

THE GOLDEN RULES FOR RELIABLE PET FOOD PALATABILITY MEASUREMENT

in cat and dog expert panels

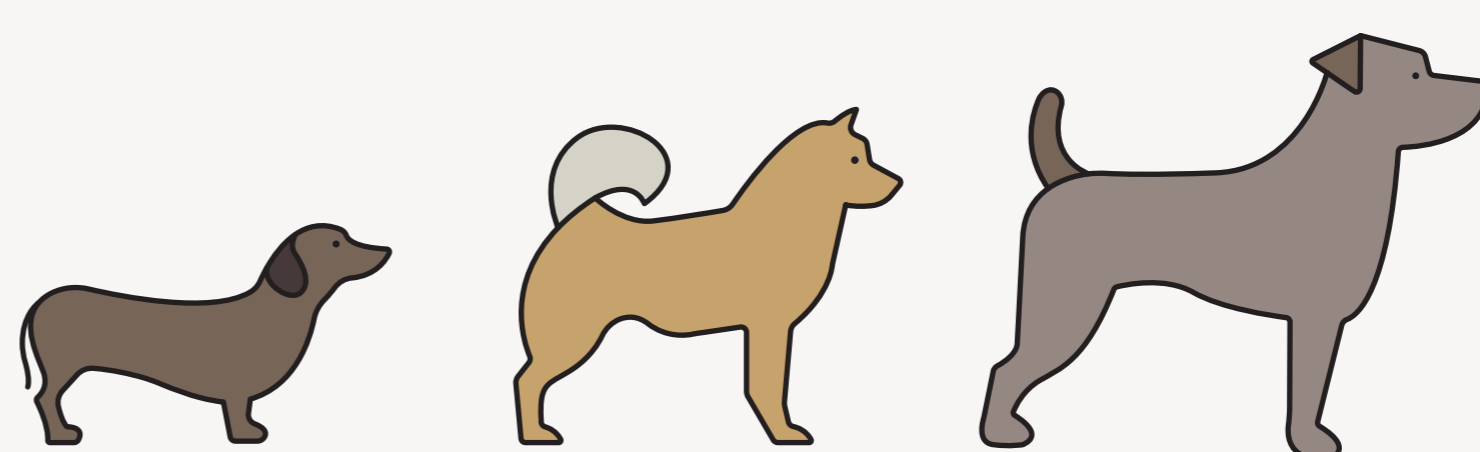
Sensory evaluation conducted with expert cats and dogs is a powerful tool. It brings multiple insights on the performance and level of appreciation of a product. But to be valuable, palatability results must be reliable! If protocols and panels are not properly controlled, some biases can occur and significantly distort test results. Luckily, several good practices exist to get trustworthy answers from cats and dogs.

[Population Selection]

BUILD A PANEL REPRESENTATIVE OF THE MARKET

"Don't forget toy dogs!"

- Customize:
 - ✓ Breeds
 - ✓ Dog size
 - ✓ % males / females



[Panel Size]

WORK WITH ENOUGH PETS

"The fewer animals, the higher the risk of false conclusions"

- Run trials on 30 pets minimum to ensure statistical robustness



[Dietary Past]

CONTROL THE PETS' FEEDING EXPERIENCE

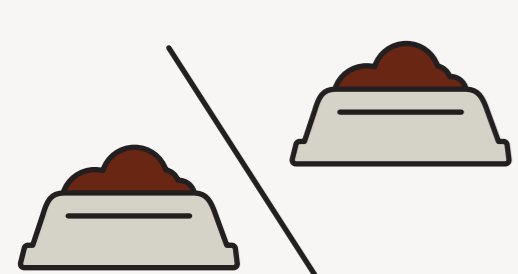
"The more a pet sees a product, the more he can love it ... or dislike it"

- Accustom young pets to high food diversity
- Renew pets regularly
- Avoid feeding the same food over long periods (< 3 days)
- Compare your results with other panels
- Monitor quality indicators for a rapid detection of bias



[Method]

CHOOSE TESTING PROTOCOL ACCORDING TO OBJECTIVE



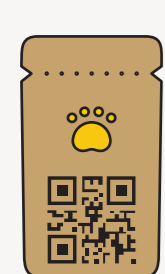
Versus test to measure fine preferences



Monadic test for global assessment

[Meal Preparation]

