



THE WHOLE BOWL: PARTNERING WITH PET FOOD

Dana Brooks
February 22, 2019

ABOUT THE PET FOOD INSTITUTE



pet food institute
Promoting long and healthy lives since 1958.

ABOUT PFI : Mission and Strategic Plan



The Pet Food Institute (PFI) is a member-based trade organization that is the voice of the pet food industry.

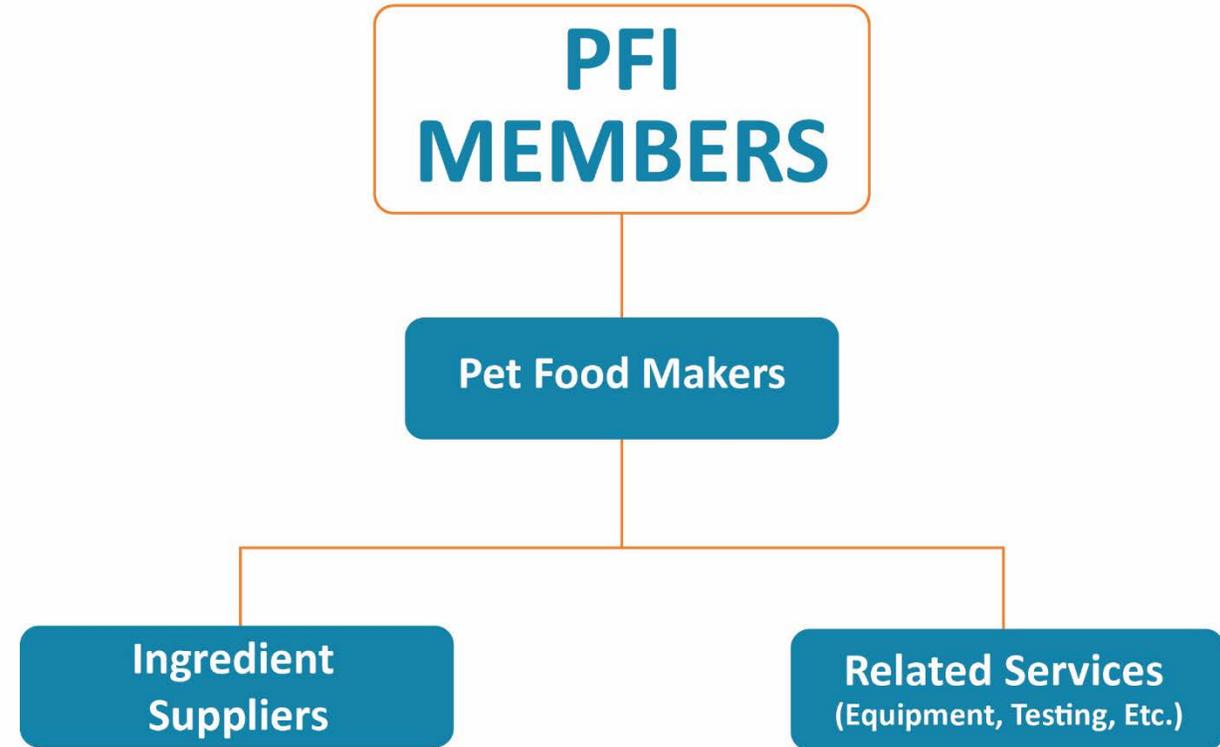
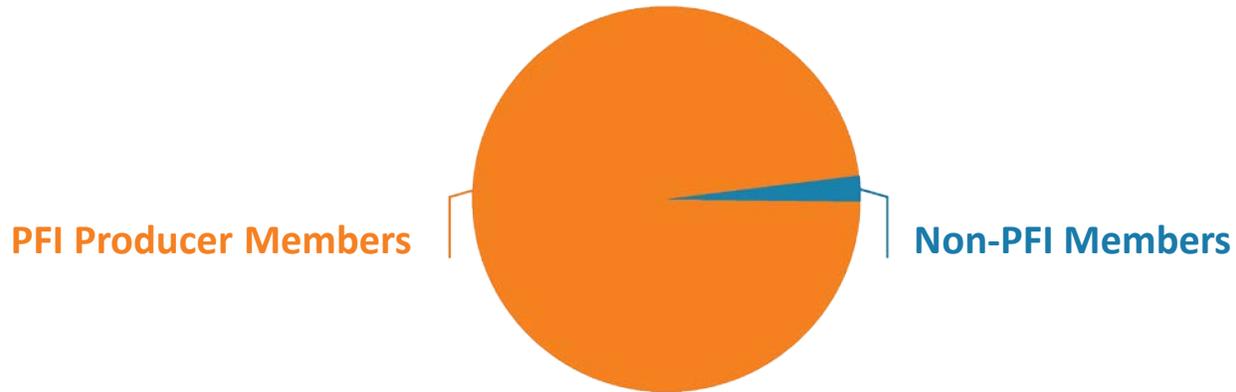
Location: Washington, D.C.

