



# Poultry plasma powder

## What is poultry plasma powder?

Plasma is the vital liquid component of blood that holds the blood cells in suspension and is a nutrient rich clear fluid that remains when blood cells

and platelets are separated from blood. Plasma powder is spray-dried liquid plasma. Plasma is a natural, nutritious and palatable ingredient, having both techno- and bio-functional properties.



## Product specifications:

- Maintains all of the biological functionality of the albumin and globulin proteins
- Specifically of poultry origin, which is generally the most preferred in the market
- Strong waterbinding and gel strength
- Very palatable for both cats and dogs
- High in protein (67 – 70) and light coloured
- Packaging: available in 25kg bags or big bags

## What are the benefits?

### Pet health:

- Greatly improves palatability / high degree of acceptance by pets
- Rich in important vitamins, minerals and essential amino acids
- High content level of immunoglobulin Y (IgY)
- Does not trigger the allergenic response

### Production:

- Excellent gel formation and emulsifying properties

- Very good water binding capacity
- Helps to improve chunk quality and reduce production losses

### Market acceptance:

- Clean label for pet food producers that want 100% poultry origin
- No restrictions in terms of pet parents' religious considerations

	Plasma protein	Collagen protein	Wheat gluten	Carrageenan	Egg Albumin
<b>Origin</b>	Animal	Animal	Vegetable	Vegetable	Animal
<b>GMO free</b>	Yes	Yes	By choice	Yes	Yes
<b>Solubility</b>	+++	+ / ++	+	+(+)	+++
<b>Gel formation</b>	+++	-	++	++	+++
<b>Water binding capacity</b>	++	-	++	+++	++
<b>Emulsifying properties</b>	+++	-	++	-	++
<b>Palatability</b>	+++	+	-	0	+
<b>Protein content</b>	70-80%	> 95%	> 70%	n.a.	> 80%

**Characteristics of functional ingredients in wet pet food processing conditions**

## How to use in pet food formulations:

- Poultry plasma powder has applications in both wet and dry pet food, as well as in semi-moist snacks and treats.
- Because of its high protein content of 70 percent, poultry plasma powder is used to increase low content levels of (functional) proteins in raw materials for pet food.
- Poultry plasma powder has a typical inclusion level of 2.5% for wet pet food and 1 – 5% for dry pet food and snacks, depending on the application.

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ingredients**