



Your Trusted Solution for Testing, Analysis, and Mixing Animal Feed and Ingredients

Dietary fibers are complex and not one analytical methodology encompasses all the necessary considerations for formulating diets. Each source of dietary fiber serves a unique function in regard to digesta flow, fermentation rate, and fermentative metabolites produced. Utilizing the proper blend of dietary fibers can optimize the gut conditions to promote pet health and well-being. It requires a blend of fiber types at select quantities to promote intestinal health and consumer-acceptable stool quality.

These health benefits are derived from the nourishment of the gut microbiota. These microorganisms rely on the host for their complete nourishment and ferment undigested nutrients into a myriad of metabolites that affect pet health and behavior. The knowledge base of the microbiome is in its infancy, but one concept has continually been supported by research – diverse, robust microbiota result in better health. Microbial diversity and populations are dictated by the type and amount of foodstuffs that escape digestion in the small intestine and enter the large intestine. Most beneficial microbes selectively ferment dietary fibers, resulting in beneficial fermentative end-products, including short-chain fatty acids (e.g., acetate, propionate, butyrate, and lactate), which serve as important metabolic intermediates, an energy source for the host, intestinal cells, and intestinal acidifier.



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**trouw nutrition** believes in the power of properly formulated dietary fibers, which is why we invested in expertise and analytical testing to develop an extensive ingredient database to assist customers with custom mixing and application of feed ingredients into their pet diet formulations. This in-depth dietary fiber database consists of detailed composition data of over 75 ingredients. This knowledge enables Trouw Nutrition to test, adjust, and include the precise blend of dietary fibers to promote the growth and diversification of the microbiome, while maintaining satisfactory, consistent stool quality. These ingredients will promote the growth and diversification of the pet's microbiota.



With Trouw's assistance and expertise, pets consuming your diets will enjoy improved intestinal health, more consistent stool quality, and improved overall health due to a blend of microbial-enhancing ingredients customized to your products.

### The Life Fiber Technology™ Difference

- Trouw Nutrition and your company agree to the Life Fiber Technology NDA that details the necessary business and privacy terms of your relationship with Trouw Nutrition.
- You send your selected formulations to Trouw Nutrition's nutritionist for review. The expert then evaluates the formulation in our nutritional model to determine the dietary type and quantity. Adjustments are made to meet the optimized targets.
- The formula is returned to the customer for a complete nutritional review and approval.
- After diets are approved, per the Life Fiber Technology agreement, your company is required to purchase any recommended ingredients under 3% inclusion from Trouw Nutrition.