

Customer Case Study

Enhancing Pet Nutrition with ProtaSTAR® - A True Differentiator in Pet Food Ingredients

In the competitive world of pet food production, where quality and innovation are key, family-owned company Vobra Special Petfoods has carved a distinctive path. With over 90 years of experience in pet nutrition, Vobra stands for its commitment to the usage of natural ingredients solely. One of those ingredients is Royal Avebe's ProtaSTAR®. This is one of our high-purity refined potato protein products, perfect for making high-quality food for farm animals and pets.



The Uniqueness of Vobra Special Petfoods

Founded in 1932 in the Netherlands, Vobra Special Petfoods has not only stood the test of time but has thrived in an ever-evolving market. With expertise spanning over half a century, Vobra specializes in dog and cat nutrition, offering private-label solutions and its own successful brands. They are producing 50,000 tonnes of dog and cat food each year and their new factory which will bring them up to 70,000 tonnes each year.

A Conversation with Vobra: The ProtaSTAR® Advantage

In a conversation with Bert Vermeltfoort, purchasing manager at Vobra, we discovered the driving force behind their partnership with Avebe, usage of ProtaSTAR® and its profound impact on their products. Bert, responsible for raw material procurement, shed light on Vobra's dedication to producing specialized pet foods, including vegetarian, veterinary, and grain-free options. In a market driven by discerning consumers seeking optimal nutrition for their pets, Vobra's commitment to excellence stands out.

Why ProtaSTAR®?

When asked about selection of ProtaSTAR® over other plant-based products, Bert was clear about the significant importance of product quality. Bert: "ProtaSTAR® works really well for our special products. For veterinary, vegetarian, grain-free products, it offers a great solution because of the high protein level. And also, it's extremely low glycoalkaloids levels, which are also very important. The most important for us is the quality of ProtaSTAR®. That's why we chose to produce our products with it. Of course, the service, delivery times, and price and things like that were also important, but the first step why we selected ProtaSTAR® was the quality of the product."



Innovating with ProtaSTAR®

Bert's insight into Vobra's production process highlighted how ProtaSTAR® addresses critical challenges. "Its remarkably low glycoalkaloid levels are a game-changer. It's very important that this level is low because glycoalkaloids contain both chaconine and solanine which are bitter-tasting. You need a really low level for the cats and dogs to be able to accept the food. The high protein content of ProtaSTAR® serves as a cornerstone for creating nutritionally balanced vegetarian pet food that keeps the dogs healthy and gives them everything they need. ProtaSTAR® delivers an 80% protein level."



A Vision for the Future

With a deep-rooted partnership spanning over two decades, the future between Vobra and Avebe shines even brighter. Vobra is currently testing other Avebe ingredients, to bring more innovation to their product lineup. As the demand for vegetarian and sustainable pet food continues to rise, Vobra's commitment to excellence remains unwavering, fuelled by their partnership with Avebe.

Using ProtaSTAR® in Your Products

For pet food producers looking to create their own healthy and high-quality pet food products, ProtaSTAR® represents quality and innovation. Its benefits include:

- ProtaSTAR® requires an additional processing step which removes the anti-nutritional factors, so it is of higher quality compared to standard potato protein. This makes it more beneficial for the animal.
- It has an extremely low level of ANFs, and displays excellent digestibility and good palatability. This makes ProtaSTAR® particularly suitable for young animals with the highest nutritional demands.
- The high level of protein in ProtaSTAR® ensures that animals receive all the nutrition they need.
- High contents of phenylalanine and tyrosine in ProtaSTAR® help to give animals a healthy coat.
- Unlike some plant-based protein sources, ProtaSTAR® contains no flatulency factors at all.
- As ProtaSTAR® contains very low levels of glycoalkaloids, it is very safe for animals to consume.

ProtaSTAR® offers the edge you need to stand out and succeed. Contact us today to explore how we can be the driving force behind your exceptional pet food products.

About ProtaSTAR®

Avebe manufactures potato starch, a side stream is potato fruit juice. This potato fruit juice can be heat coagulated and become potato protein which has a high nutritional value. ProtaSTAR® is Avebe's brand for its high-quality potato protein for petfood and farm animals. ProtaSTAR® is of higher quality compared to standard potato protein as it has an additional processing step which removes the anti-nutritional factors. This is more beneficial to the animal in terms of taste and gut health.

