



# Whats Trending?

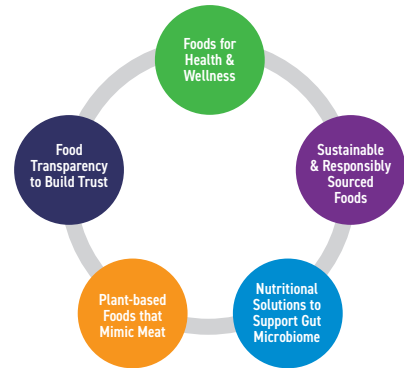
## Flexitarian Pet Parents



The pet food industry is continually challenged with predicting future trends and product needs based on the ever-changing expectations of pet parents. Trends within the human food industry are often used to predict the future expectations of pet parents. While still true today, the timinterval between a human food trend and its adoption by pet parents is much shorter now than in the past. As such, pet food manufacturers need to recognize these human food trends early and plan accordingly. Considering the number of emerging trends, the challenge is knowing which trends to follow since no brand wants to be left behind.

ADM Pet Nutrition is fortunate to be part of a company that is a leading ingredient supplier to the global food industry. As such, ADM is committed to anticipating and understanding human food trends ensuring a robust innovation pipeline and ingredient pantry that meets future industry needs. OutsideVoice<sup>SM</sup> is one consumer

research tool used by ADM to quickly gain insights on the attitudes, preferences and behaviors of today's consumers. Using this proprietary tool, ADM recently identified five key food trends that will influence what consumers eat and drink in 2021 (Figure 1).



**Fig 1**  
2021 Human-food trends  
(ADM OutsideVoice<sup>SM</sup>)

While all of these trends have the potential to impact the pet food industry, the move towards more plant-based foods is emerging as a key trend to watch closely. The growing popularity of meatless burgers made with plant-based protein is an example of new products that are meeting consumer expectations for diet diversity and improved nutrition with sustainably-sourced foods that satisfy their need for taste and texture.

The flexitarian lifestyle is a food trend that is starting to impact the use of alternative plant-based ingredients in pet foods. Flexitarians are



consciously reducing, but not necessarily eliminating, meat in their diet and replacing it with plant-based proteins (Euromonitor, 2019). OutsideVoice<sup>SM</sup> revealed 49% of the 5,000 adult (18+ years) respondents fall into the flexitarian category with health being the primary driver of their food choice. This means many pet parents are flexitarians who will want their dogs and cats eating similar foods.

Pet humanization is also a cultural trend that shows no signs of slowing down. There continues to be an explosion of new foods, products, services and experiences that pet parents want to provide their four-legged children. Coupling pet humanization with the current flexitarian trend, pet food manufacturers should expect a shift in more pet parents demanding foods with plant-based ingredients to mimic their own foods.

ADM Pet Nutrition is poised to meet this opportunity by leveraging ADM's rich heritage in plant-based solutions. We know food is fundamental and our pantry is full of traditional and specialty ingredients that give our customers the edge in meeting the expectations of pet parents both today and tomorrow. The need for healthy, nutritious and safe foods is a reality, so partner with ADM as your nutrition solution provider to unleash your success by keeping one step ahead of emerging pet food trends.



**Dr. Gary Davenport**

— Companion Animal Technical Manager

Gary is responsible for providing technical support, nutrition training, formulation services and new product development for ADM's customers in the pet food industry. He has more than 33 years of animal nutrition experience as a research nutritionist. Gary previously held positions with the IAMS Company and as a research & teaching faculty member at Auburn University, Animal & Dairy Science Department.

His research interests and activities have included protein and amino acid nutrition, skin and coat health, sporting dog nutrition, nutrigenomics, hairball nutrition and successful aging. At Auburn his research and teaching focused on animal nutrition and the relationship between nutrient availability and the hormonal regulation of growth. Gary received his undergraduate and graduate degrees from the University of Kentucky. He has numerous scientific publications and granted patents.

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