



RIVLAND
Rivland Partnership

Improving Pet Food and Treats with Rice Gel®



Pet Food Industry

Due to a remarkable spike in the past few years, the Pet Food industry is expected to continue growing annually by more than 4%. While market share continues to increase, with the highest revenue generated in the United States, specific awareness of allergies and food quality for animals has also gone up.

Nowadays, cats and dogs are no longer considered simple pets, but have taken on the role of companions and have become like family members in many American

households. This leads to owners demanding more from the food industry in order to provide quality and variety of pet food and treats. Therefore, the demand for valuable solutions is on the rise.



63
million

US households owned at least one dog

In global comparison, most revenue is generated in the United States

US\$33,007m

in 2021.



Revenue in the Pet Food segment amounts to

US\$102,914m

in 2021. The market is expected to grow annually by 4.11% (CAGR 2021-2025).



The Pet Food segment is expected to show a volume growth of

2.8%

in 2022.

Source: Statista

Over 63 million families in the United States owned at least one dog based on a 2019/20 pet owners survey, making them the most widely owned type of companion animal across the U.S. at this time. Cats and freshwater fish ranked second and third, with around 42.7 million and 11.5 million households owning them.

Recent literature supports a connection between proper nutrition and animal wellbeing as well as longevity. Due to this concern for their pets owners are leaning towards clean label foods, allergy-free alternatives, and plant-based options. They are also seeking variety in flavor as well as appearance, size, shape, texture, etc. moving away from conventional wet or dry food products and treats.

As pets such as dogs and cats are more and more considered like family members, the need for more natural ingredients also rises. Grains, such as rice, are among the preferred ingredients

when producing naturally sourced food for animals. Rice contains an allergen-free profile, a neutral flavor with no cereal aftertaste, and a proven connection with providing more energy and proteins. Furthermore, when compared with other grains, it has the perfect amount of starch to work as a natural binding agent for food products that pets can enjoy.



42.7
million

US households owned a cat



11.5
million

US households owned freshwater fish

Rice Extrusion

For pet food applications, rice undergoes a high-technology engineering process called extrusion. This versatile method allows production of diverse products in different shapes and textures for more enjoyable snacks. It's ideal for pet treats as they can be digested more easily with no noticeable flavor, so solutions like Rice Gel® are a great addition to any natural food product.

Rice Gel® is obtained after the extrusion of precooked rice flour. Rice is a quality ingredient for to add to pet meals as it has a small granule starch size that makes it ideal for undergoing the extrusion process. Rice Gel® is easier for pets to digest and a great ingredient for hypoallergenic diets. 61% of US pet owners claim they will pay higher prices for foods that are tailor-made to meet their companion animal dietary needs.

Rice extrusion technology is considered a leading process solution to meet the ever-growing market demands and ongoing global growth of pet food and treats.

Rice Gel®

Rivland Pre-Gel Rice Flours are produced from specially processed and precooked extruded rice flour. In an effort to reach consumer demands, using pregelatinized rice facilitates sourcing finalized food products with an ingredient that comes from rice, it is Non-GMO and free from allergens. Aside from these qualities, its palatability is ideal for meeting animal needs.

The pregelatinized rice variety shown below has a high capacity of water absorption and is easy to blend with other dry materials. This is key in the customization for pet products, as not all animal nutrition is the same. Tailored nutrition for dogs and pets is a priority for many pet owners.



“Products the pets will actually enjoy... Rice Gel® starches are uniquely great expanding agents that help as a binder for the crunchy outer shell of treats to keep the filling in, as well as allowing the filling itself to remain more stable at room temperature... for your pets to enjoy multiple layers of texture in one bite.”

– Dr. Sajid Alavi from Kansas State University

Rice Gel®

Rice Gel® LCV-350	Ingredients	Taste
	Specially processed and precooked extruded rice flour	Organoleptically bland (with virtually no noticeable cereal taste)
	Allergy Profile	Location
	Free from allergenic factors	US Grown Rice

Rivland Pre-Gel Rice Flour Products

Advantages of pregelatinized rice flour:

- ✔ Regulates the dough texture and stickiness and it increases crunchiness.
- ✔ Improves texture and formation.
- ✔ Minimizes forming and shaping problems.
- ✔ Reduces cracking and breakage.
- ✔ Blends easily with other dry materials.
- ✔ Works as a thickener, binder, or extender.
- ✔ Has great freeze-thaw stability.



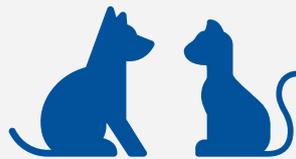
Consumer Claims

With the rising trend of pet owners seeking products more focused on health and nutrition, this is driving growth in every aspect of the pet industry. This is especially true for food trends, which are seeing a parallel between humans and pets. As previously mentioned, concerns are turning purchase intent towards natural and organic products, especially for millennial owners.

This connection between proper

nurturing and a higher quality of life is leading consumers to raise the standard for pet needs, as the relationship is becoming more like human parenthood. Surveys highlight that during the holiday season, around 50% of pets received a Christmas gift or treat from their owners.

This is, without a doubt, pushing the industry towards manufacturing products that match their safety and quality expectations, like Rice Gel®.



· Approximately **6 in 10** dog and cat owners are very or somewhat concerned about their pets' nutrition.



· Approximately **8 in 10** dog and cat owners strongly or somewhat agree that what their pet eat impacts their health.



· More than **8 in 10** dog and cat owners strongly or somewhat agree that what their pets eat affects their lifespan.



· Nearly **8 in 10** dog and cat owners strongly or somewhat agree that what their pest eats affects their happiness.



Source: FINN CADY

About Rivland Partnership

Find out more about our complete variety of rice flour and pregelatinized ingredients. Rivland Partnership provides a broad range of rice flours that are held to the highest standards to meet the needs of our valued customers. Rivland offers natural, Non-GMO, hypoallergenic rice flours that are suitable for any applications, both human and pet-friendly.

Rivland Partnership is a joint venture between Riceland Foods and Riviana Foods Inc. Rivland is located in Jonesboro, AR onsite at Riceland's 30-acre facility. With a combined experience of over 150 years, these rice industry leaders joined forces in 1989 to provide the most extensive and dependable rice flour product line in the business.



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