Mission: PFI provides factual information about pet food and treat safety, nutrition and health to pet owners. PFI advocates for a transparent, science-based regulatory environment for members while supporting consumer choice.



ABOUT PFI : Member Companies

U.S. Pet Food and Treat Makers: Production by Tonnage



ABOUT PFI : Staff



Peter Tabor,
Vice President of Regulatory and
International Affairs



Pat Tovey,
Director of Technology and
Regulatory Compliance



Mary Emma Young,
Director of Communications



Nat Davies,
Director of Business Operations &
Programs



Morgan Beach,
Director of Government Relations



Tiffany Ajayi,
Administrative and
Communications Assistant

ABOUT PFI : Stakeholders and Partner Groups



NATIONAL RENDERERS ASSOCIATION



The Standard of
Veterinary Excellence



THE IMPACT OF PET FOOD



IMPACT OF PET FOOD : Ownership Data



... That's **180 million**
bowls to fill.

IMPACT OF PET FOOD : U.S. Growth



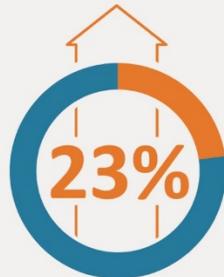
In 2017 Americans spent
\$29 BILLION
on pet food and treats



This is a
**\$9 BILLION
INCREASE**
from 2012



Americans spent
\$70 BILLION
overall on their pets
in 2017



This is a
**\$16 BILLION
INCREASE**
from 2012

Experts expect this increased trend in pet spending to continue in 2019.

Pet food is the top pet product consumers spent money on. Experts attribute this to the increased demand for organic, raw and premium pet food.

IMPACT OF PET FOOD : Job Creation



Missouri, California, Texas, Pennsylvania and Iowa

RECEIVED THE MOST BENEFITS

from pet food manufacturing

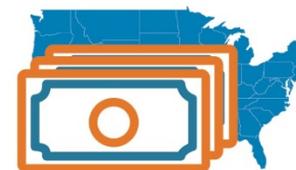
In these top five states...



337,051
JOBS
were created



\$21 BILLION
was paid in labor income



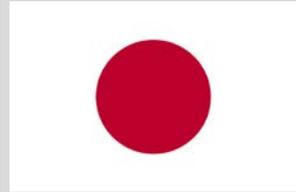
\$8.3 BILLION
was paid in local, state
and national taxes

Source: American Feed Industry Association

IMPACT OF PET FOOD : 2018 Exports



Canada
\$594,000,000



Japan
\$112,000,000



Mexico
\$83,000,000



Australia
\$79,000,000

IMPACT OF PET FOOD : 2018 Exports

Where's China?



Shanghai Pet Expo

Source: Getty Images

IMPACT OF PET FOOD : Regulation 101

Pet food is one of the **most highly-regulated food products** in the United States, with oversight at the federal and state levels.



IMPACT OF PET FOOD : Regulation 101



How can an ingredient be deemed acceptable for use in pet food?



FDA Food Additive Petition



Association of American Feed Control Officials



Generally Recognized as Safe (GRAS)



Used Safely Prior to 1958

OUR PARTNERSHIP WITH ANIMAL AG

OUR PARTNERSHIP WITH ANIMAL AG



OUR PARTNERSHIP WITH ANIMAL AG

Nutrition is the Foundation

Fat-Soluble Vitamins

Water-Soluble Vitamins

Minerals

Proteins & Amino Acids

Fats

Carbohydrates

Veterinary nutritionists have identified a diverse range of essential vitamins that may be provided through food ingredients and supplemental form in a pet food recipe. Fat-soluble vitamins can be stored in the body's fatty tissue and liver. Some of the main functions of these vitamins include:

