
- Reduce costs
- Enhance branding

Concentrating all vitamin testing at one single location enables us to provide our customers with reliable certification based on internationally recognised reference methods with very attractive turnaround times and at competitive prices. In addition to standard tests we offer, at the customer’s request, implementation, optimisation, and validation of customer specific methods.

Eurofins is not only a laboratory services provider. Our experts form a partnership with their customers and are pleased to discuss with them and advise on analytical strategies and choice of methods - this in addition to assistance and expertise in the interpretation of results obtained. Our knowledge and experience of legal regulations, product design, and quality management is also of value to our customers. Working closely with the customer is indeed our best guarantee of value for money.

Consider using the Eurofins Vitamin and Amino Acid Competence Centre

The Eurofins group has built a specific network, by developing competence centres all over the world, to specialise in matrices, methods and at last but not least knowledge. The figure below illustrates how the Eurofins laboratory network is:

Several reasons why you should use the Vitamin and Amino Acid Competence Centre are listed below.

We are number one in Europe

We have the greatest number of vitamin and amino acid analysis and they are all performed on one location in Europe. We have huge experience with pet food concerning pre-treatment methods, analytical methods and matrices. Furthermore we are serving some of the biggest pet food manufactures in the world and have done for years.

Facts

The Vitamin Competence Centre has its expertise in vitamin- and amino acid- analysis and is able to provide you with high quality services. The Vitamin Competence Centre is a team of high experienced laboratory technicians and expert chemists and we are always there to help our customers.

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<table>
<thead>
<tr>
<th>NUTRIENTS</th>
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<tbody>
<tr>
<td>Major nutrients*</td>
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<tr>
<td>Essential fatty acids</td>
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<tr>
<td>Alpha-linolenic acid</td>
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<td>Amino acids</td>
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<td>Cysteine</td>
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</tbody>
</table>

*It is recommended that the mentioned components, including carnitine, are taken into consideration when evaluating nutritional adequacy. Source reference: F.E.D.I.A.F. Nutritional Guidelines for complete and complementary pet food for cats and dogs – September 2008 - FEDIAF – EUROPEAN PET FOOD INDUSTRY FEDERATION / Av. Louise 89 / B-1050 Brussels / Tel.: +32 2 516.05.20 / www.fediaf.org
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