

Micronutrition & Health Solutions Article

Build brand trust and loyalty with pet-proven postbiotics

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Today's pet parents expect more from their pet's nutrition. Consumers are seeking elevated mealtime experiences while doing what they can to improve lifetime pet health and wellness. Simultaneously, global consumers are growing increasingly skeptical of brands, seeking more transparency and science-backed claims. In fact, a recent survey amongst consumers (not pet-specific) showed that just 22% trust national companies and 21% trust global companies¹. Conversely, this same study revealed that 69% trust scientific/academic institutions. A recent [cat parent survey](#) validated the need for science-backed claims, as 41% of respondents said they seek cat foods that are backed by scientifically proven research and three quarters of these science-seeking cat parents want their cat's nutrition to be supported by pet-specific research.²

With transparency and scientific validation on pet parents' minds, creating compelling and differentiated scientific stories and backing your products by multiple studies and pet-specific research can be an effective way to build trust and loyalty.

Not just research, pet-specific research

Pets have unique digestive systems, metabolism, and nutritional needs that are vastly different, requiring solutions tailored to their biology. However, many commercially available functional ingredients on the market may only be supported by human or non-pet animal

¹ [Pet food brand success today requires consumer trust | PetfoodIndustry](#)

² Cargill Global Cat Parent Survey, 2024.

research and promote health claims assuming that the health benefits can be transferred across species.

While studies on rodents, pigs, or even humans can provide valuable preliminary insights, they fall short of offering the reliability and assurance that pet parents and manufacturers demand. Pet-specific research brings comfort to pet parents, knowing that the products they offer their pets are backed by sound science in the intended species. As a pet food brand, pet-specific research offers peace of mind that your finished products will deliver their intended health benefits with each serving.

35-years of pet science working for you

Cargill's pet-proven postbiotics are backed by more than 35 years of research in pets, [evaluating a wide range of physiological responses](#). Our microbiome, postbiotic, and pet nutrition experts have partnered with some of the industry's most trusted academia and research institutions to help us understand how our products support dog and cat health in both clinical and real-world settings.

With our pet-proven postbiotics in your formulas, you can:

- Gain consumer trust and loyalty with pet-proven, scientifically backed claims.
- Protect your brand's reputation.
- Innovate with confidence.

Finding the right pet-proven postbiotic for you

Postbiotic claims within global pet new product development activities have risen 332% from 2020-2023 and there have been 17X more online monthly searches for "postbiotics" from 2020-2024.³ [Consumers see postbiotics](#) as a new way to take their gut health regimen to the next level. Pet food manufacturers are gravitating towards our postbiotics because they can efficiently and consistently deliver metabolites to the gut where they can get right to work to nourish a thriving gut microbiome.

Our [pet-proven postbiotics](#) can support multiple on-trend health benefits within any pet food formula, including retort, high-pressure, and high-heat extrusion.

For main meals (wet, dry, fresh, etc.) or functional treats, **TruMune™** is an ideal choice. TruMune™ (also known as TruPet™ in some markets) is a natural*, postbiotic ingredient, complete with a unique combination of metabolites to nourish a thriving gut microbiome. Multiple pet-specific studies demonstrate that TruMune supports immunity, digestive health, and vitality. TruMune is made by fermenting a proprietary *Saccharomyces cerevisiae* yeast probiotic to deliver a postbiotic-packed powder that can be incorporated into your formulas.

For pet supplements, dental chews, functional treats, human-grade main meals, and meal toppers, EpiCor™ Pets is a perfect fit. EpiCor Pets is an ultra-concentrated human-grade, natural* postbiotic ingredient trusted by people and proven effective for pets. EpiCor Pets has been shown to support immunity, digestion, and even breath freshness. EpiCor Pets is

³ Google Trends, "postbiotic", November 2024.

made by fermenting a proprietary *Saccharomyces cerevisiae* yeast probiotic (different probiotic than TruMune) in a human-grade facility.

Looking to bring a new premium health-packed product to market or seeking solutions to renovate an existing formula or product line? Contact your local Cargill representative to help you innovate without limits.

*Natural as defined by AAFCO.

[Find out more about Micronutrition & Health Solutions](#)