

WHY POULTRY BY-PRODUCT MEAL?



Loyall™ Pet Foods incorporate Poultry By-Product Meal (PBPM) as the major source of protein in the formula. PBPM is a major source of protein in many pet foods. In the pet food industry, two types of PBPM are sold, which are labeled by Feedstuffs as a “feed grade” product and a “pet food grade” product. The difference between the two products is mainly in the ash content, with the pet food grade product having a lower ash content than the feed grade product. “Pet Food Grade” PBPM is the one that is used in Loyall™ products. With all of the concern over using “By-Products” of any kind as ingredients, the following information should help clear up concern as to why this ingredient was selected.

Poultry By-Product Meal has:

- The highest palatability of the poultry-based meal ingredients - ensuring consistent consumption time after time.
- No beaks or feet in the type used in Loyall™ Pet Foods, which helps reduce ash content.
- The lowest ash content of the poultry-based meal ingredients. Ash has an inverse relationship to digestibility: the lower the ash, the better the digestibility.

Concerning the possibility of using Poultry as the main ingredient, while Poultry sounds more appealing as a main ingredient, it really isn't an ideal ingredient in terms of actual nutrition provided. Poultry as an incoming ingredient is approximately 60% moisture, which allows it to be listed as the main ingredient, however as the pet food goes through the manufacturing process, much of that moisture is removed, leaving Poultry as a much less significant ingredient that contributes very little to the overall nutrient profile of the product, but still greatly contributing to the cost.

POULTRY BY-PRODUCT MEAL VS. POULTRY

- **Poultry By-Product Meal, as used in Loyall™ Pet Foods**
 - 11% ash
 - Poultry meat, skin, organs, intestines, and bone
 - Good palatability and digestibility
- **Poultry By-Product Meal - “Feed Grade”**
 - 18% ash
 - Poultry meat, skin, organs, intestines, bone, beak, and feet
 - Reduced digestibility due to higher ash content
- **Poultry Meal**
 - 18-20% ash
 - Poultry meat, skin, and bone
 - No organs, but higher ash content
- **Poultry (~60% moisture)**
 - Poultry neck and back
 - Ground and used as a slurry to add to products

	Poultry By-Product Meal	Poultry
Crude Protein	68%	12%
Fat	16%	20%
Moisture	5%	61%
Ash	11%	3%
Dry Matter	95%	39%
If products were added at 30% of formula:		
Crude Protein	20.4%	3.6%
Fat	4.8%	6.0%
Ash	3.3%	1.0%