

Farmina company

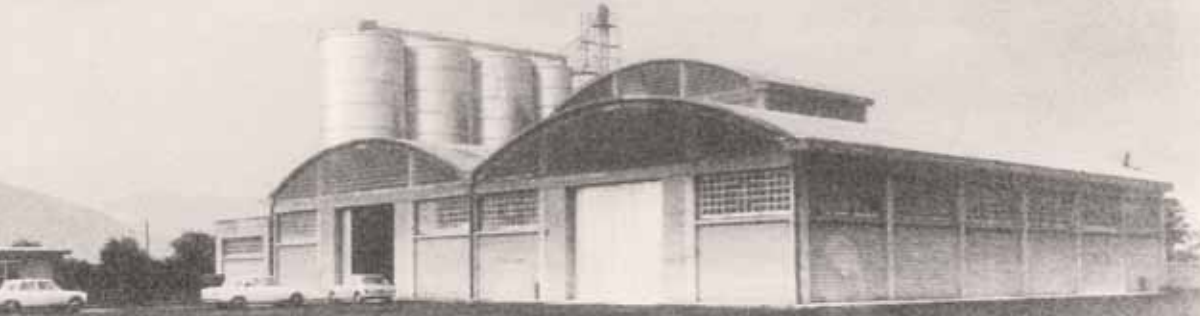
superpremium quality pet foods



www.FarinaChannel.com



Happy pet. Happy you.



the Company

An Italian success story beginning more than forty years ago...

Farmina's story begins in 1965 when Dr. Francesco Russo founded the Russo Feed, a company specializing in the fodder sector, which operates mostly in Southern Italy.

In 1999 the son of Francesco, Dr. Angelo Russo, joined the company of his father, understood the potential of the pet food industry, and decided to operate in this market. It is in this period that he started working

with English Farmina Pet Foods, based in Ingatestone, which makes an important contribution to the company's research and formulative.

Within a few years the market response led the company to invest in production capacity from 1.5 tons to 12 tons / hour.

In parallel, to be able to fulfill a more specific and demanding request, new formulas and new product lines were developed.

Finally, after years of collaboration, the Russo Feed notes the Farmina Pet Foods group.

And we get to today, 10 product lines, five dedicated to dogs and five to cats: Cibau, Team Breeder dog and cat, Ecopet, Fun Dog, Vet Life Formula dog and cat, Cimiao, Matisse e Fun Cat.

All lines are offered in different formulations depending on the age, size, race and way

CIBAU
SUPERPREMIUM QUALITY DRY DOG FOOD

ECOPET



CIMiAO
Superpremium Quality Dry Cat Food

Matisse



Happy pet. Happy you.

of life of our furry friends.

The formats developed range from 400 grams to 20 kilograms and are distributed in Italy, Europe, Arab countries and Latin America.



In terms of production, to support the establishment of Nola (Naples), two new production facilities have recently started operation, the first site in San Paulo, Brazil, and the second in Indija in Serbia. But Farmina is not just pet

food; always increasing is its efforts in the line of "pet care", with professional services and activities to cover a 360° need of our furry friends and their owners. An example is www.farminachannel.com, the site dedicated to

dogs and cats most visited in Italy, with over 10,000 subscribed and over 2 million pages visited every month.

Farmina, a "story" beginning over forty years ago, a story of success, all Italian, where the tradition and

experience are the basis in which products and services are develop aimed at the welfare of our furry friends and their adoptive families.

Farmina, a story still to be told...



A story still to be told

- 1965** - Dr. Francesco Russo founded the Russo Mangimi S.p.A., specialized in fodder.
- 1999** - Dr. Angelo Russo converted the production of fodder into pet food.
- 2000** - *Ecopet* line products were created.
- 2001** - *Cibau* line products were created: export to Eastern countries and in Brazil began.
- 2004** - The production of pet food in Brazil began.
- 2006** - *Team Breeder* line products were created.
- 2007** - Building of the production facility in Serbia started.
- 2008** - Lines of products for cats *Cimiao* e *Vet Life Formula* were created.
 - Building of the production facility in Brazil started.
- 2009** - Export to Arab countries started.
 - The production facilities in Serbia and Brazil were brought into use.
 - The activity of "care" in Italy began.



