

Petfood Forum Europe & Interzoo 2024: The Pet Food Industry to Meet in Nuremberg

As the cooperation between **WATT Global Media** (wattglobalmedia.com) and **Interzoo** organizer **WZF GmbH** (interzoo.com) goes into its third consecutive year, the international pet food industry will get together in Nuremberg, Germany, during the second week of May. The combination of **Petfood Forum Europe** (petfoodforumevents.com/europe/)

attended on May 6 and Interzoo May 7-10 gives business professionals a unique opportunity to refresh and expand their network, discover the latest pet food trends and experience the most comprehensive product range of goods available to the global pet supplies industry.

Nuremberg will be the meeting point of pet food professionals from all over the world when Petfood Forum Europe and Interzoo 2024 bring together companies and innovators from the entire supply chain of pet food technology. Decision-makers and business professionals will have the chance to expand their knowledge by the help of market insights and in-depth discussion at Petfood Forum Europe and Interzoo 2024 as well as benefit from the world's leading trade fair of the pet supplies industry to maintain and establish business relations to global partners.

The largest Interzoo has confirmed more than 2,100 exhibitors from 69 countries and more than 40,000 trade fair visitors are expected.

Petfood Forum Europe 2024 registration numbers are strong with professionals from 25 countries already signed up, with several weeks left to register. Companies including Affinity Petcare, Bewital Petfood, Cargill, Edgard & Cooper, Felleskippet Agri, Hella Pet Food, Hill's Pet Nutrition, Nippon Pet Food, Nordic Pet Care, Normandise Pet Food, Nulo, Premier Nutrition, Prins Petfoods, ROKNO FOOD, Simmons Pet Food, Wellness Pet Company, and many others will be in attendance on May 6, the day before Interzoo 2024.

David Moelenberghs, co-founder and chief innovation officer at Smoolt, will provide the opening presentation on the importance of pivoting when developing pet food and treats. He shares the principles and applications of a creative design approach that transcends traditional product development, showcasing how this approach can produce not just high-quality pet products but also a more profound brand resonance.

Other topics will include the latest research on insect proteins, the importance of probiotics, post-biotics and microbial proteins for pets; mineral availability in plant-based dog food; the impact of climate change on the supply chain; new production processes using thermal energy; and measures to develop wholesome pet food, taking into account the different requirements of different pet species.

About 200 Interzoo 2024 exhibitors from more than 30 countries will exhibit products from the segment "pet food technology"—almost 10 percent of the overall exhibitor number. Compared to Interzoo 2022, this means the number of "pet food technology" exhibitors has increased by 46 percent and, compared to 2018, the number has even doubled. Within the segment, the subcategories of "raw material/ingredients" and "processing technology" continue to be most dominant with 83 and 34 companies respectively. The countries with most companies registered in the "pet food technology" segment are: Germany, China, France and the Netherlands.

For pet food professionals interested in topics that shape the future of the industry, the Fresh Ideas Stage in Hall 3 is the place to be. A lot of the presentation slots registered so far have been allocated to the "Pet food" topic, thus promising exciting presentations on all four days of the trade fair. In the



Zoomark to Take Center Stage at Pet Fair South East Asia

Zoomark (zoomark.com) is strengthening its collaboration with **Pet Fair South East Asia** (petfair-sea.com) to be held in Bangkok from Oct. 30 to Nov. 1.

The new strategic alliance aims to promote B2B events in their respective countries, attracting visitors to each other's markets. As part of this collaboration, Zoomark represents a connection between Italian companies and the Thailand Fair. Zoomark will coordinate the attendance of Italian brands at Pet Fair South East Asia to offer businesses both visibility and opportunities within the Asian markets. Italian brands interested in exhibiting in Bangkok can rely on Zoomark to book their individual exhibition space or reserve a stand in the Italy Pavilion. This presents a unique opportunity for visibility for all companies seeking new partnerships and for meeting key operators in the area (distributors and buyers) to export to Southeast Asia.

The 2023 edition of Pet Fair SEA saw the participation of 281 exhibitors from 40 countries and 10,000 professional visitors from 74 countries.

The pet markets in Thailand, Indonesia, Malaysia, Vietnam, the Philippines and Singapore are experiencing rapid and significant growth (with a forecasted compound annual growth rate of 9 percent for the period 2024-2029), driven by increasing pet ownership, rising per capita income and urbanization. It is, therefore, the ideal time to enter these markets.



Northwest Naturals Receives Full Approval from USDA

Northwest Naturals (northwestnaturals.net) announced its achievement as one of five companies in the United States to receive full approval from the USDA, Agricultural Marketing Service "AMS" for labeling their products as Human Grade Pet Food and Human Grade Pet Treats.



USDA, Agricultural Marketing Service "AMS," is the same federal agency responsible for grading and approving the quality of all human-grade meat products in the United States. This distinction signifies the quality standards upheld by Northwest Naturals and Morasch Meats.

"This approval is a tremendous point of pride for our entire team," stated Michael Morasch, owner and president of Morasch Meats. "It represents over a year of rigorous program reviews and audits by federal inspectors."

While Northwest Naturals has always formulated and produced their pet food and treats according to human-grade standards within human-grade facilities, this approval allows them to officially declare this "Human-grade