

## **Modern Pet Diets Require Modern Ingredients to Keep Pace with Changing Consumer Demands**

The pet food industry has undergone a massive transformation in recent years. Pet parents now have more nutrition choices than ever, with nearly 50 new global product developments daily, potentially reaching over 16,000 annually (Innova, NPD 2024). The competition among pet food, treat, and supplement brands is intense, with global leaders, regional brands, and start-ups vying for the attention of demanding pet parents. Modern pet parents adopt a “good for me, good for my pet” and “I want it all and I want it now” mindset, driving innovation for new food formats. Quality nutrition alone isn’t enough; modern pet parents seek products offering both functional nutrition and indulgence. Consequently, over half of global pet food new product development from 2021-2023 included a proactive health claim, with the proactive health product positioning category growing 72% (Innova, NPD 2024). Competitive formulas must balance core nutritional needs with innovative ingredients without being cost-prohibitive.

To meet rapidly evolving consumer demands, Cargill recently introduced a new ultra-concentrated formula within the TruMune™ (also known as TruPet™ in some markets) postbiotic range. TruMune™ ultra-concentrated postbiotic enhances pet diets by nourishing a balanced and diverse gut microbiome. The new formula contains less calcium, is more concentrated, and requires half the inclusion rate compared to the previous formula to deliver the same benefits. This evolved ingredient formulation allows manufacturers more flexibility when formulating premium wet and dry diets and creates opportunities for TruMune™ postbiotic technology to be incorporated into new and novel treats, toppers, and even pet supplements.

Unlike other market options designed for humans or based on non-pet animal research, TruMune™ postbiotic technology was made specifically to support pet food manufacturers in delivering the health and performance benefits pet parents expect from their finished products. Since introducing the original TruMune™ postbiotic formula in 2019, Cargill has invested in multiple pet-specific research studies, including clinical trials with dogs and cats demonstrating TruMune™ postbiotic’s ability to support comprehensive pet health from the inside out.



For just a fraction of one percent of a finished product formula, TruMune™ ultra-concentrated postbiotic can deliver a higher level of support to any pet nutrition product because it retains efficacy through modern pet food processing conditions like retort, extrusion, and high-pressure, avoiding microorganism survivability challenges experienced with other health ingredients.

TruMune™ postbiotic technology supports comprehensive pet health by consistently delivering hundreds of metabolites to the pet's gut, promoting a diverse and thriving gut microbiome. With a well-fueled gut and balanced gut microbiome, pets with TruMune™ postbiotic in their diet have been shown to have strong digestive systems and healthy stools, balanced immune responses to stress, and optimized energy levels and vitality. The ultra-concentrated formula modernization opens new doors for pet food formulators to expand the use of this market-leading postbiotic technology to deliver pet-proven benefits into existing lines and new and novel product formats.

As the pet food industry continues to evolve, staying ahead of consumer demands is crucial. Cargill's TruMune™ ultra-concentrated postbiotic offers a versatile and effective solution for pet food manufacturers to meet the growing expectations of modern pet parents. By incorporating this advanced ingredient, brands are supported in delivering superior comprehensive benefits, helping pets to lead healthy, happy lives.

*Contact your local Cargill representative to learn more about the new TruMune™ ultra-concentrated postbiotic or our full line of pet-proven postbiotic ingredient solutions.*

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