...connect to your best friend!

www.farminachannel.com, the most widely used portal in Italy.

In 2008 farminachannel.com was created.

A real channel dedicated to our furry friends.

In little more than a year it has become the most used Internet portal in Italy, with a community that counts members in four zeros...



the Raw Materials

4 The wellbeing of animals is the value guide followed by Farmina to achieve complete and balanced food, able to assure for dogs and cats of every age, race and weight, the correct amounts of proteins, fats, carbohydrates, vitamins and minerals..

For this reason, Farmina chooses products with careful choice of the best ingredients, deprived of GMO, with meat coming from healthy animals and fit for human consumption.

Protein

Farmina Pet Foods utilizes primary source of protein from chicken, fish, lamb and eggs. The dehydrated **chicken** meat present in Farmina products derives



from whole Italian chickens (Aia, Amadori) freshly slaughtered, free of feathers and other waste products of the animal.

All this helps to make this raw material a food with high contents of biological value protein, with a digestibility



of 95%.

The **fish**, utilized by Farmina Pet Foods, is of Scandinavia origin and derives exclusively from animals caught at sea and not of breeding.

The raw materials are low chloride content, with protein with an amino acid profile to assure a cured contribution of essential amino acids.

The Farmina products containing **lamb** are particularly



indicated for subjects with manifested problems of cutaneous allergies. The dehydrated lamb meat is of New Zealand origin.

The **eggs** are transported fresh to the shelling plants and here the liquid egg is transformed into powder through a process of



dehydration for atomization, which guarantees the maximum preservation of the nourishing elements of this food, whose proteins have a highly elevated biological value.

Fats

Fats represent a primary source of energy for dogs and cats. The choice of lipids to be used is of fundamental importance also to the

goals of appetizing and to the contribution of all the essential fat acids for a correct nutrition.

The **fat from chicken**, the **oil from fish**, the **vegetable oils**, among which those contained in the flax seed, allow furnishing the animals the required essential fat acids.

Furthermore, the percentage of fatty acids **omega-3** type and fatty acids

omega-6 type, is held in the proper ratio, thanks to the balanced mix of raw materials bearer of lipids.

All this allows for control of inflammation and maintenance in good condition of the skin and fur.

Polyunsaturated fatty acids (**PUFA**),

in fact, play an important role in the maintenance of skin function, maintaining more

stable all membranes, thus ensuring greater elasticity to skin protecting it from aging.



Carbohydrates



Carbohydrates are another important source of Energy for dogs and cats. In particular carbohydrates provide readily available Energy. The digestibility and availability of carbohydrates of our foods derive from the raw materials use, as first class **rice** and **corn**, OGM free, and from technological processes and controls which they are subject. Treatment with **twin-screw extruders**,

as the ones used by us, allows to enhance maximum digestibility and availability of these important nutrients.

In terms of **controls**, important are all activities



developed to ensure the absence of mycotoxins and aflatoxins.

Fibers: modulators of digestion and assimilation

In a balanced food, the correct intake of fiber plays an important role in the regulation of intestinal transit of food ingested.

Farmina products utilizes as an important source of fiber **beet pulp**, which promotes the formation of good stool consistency. The beet pulp contributes to keep the intestine in

good health, also thanks to the action of fatty acids, also thanks to the action of short-chain fatty acids produced by their fermentation by the intestinal microflora, representing a primary energy source for the intestinal villi.

Similarly, the use of substances in Farmina products bearers of **fructo-oligosaccharides (FOS)**, can

produce beneficial effects in the intestine, promoting the development of lactic flora, an antagonist of the pathogen.

The presence of **yeast**, and extracts, rich in **mannanoligodaccharides (MOS)**, in addition to the contribution of direct B vitamins and natural substances with antioxidant, amino acid and peptides easily and completely assimilated, promotes beneficial action on the intestine due to the exclusion of bowel bacteria and the selective removal of potential toxins. Furthermore, yeasts and extracts, strongly activate the immune system specificity.