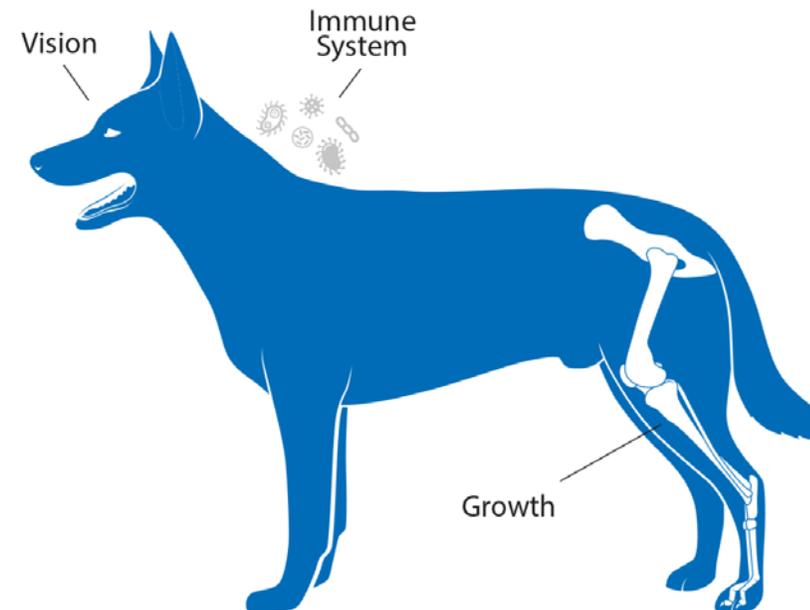
Vitamin A

Cholecalciferol (Vitamin D3)

Vitamin E

Vitamin K

Vitamin A is essential for cell development, growth, healthy vision and immune function.



OUR PARTNERSHIP WITH LIVESTOCK

By-Products: A Sustainability Story

- **Efficient use** of existing agricultural system
- **Adding value** to parts of the animal not consumed by humans
- **Nutrient-rich** organs such as liver and heart



OUR PARTNERSHIP WITH ANIMAL AG

Rendered Product Used in Pet Food

Fat

Poultry Meal

Turkey Meal

Meat and Bone Meal

Meat Meal

Poultry By-Product Meal

Duck Meal

Oil

Pork Meal

Fish Meal

Lamb Meal

OUR PARTNERSHIP WITH LIVESTOCK

Safety of Protein Ingredients: Fighting Pathogens Together

- PFI co-funds food safety research with the **National Renderers Association** through their **Fats and Proteins Research Foundation**



Salmonella,
E. coli, listeria

OUR PARTNERSHIP WITH LIVESTOCK

Safety of Protein Ingredients: Fighting Pathogens Together

- We are a member of the **Alliance for Food Safety and Innovation in the Pet Food and Rendering Industries.**

Comprised of

- Pet food companies,
- Renderers,
- Meat producers,
- And university researchers.

