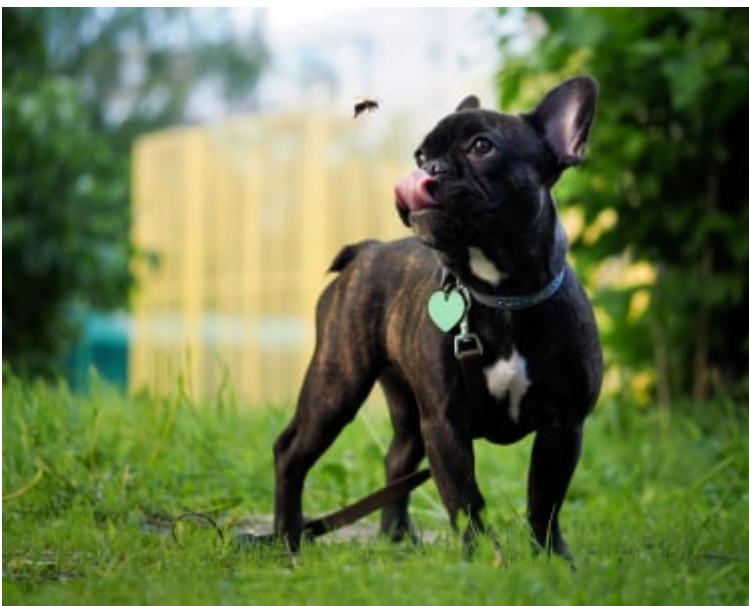


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Den Bosch, The Netherlands

**PRESS RELEASE**



*Photo caption: Research shows dogs highly accepted insect-based wet food.*

## Palatability study shows insect ingredients get dogs' tails wagging

A study has shown that dogs fed a wet diet containing PureeX insect meat and ProteinX insect meal responded positively, with wagging tails, lip-licking, and empty dishes. The research demonstrated that two different diets with the PureeX/ProteinX combination were highly accepted and readily consumed by dogs, indicating excellent palatability. The study also investigated dog owners' perceptions of the insect-based wet food, concluding that they rated the texture, aroma, and appearance of the food highly. In addition to being highly palatable to dogs and appealing to owners, insect ingredients are increasingly recognised for their functional benefits. They thus offer an innovative option for pet food manufacturers aiming to provide health and wellbeing advantages in tasty products.

The objectives of the study were to assess the dogs' acceptance of wet food with a substantial inclusion of PureeX, Protix's fresh insect meat, and to gather pet owners' opinions of the food. The study involved 170 privately owned small and medium-sized dogs fed two different diets. These sizes were selected because dogs of this stature tend to be pickier eaters. Diet 1 consisted solely of a combination of PureeX and ProteinX. Diet 2 was a hybrid diet, combining PureeX/ProteinX with fresh chicken.

Dog owners fed each diet to their pets for two consecutive days before switching to the second diet for a further two days. They were not told the ingredients in each food.

### **Paw-sitive palatability results**

The trial indicates high palatability of both the insect-based wet foods. Dog owners were asked to rate the consumption of both diets at the end of the meal: the diet containing only black soldier fly ingredients and the hybrid diet were equally highly accepted, and readily consumed by the dogs. No significant difference between the diets was detected.

### **Lip-licking dog response**

Owners were also asked to evaluate their dog's attitude to each diet before, during and after each mealtime. Positive behaviours noted by pet owners included tail-wagging in anticipation of being fed, clearing every last crumb during feeding and lip-licking after the meal.



*Photo caption: Over 80% of consumers would recommend an insect-based diet.*

### **Strong consumer approval**

While palatability and acceptance by dogs are of paramount importance, pet owners often like to offer their dogs a diet that looks and smell nice to humans too. Study participants were thus asked to rate the sensory properties of the two feeds, which they scored with a sound seven out of ten for both options.

### **Owners give the green light**

Asked whether they would recommend the insect-based diets, 82% of owners stated that they would recommend the black soldier fly diet, and 81% would recommend the hybrid diet. A resounding yes to insect-based wet food!

### **PureeX in focus**

PureeX is a minimally processed insect meat from the larvae of the black soldier fly. Available in a fresh and a frozen variant, it is perfect for wet food and as a fresh ingredient in extruded pet food. In addition to the palatability pluses demonstrated in this latest research, other studies have pointed to benefits such as a strong antioxidant effect. It is hypoallergenic and easily digestible.

### Countless applications

It is clear that PureeX opens up a whole menu of possibilities for pet food manufacturers both in wet food as well as extruded dry pet food. Driven in part by consumer demand for healthy pet food and more eco-friendly products spurred by pet humanisation, pet food manufacturers are seeking novel ingredients and fresh meat. Insect ingredients are repeatedly proving themselves as functional ingredients, providing benefits such as skin, oral and gut health. These high-performing, low-pawprint ingredients offer an exciting and increasingly popular option.



*Photo caption: PureeX has got a lot of possibilities for pet food manufacturers both in wet and dry pet food.*

### White paper download

For full details of the palatability study and results, you can download the white paper here [link](#). For more information about PureeX from Protix, download the product datasheet [here](#). To explore the benefits of ProteinX, you can also download the product datasheet [from this page](#).



*Photo caption: the Protix plant in Bergen op Zoom (The Netherlands).*

### About Protix

**Protix** is the leading company in insect ingredients for healthy and sustainable pet food, aquaculture and livestock feed, and plant care. The company is on a mission to create a circular food chain by using waste from the food industry as feed for insects. These insects are then processed into high-quality functional ingredients such as meal, oil and puree. Protix's customers use these ingredients in animal feed and pet food. Moreover, leftover insect materials are used as organic fertiliser. Reintegrating insects into the food chain helps restore nature's balance and create a sustainable food chain.

Since 2009, Protix has developed state-of-the-art, scalable technology, enabling the efficient use of resources and supply chain optimisation, including the reduction and recycling of residues and waste. Protix has been producing insect ingredients at its fully ramped-up industrial scale plant in the Netherlands since 2019. The company takes a measured approach to growth, focusing on partnerships to unlock the full potential of insect ingredients worldwide. [www.protix.com](http://www.protix.com)

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*Photo images of the dogs are used under license from Shutterstock.com.*

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