Farmina pays particular attention to the mix of fiber products for certain species, races and classes of animals. For example, for those who show special predisposition to constipation or the tendency to gain weight, the product is enriched of **pea fiber** and **cellulose powder**. These fibers help reduce enteric



problems, promote intestinal peristalsis, and at the same time, help to give a correct sense of satiety in the animal.

The **seeds of psyllium**, when added, are a natural laxative, and thanks to their content of natural mucilage, determine an increase and softening of the fecal mass.



Vitamins, minerals and substances with targeted effect

Vitamins are essential for proper nutrition because they are the most important driver of biochemical reactions in the body.

Vitamin deficiencies occur in some cases so specific and obvious, in others in a more silent or with a state of general weakening of the subject. Daily intake of the appropriate amounts of vitamins is important to help the dog and cat towards a smooth operation of all vital functions.

Farmina products, **vitamin supplementation** is also



complete and balanced according to the physiological and developmental stage of the animal.

The application in post extrusion is a further guarantee for the preservation in time of the vitamins included in the food (**System Long Life Vitamins**). Similarly, great care and attention is given to the inclusion of mineral through the addition of **macrominerals**

and **oligoelements** opportunely balanced for each species and category of dogs and cats.

As above, because Farmina attaches great importance to a holistic approach to feeding our four-legged friends, paying close attention to those nutrients which play a requested focused action, and that together with all other components present



in competing a global welfare of the animal.

To support the

welfare of the

designated to large animals and particular breeds, or animals in old age, Farmina products are fortified with **glucosamine** and **chondroitin**.

Taurine helps regulate the osmosis cells and supports cardiac function: its inclusion along with that of **L-carnitine** in food is exceptionally well designed to increase the mobilization of metabolic

body fat storage and preserving

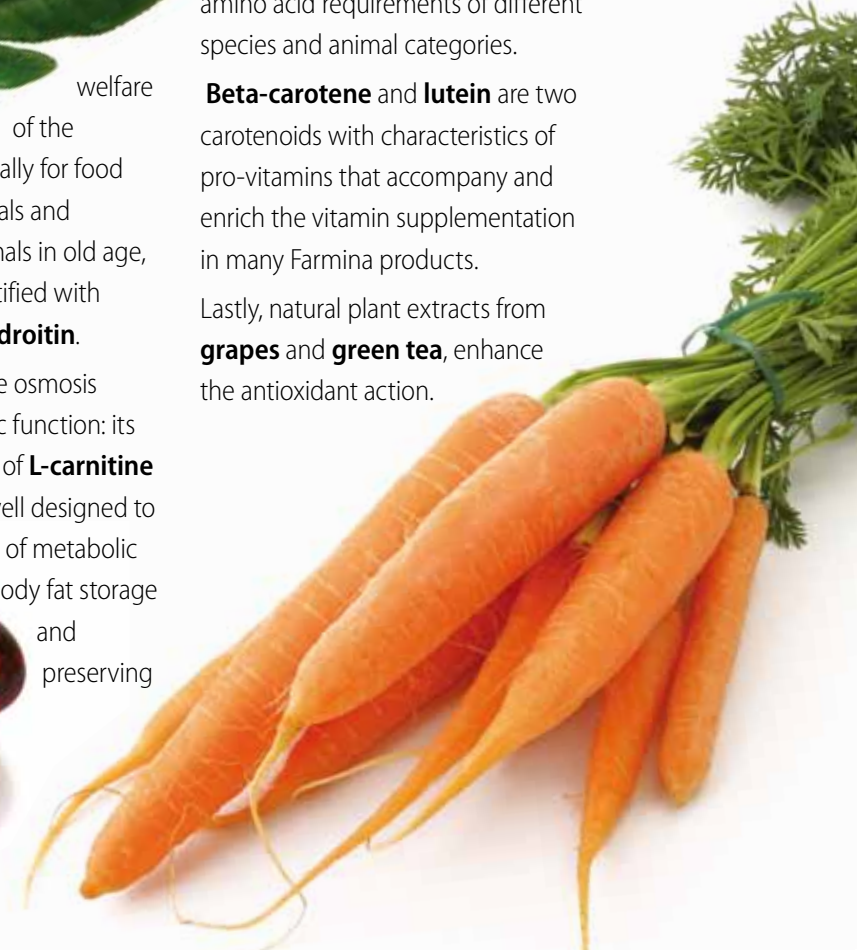


lean muscle mass.

