



Why data-driven innovation is essential for pet food palatability

In the quest for perfect pet food, data-driven innovation is revolutionizing palatability by tailoring flavors and textures to the unique tastes of pets, ensuring consistency and quality in every bite.



Ana Rita Monforte PhD
Flavor & Data Sciences Manager
AFB International
afbinternational.com

Data-driven innovation is a well-established concept, as companies have been using data management techniques for years. Recently, technologies like artificial intelligence (AI) have enhanced our ability to derive insights from big data, making information a key asset.

Meeting the industry's evolving needs

Pets, like humans, have unique tastes and preferences. Data collection and analysis help identify which ingredients, textures and flavors appeal most to different pets. In palatant manufacturing, data collection and analysis are essential in unlocking innovation and improving the quality and consistency of pet food products.

By leveraging data from sensory evaluations, palatability trials, customer feedback, market research and ingredient analysis, solutions can be developed that meet the evolving needs and expectations of the pet food industry.

Measuring palatant performance

AFB International uses various in-house equipment and methods to measure and analyze the performance of palatants. For instance, E-Nose and E-Tongue are used for improving assessments of food quality characteristics. Coating Consistency measures the marker compound in the palatant to determine adherence. GC-MS/LC-MS, Chemometrics and Predictive Modeling are also used.

Data-driven innovation for consistency

Product consistency is crucial for AFB International, ensuring that each batch of pet food delivers the same enticing flavor and aroma. This consistency maintains pets' interest and enjoyment, promoting stable eating habits and reducing the risk of food aversion. It also assures pet parents and manufacturers that every batch meets high standards.

Data-driven innovation is key to robust product consistency. It allows AFB to measure and predict palatant performance, and control variability in raw materials and finished goods. AFB's solutions and customizable palatants offer pet food manufacturers a reliable partner in the production process. ♦