



dried collagen  
powder

## Dried chicken collagen powder as alternative for pork gelatin and collagen

Valued mostly for its high protein content, palatability and strong binding capability, pork skin protein has long been an important source of collagen for pet food manufacturers. In recent years however, pork has become a less favored ingredient in human food diets for different reasons. This has significantly decreased pork production in favor of chicken, which is more widely accepted by consumers and pet parents – especially within the EU. Answering to this trend, IQI's offers dried chicken collagen powder, a highly palatable ingredient with an excellent availability that works for both cats and dogs.

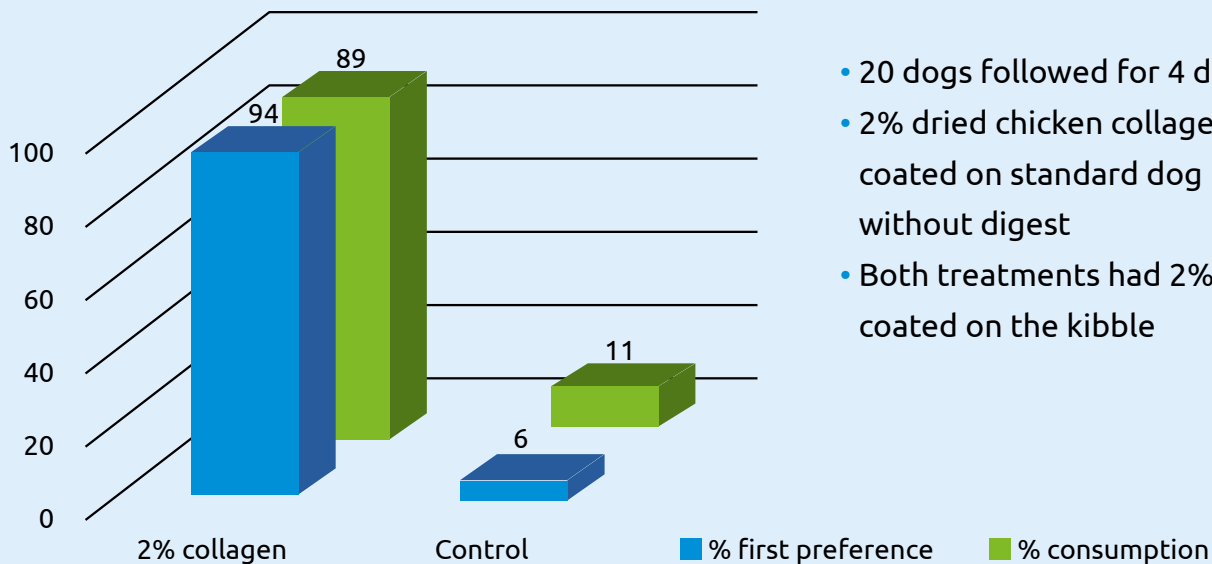
### More than adequate gel strength

Pet food manufacturers mostly target high quality collagen for its high gel strength, making it a key ingredient in premium dental chews, meat sticks and other snacks for both cats and dogs. Containing no less than 70% collagen and with a bloom index of at least 250, however, IQI's dried chicken collagen powder proves itself as a perfect alternative to traditional pork collagen or pork skin gelatin for this purpose. Additionally, the product is very low in ash, which helps manufacturers to create a favorable protein to ash ratio's in both snacks and critical recipes. And there is more.

## Very strong palatability

Research shows that IQI's dried chicken collagen powder has a very strong palatability effect on pet food both for cats and dogs. In a study conducted on 20 cats and 20 dogs that were given standard kibble with and without the product on it for 4 days in a row, all animals showed an overwhelming favor for kibble that was treated with IQI's dried chicken collagen powder. Specifically, it turned out that roughly 90% dogs preferred the treated kibble, compared to 70% of the cats.

### Strong palatability dried chicken collagen



- 20 dogs followed for 4 days
- 2% dried chicken collagen powder coated on standard dog kibble without digest
- Both treatments had 2% beef fat coated on the kibble

## Excellent availability

As the demand for chicken in human food increases, chicken production is rising fast and will increase further throughout the coming years. This makes it a reliable and abundant source of collagen both now and in the future, which in turn makes up for a highly palatable ingredient with an excellent availability that works for both cats and dogs.

## Contact us for help

For further information on labeling, packaging, recommended application and inclusion of dried chicken collagen powder as an alternative for pork gelatin, please contact your IQI sales manager or contact us at [info@iqi-petfood.com](mailto:info@iqi-petfood.com).

	Dried chicken collagen
Protein (target)	86 %
Fat (target)	8 %
Ash (target)	7.5 %
Soluble	YES
Water binding	1:20
Gel strength (bloom)	> 250
Collagen	> 70%



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