Methionine, lysine, cystine are amino acids and the inclusion of which has the task to help increase the biological value of protein in Farmina food products, to respond better to specific amino acid requirements of different species and animal categories.

Beta-carotene and **lutein** are two carotenoids with characteristics of pro-vitamins that accompany and enrich the vitamin supplementation in many Farmina products.

Lastly, natural plant extracts from **grapes** and **green tea**, enhance the antioxidant action.





Quality Icons: how to read them

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Fatty acids Omega3 Omega6 in optimal relation, improve conditions of the skin, coat, and reproductive function, play an anti-inflammatory activity on various tissues and stimulate the immune system.



Food suitable for small and toy breed puppies. Satisfies their nutritional needs with croquettes right size to be chewed without problems.



Food suitable for large and giant breed puppies. Satisfies their nutritional needs with croquettes dimensions suitable to chew without problems.



Complete and balanced food with the right intake of vitamin D and calcium which provides a complete development and prevents deficiency diseases, safeguarding the health of the dog.



Low-calorie food formulated to reduce energy intake, the reduction of body fat and preserving lean mass.



Addition of carnitine and taurine, both non-essential amino acids. Carnitine facilitates the use of fat by the cell, while taurine protects the muscles and heart and acts as a good antioxidant in the cell.



The composition of this food is fish based only and ensures coverage of nutritional needs, improves the conditions of elasticity of the skin and the shine of the coat. It stimulates the immune system and is very useful in the resolution of inflammation and allergic reactions in progress.



Food that contains, as the sole source of protein, fish from Scandinavia with low ash content and chlorides, whose average content of arginine is higher than 4.4%, while the content of lysine is 5.2%.



Food suitable for small dogs and toy. Satisfies their nutritional needs with croquettes right size to be chewed without problems.



Food suitable for large and giant dogs. Meets their particular nutritional needs of dog food with correct size to be chewed without problems.



Complete and balanced food, highly digestible due to its special formulation and raw materials used.



The intake of glucosamine and chondroitin, carbohydrate molecules that enter the composition of cartilage, stimulates growth and protects the aging joints.



Complete and balanced food that contains lamb as a protein source with low allergenicity, which is used in dogs with allergy problems.

100% guarantee = is our seal of assurance, by which we indicate that the product was developed with the finest ingredients, having successfully passed all our testing.



Fatty acids Omega3 Omega6 in optimal relation, improve conditions of the skin, coat, of reproductive function, act as an anti-inflammatory activity on various tissues and stimulate the immune system.



Food that contains, as the sole source of protein, fish from Scandinavia with low ash content and chlorides, whose average content of arginine is higher than 4.4%, whereas the content of lysine is 5.2%.



The particular composition of the product allows you to control the urinary pH, facilitating the kidney function.



Croquette texture and size suitable to be chewed and swallowed easily by kittens.



Complete and balanced food with the right intake of vitamin D and calcium which provides a complete development and prevents deficiency diseases and safeguards the cat's health.



The intake of glucosamine and chondroitin, carbohydrate molecules that enter the composition of cartilage, stimulates growth and protects the aging joints.



The unique composition anti-hairball provides a combined use of psyllium, vegetable fibers, beet pulp, flaxseed and fructooligosaccharides that favor the elimination of bolus transit of hair.



Complete and balanced food, designed for the needs of spayed cats.



Complete and balanced food, designed for the needs of neutered cats.



The addition of taurine, protects the muscles and the heart and acts as a good antioxidant in the cell, protecting it from free radical.