OUR PARTNERSHIP WITH LIVESTOCK

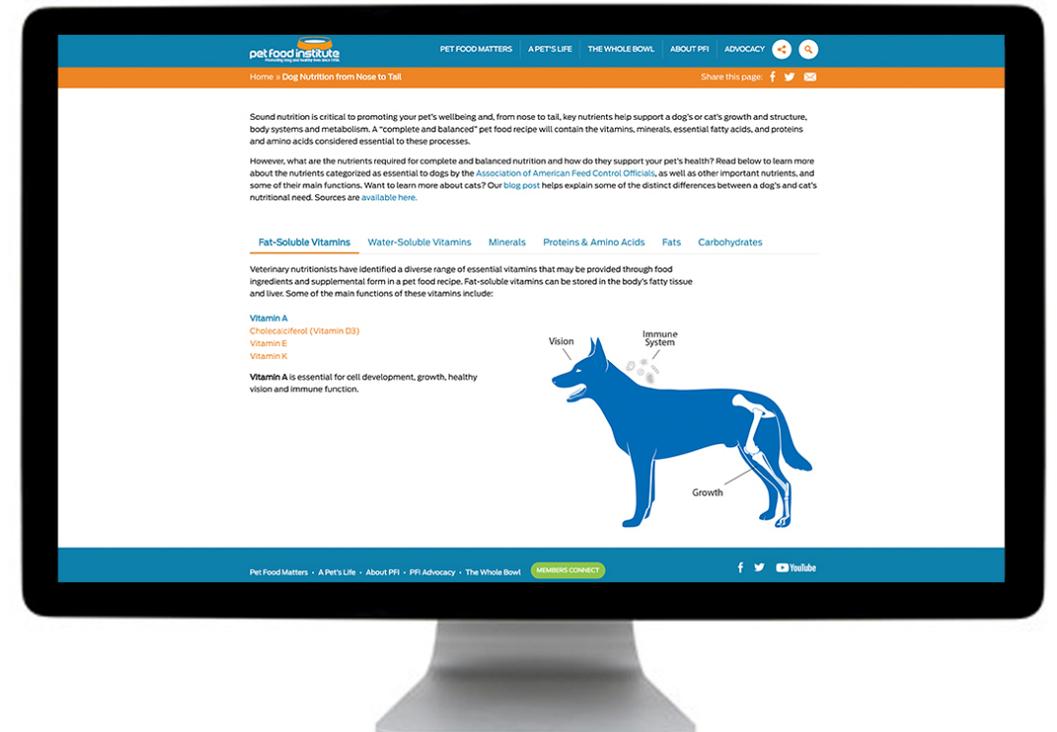
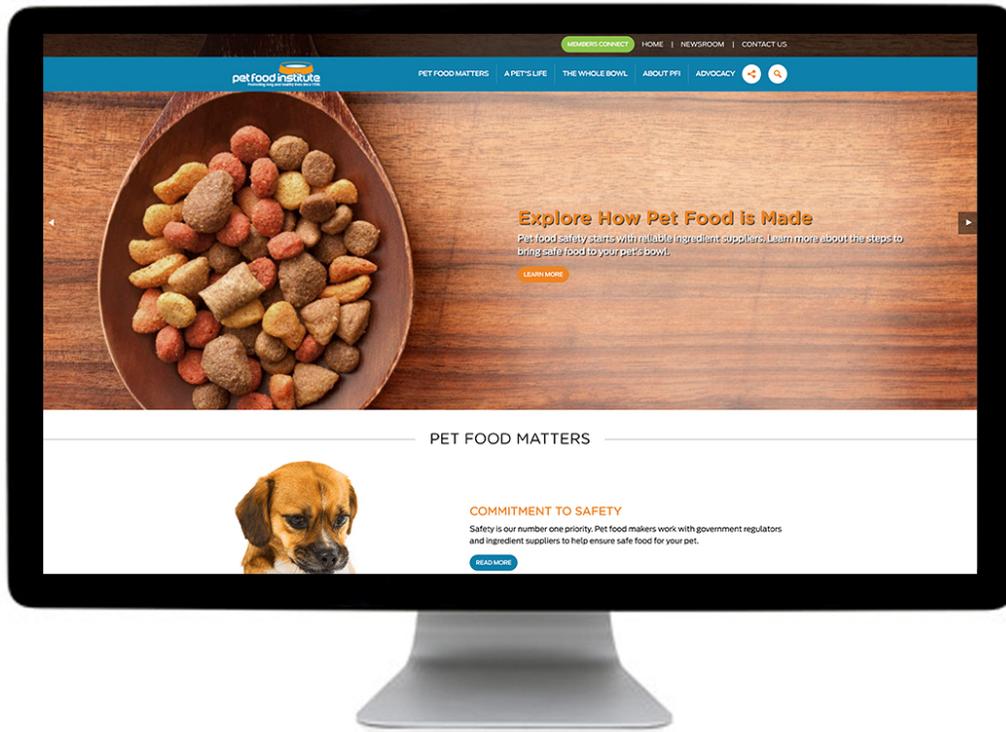
Safety for the Whole Family