SECURE RIGOROUS MEAL PREPARATION



Food traceability



Anonymized testing



No odor contamination



Weighing system accuracy



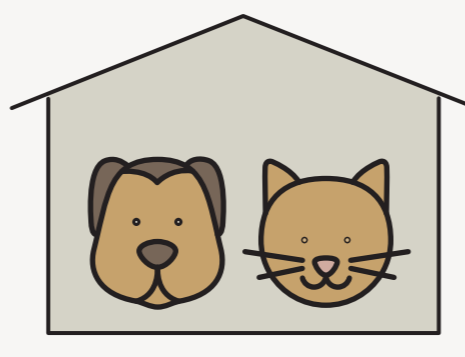
Pet identification

[Testing Conditions]

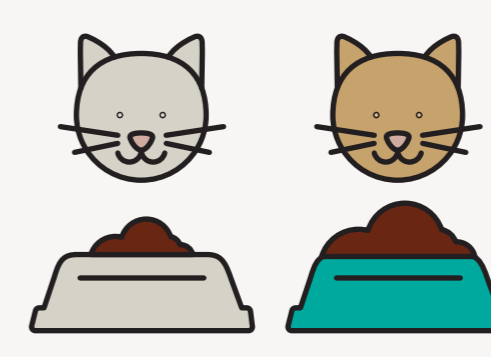
ENSURE REPEATABLE TESTING CONDITIONS



Same hour & duration

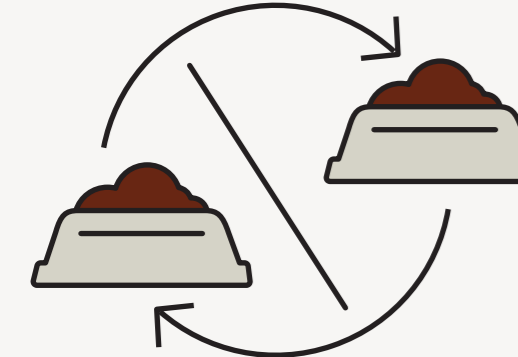


Same feeding location

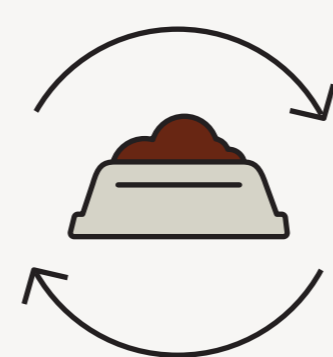


Individual rations

PREVENT POSITION AND ORDER BIASES



Change bowls position in versus tests



Randomize food presentation in monadic tests

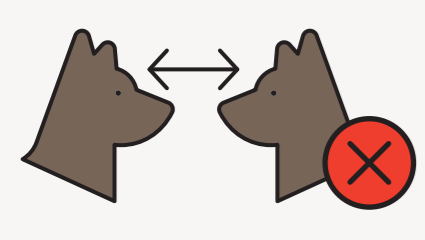
LIMIT DISTURBANCES DURING TESTS



No strong odor



No visit



No visual contact



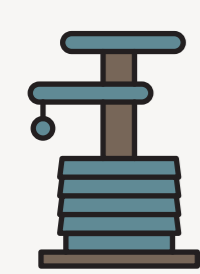
No gestation/lactating

[Well-Being]

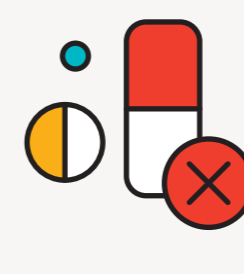
CREATE ENJOYABLE AND HEALTHY LIVING CONDITIONS

"Reliable answers can only be obtained with healthy and happy pets"

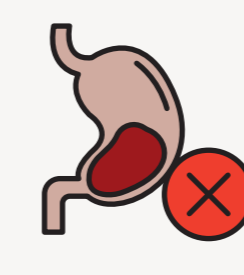
Enriched environment



No blood sampling



No test on medicine with active ingredients



No digestibility tests

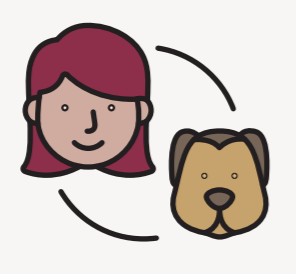
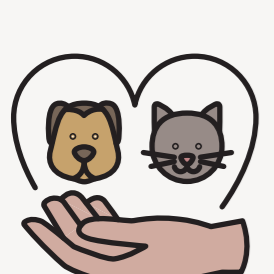


No obese animals



No long lonely period

Social contacts



Physical activities