Complete and balanced food, which protein sources is dominated by chicken.



Complete and balanced food, highly digestible due to its special formulation and raw materials used.



Croquette texture and size suitable to be chewed and swallowed easily by Persians cats.



Low-calorie food formulated to reduce energy intake, the reduction of body fat and preserving lean mass.



The particular composition, due to integration and consistency of the croquette, favors the mechanical cleaning of the teeth, increases the oral hygiene and prevents the formation of tartar.



Complete and balanced food that has a high digestibility and greater palatability. Suitable for cats with digestive problems or tastes particularly difficult.



Technology

Production technology and packaging

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Farmina Pet Foods uses a **Twin-Screw** extrusion process (twin screw extruder), mainly adopted in the field of food production for humans.



The twin screw extruder activates a mechanical process that ensures better gelatinization of starch, increasing the terms of mixing and baking of 20-25% compared to single-screw systems.

The end result is a lower denaturation of nutrients resulting in increased digestibility. Another highlight of the production methods used by Farmina is the system

Long Life Vitamins, by which the vitamins are added to the product only after the extrusion process.

This means ensuring a longer life to the product avoiding chemical and physical stress during processing.

The Fat coating of the product is made using the system **Vacuum Coater**, ensuring the perfect inclusion of lipids in the croquette.

Great attention is paid to the packaging, using a technology that guarantees the preservation of nutrients over time, thanks to a complete isolation of the croquettes from the outside world.



The experience gained in years of production of animal feed, leads Farmina to invest heavily in monitoring activities.

A special team always **checks all raw materials** and, equally, each batch is thoroughly analyzed, a sample is taken and kept for further analysis up to 18 months.

Lots of production is all tracked, allowing Farmina to act promptly where necessary.

All raw materials come from suppliers certified under a strict audit process.

In addition, the analysis to the **NIR (Near Infrared)** samples of raw materials (MP) and finished products (FP), allow full real-time monitoring on both the

incoming raw materials

Controls

Control activities

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as on finished products for sale.

The laboratory is also supported by outside laboratories for testing of the MP and PPP with regard to all aspects of food security, according to a close analysis plan default.

Not always is a natural product healthy...

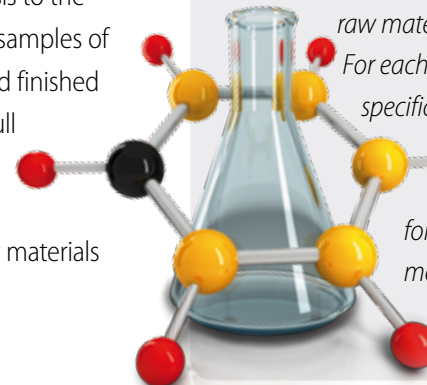
Chemical analysis of nutrients:

According to the standard of protein, fat, fiber, minerals, starch, phosphorus, calcium, vitamins, minerals and water.

Analysis for product safety:

Microbiological analysis and research of pollutants on raw materials and finished products.

For each category we analyze the specific problems, such as research of the toxins (aflatoxins and mycotoxins), search for pesticides, radioactivity, heavy metals, arsenic, salmonella, enterobacteriaceae, melamine.





the Products

Farmina's research in the recent years has led to the creation, for both dogs to cats, of a wide range of products to solve the various problems related to size, age, sport and working use, a special physiological condition and support to medical therapies.

Product Development

We put at the base of everything we develop, the combination between experience in the field and continued research, which is vital to achieve our main objective: to improve even more.

In dogs, the knowledge of nutritional needs and the availability of raw materials of excellent quality, have made possible the building of the line "Superpremium Cibau" with products like **Puppy** and **Adult** for toy size dogs, small, medium, large, giant

and for dogs subject to special working and sports media and intense conditions .

Thanks to the study of specific formulations and to the use of hypoallergenic raw materials (fish, lamb), the product line

"**Special Care Cibau**", of which Cibau Fish & Rice, Lamb & Rice, Light Formula and Senior Formula, were developed .