PFI RESOURCES

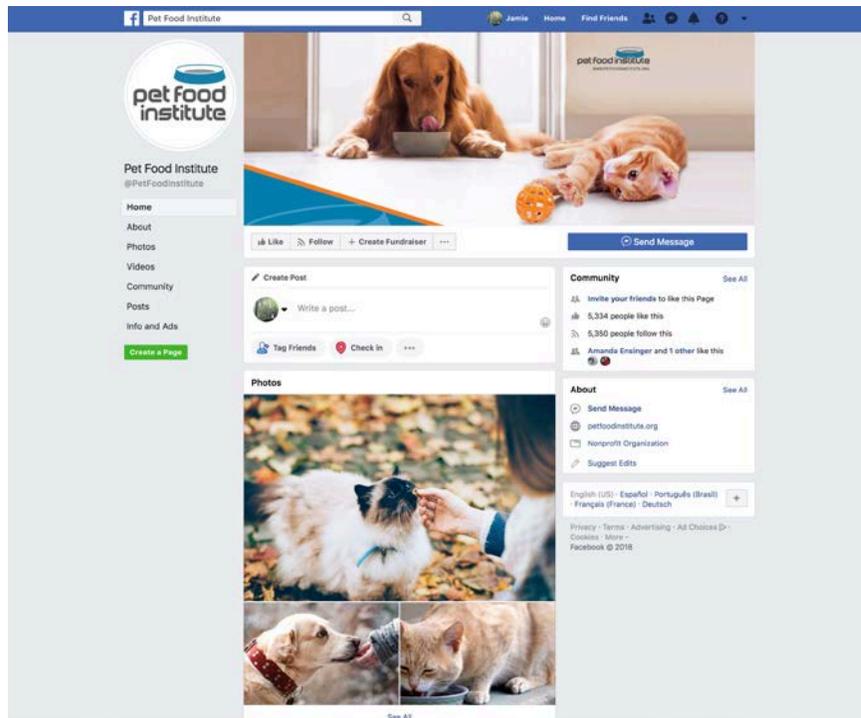
PFI RESOURCES : PetFoodInstitute.org

- PFI's website strives to be the resource of choice for the pet food industry. Providing factual, unbiased information, PFI's website examines pressing questions and issues in the pet food industry.



PFI RESOURCES : Social Media

Facebook/@PetFoodInstitute



Pet Food Institute
@PetFoodInstitute

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Like Follow Create Fundraiser Send Message

Create Post
Write a post...
Tag Friends Check In

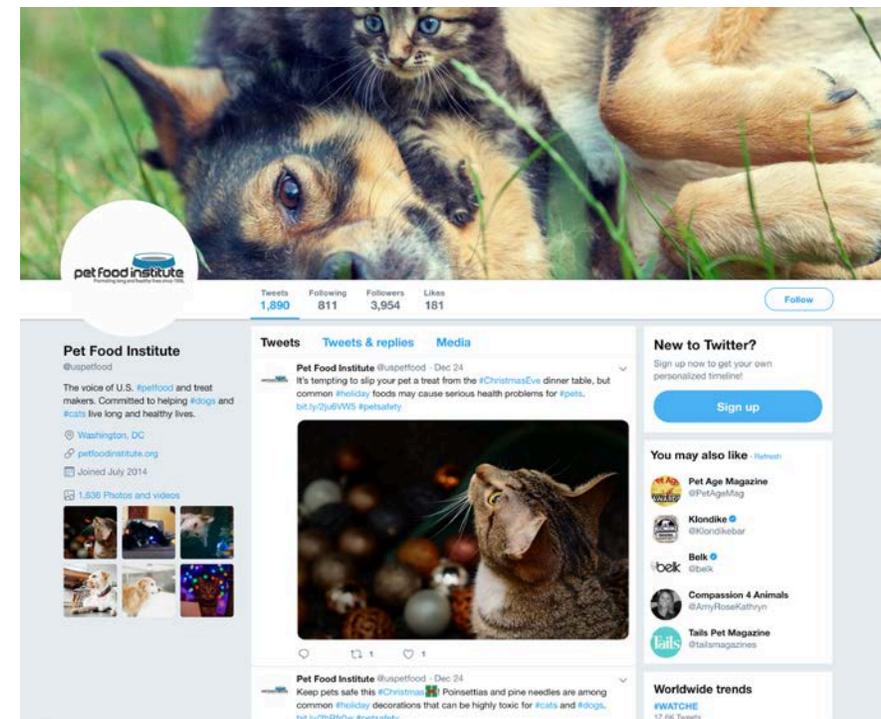
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See All
Invite your friends to like this Page
5,334 people like this
5,350 people follow this
Amanda Enslinger and 1 other like this

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Twitter/@USPetFood



pet food institute

Tweets 1,890 Following 811 Followers 3,954 Likes 181 Follow

Pet Food Institute
@uspetfood

The voice of U.S. #petfood and treat makers. Committed to helping #dogs and #cats live long and healthy lives.
Washington, DC
petfoodinstitute.org
Joined July 2014
1,899 Photos and videos

Pet Food Institute @uspetfood · Dec 24
It's tempting to slip your pet a treat from the #ChristmasEve dinner table, but common #holiday foods may cause serious health problems for #pets. [bit.ly/2p4W5 #petsafety](#)

Pet Food Institute @uspetfood · Dec 24
Keep pets safe this #Christmas! 🎄 Poisonettes and pine needles are among common #holiday decorations that can be highly toxic for #cats and #dogs. [bit.ly/2p4W5 #petsafety](#)

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- Tails Pet Magazine @tailsmagazines

Worldwide trends
#WATCHE
17.6K Tweets

QUESTIONS?



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