

## NinjinFibre®

a natural fibre produced from carrots (*Daucus carota*).

NinjinFibre® is a natural, non-GMO, grain-free, gluten-free, and food-grade fibre produced in Australia from locally grown carrots.

NinjinFibre® is an innovative and sustainably sourced fibre with unique functional and nutritional properties.

### *NinjinFibre®: A sustainable prebiotic fibre source*

Prebiotic fibre plays a vital role in petfood nutrition. These functional dietary components help shape the composition and activity of gut microbiota, promoting a healthy microbial balance within the intestine while also improving regularity, reducing constipation or diarrhea, and enhancing nutrient absorption.

### *NinjinFibre®: A natural satiety enhancer for pets*

NinjinFibre® is naturally rich in bulk forming fibres. Bulk-forming fibres play an important role in weight control for pets. Bulk-forming fibres offer calorie reduction while providing satiety and the feeling of fullness after meals. Fibres also work by slowing down digestion, which helps to regulate sugar levels and prevent overeating. Bulk-forming fibres can be found in many pet foods to aid weight control programs.

### *NinjinFibre®: A natural source of flavonoids and antioxidants*

NinjinFibre® is a powerful source of flavonoids and polyphenols, which are bioactive compounds that play an important

role in pet health. These flavonoids and polyphenols have antioxidant properties and can help reduce inflammation, improve immune system function, and even promote better skin health. Flavonoids and polyphenols may also aid digestion, support liver function, and reduce cholesterol levels.

### *NinjinFibre®: A novel and natural processing aid*

Fibres play an important role in improving the texture and function of petfood by binding water, fat and other elements within the food and forming a cohesive matrix. Due to its high-water binding properties, NinjinFibre® can be used to reduce or replace the use phosphates which may be linked to adverse health effects in pets. In addition, fibres act as emulsifiers which allow for homogenous distribution of fat droplets throughout the petfood matrix. This emulsifying property of fibres such as NinjinFibre® help reduce calorie content in the food while maintaining its palatability. NinjinFibre® may support product integrity and structure, retain moisture and reduce syneresis, reduce fat leach and improve texture in fresh, retorted, freeze dried, dehydrated and baked formats.

### *Available formats*

**NinjinFibre® Dry 800kg & 20kg**

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### Kagome NinjinFibre® Advantage

- ✓ Natural prebiotic fibre source
- ✓ Source of flavonoids and antioxidants
- ✓ Bulk fibre to support satiety and reduce energy density
- ✓ Natural processing aid
- ✓ Suitable for all product formats including supplements
- ✓ Clean label
- ✓ GRAS ingredient
- ✓ Fully traceable
- ✓ Quality guaranteed
- ✓ Sustainable raw material

# KAGOME

*True to nature, the flavour of Kagome*

Kagome (Australia) is part of a global brand with over 100 years of experience growing and processing food. Kagome prides itself on providing products that maximise the benefits

of nature's gifts and work, consistently, to contribute to the health and wellbeing of people around the world.

At Kagome, we only use non-GMO seedlings from approved suppliers. Our farming team utilises the latest technology and sustainable and best farming practices for the environment.

The food safety and quality of our products are our #1 priority. We invest heavily in our product development, quality, and food safety assurance systems, to consistently deliver quality products. Our products are fully traceable, right back to the paddock. Being a vertically integrated business, we have complete oversight of the supply chain, from seed raising to planting, harvesting, delivery, and processing. We utilise the latest GPS and RFID technologies to monitor the movement of products through each step automatically to provide you continued assurance of the authenticity of our Australian Grown product.

*"Agriculture is alive with people and their stories, and all those stories come with passion.*

*Agriculture is also about family."*

*Chris Taylor, GM Field Operations, Kagome Farms.*

For more information contact 1800 KAGOME.