In particular, the **Cibau Fish & Rice** products, thanks to the biological properties of fish

CIBAU

Special Care



Natural



Hypoallergenic



Light



Lifelong Care

and fish oil, resolve in "natural" way, states of inflammatory and allergic reactions.

The **Cibau Lamb & Rice**, thanks to the hypoallergenic properties of lamb and the particular formulation that it provides from the use of 'natural' raw materials as brewer's yeast, fish oil and vegetable oil, resolve and prevent allergic problems and intestinal disorders.

Cibau Light is a low-calorie food, suitable for obese tending dogs or with minimal physical activity. It includes the use of corn, particular fibers as psillium, vegetable fiber and amino acids such as carnitine and taurine, which can preserve lean body mass and fat consumption effectively.

Cibau Senior, thanks to the use of raw materials, such as chicken, eggs, special fibers (flax seed, fructo-

oligosaccharides) and the use of natural supplements such as carnitine, taurine, chondroitin and glucosamine, prevent the most frequent diseases of old age.

The same method of study has led to the production of

"**Vet Life Formula**", line that meets specific dietary nutritional

requirements of dogs and cats in recovery, with problems of obesity, intestinal, and kidney stones, diabetes, allergies and intolerances.



The "CIMiAO line" is composed of ten formulations to resolve various issues, for example, age, indigestion, ingestion of hair and physiological condition of the cat. Specific products have then been developed, of the line "Special Care Cimiao" dedicated to neutered cats, subjects with a tendency to gain weight,

elderly and Persian cats. In addition to composition, studies have been conducted on the production of the **croquettes ensuring** an easy grip, facilitate chewing and encourage your cat to enjoy all the formulations with taste.



The research or the continuous progress...

In the research, Farmina relies on the collaboration of university facilities, clinics of the area and is made possible thanks to the availability of breeders and pet owners that, under normal conditions, in their home environment, enable us to run our tests without any restrictions and in the best environment and habit, with full respect and care to the animals.

For example, thanks to this method, diets enhancing growth were valued, and compared with other commercial products. The results obtained showed the effectiveness of Puppy Farmina feed who obtained excellent performance.

Particular attention has been paid to the development of experimental protocols specifically for each diet of the Vet Life Formula line.

From the findings, dietetic Farmina feed have proven effective for the treatment of obesity, diabetes, urolitiasi from calcium oxalate and struvite.

Preliminary results of the Protocol on the treatment of obesity (relative to 7 weeks of treatment) have been published internationally.



Appetizing

For us at Farmina, palatability is a critical factor in product development.

Palatability to the animal represents a direct response to the liking of a food and is mediated by taste, aroma, nutritional value, physical characteristics and mechanical properties. Many are the efforts we have devoted to the study of shapes, sizes, texture and ingredients to make our products more attractive and pleasing.

In particular, in developing the Cimiao line, for each production a **protocol** is expected that provides controls besides chemical and physical (Analytical, size and texture of the dog food) also tests of palatability.



Only after confirmation of satisfaction and of nutritional response the products are displayed for sale.



Our dog food, as always “freshly baked”...

One of the most important qualities that distinguish the products developed by Farmina is the production “**just in time**”: this means that the product delivered from our distribution has on average only **4 days of life**. There is no deposit, no advance stock up: thanks to the work of agents spread all over the country, orders are managed through a

computer system and from time to time extinct according to market demands. This process results in a freshness of our dog food in which dogs and cats have immediate perception.

Cruelty free: animals love us ...

We do not do tests on animals; our research is aimed at verifying the functionality of the products developed and is based on the collaboration of breeders and pet owners, who allow us to work with their animals under normal conditions and in their home environment. Also in the selection of our suppliers, we always give priority to companies that obtain their supplies of raw materials in a non-bloody and environmental friendly area. For example, tuna, sardines and soles we use are not farmed, but offshore fishing methods that safeguard the dolphins and other cetaceans.





the Farmina “philosophy”

... it is said that “dog is man’s best friend,” for us at Farmina it is “man is dog’s best friend”...





Happy pet. Happy you.

Farmina Pet Foods Ltd

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