THE WHOLE BOWL: PARTNERING WITH PET FOOD

Dana Brooks
February 22, 2019
ABOUT THE PET FOOD INSTITUTE
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.
U.S. Pet Food and Treat Makers: Production by Tonnage

PFI MEMBERS

Pet Food Makers

Ingredient Suppliers

Related Services (Equipment, Testing, Etc.)
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
THE IMPACT OF PET FOOD
IMPACT OF PET FOOD: Ownership Data

Almost 2 out of 3 U.S. households have a pet...

... That’s 180 million bowls to fill.
In 2017, Americans spent $29 billion on pet food and treats. This is a 29% increase from 2012.

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

Americans spent $70 billion overall on their pets in 2017. This is a 23% increase from 2012.

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.

Source: American Pet Products Association
IMPACT OF PET FOOD: Job Creation

PFI members operate in 31 STATES and employ nearly 30,000 PEOPLE.

In 2016, the pet food manufacturing industry contributed the following to the national economy:

- 944,227 JOBS
- $55.9 BILLION in labor income
- $22.5 BILLION was paid in local, state and national taxes

These jobs include:
- farming,
- ranching,
- processing equipment suppliers,
- transportation,
- technology services and
- retailers

Source: American Feed Industry Association
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

<table>
<thead>
<tr>
<th>Country</th>
<th>Exports</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>$594,000,000</td>
</tr>
<tr>
<td>Japan</td>
<td>$112,000,000</td>
</tr>
<tr>
<td>Mexico</td>
<td>$83,000,000</td>
</tr>
<tr>
<td>Australia</td>
<td>$79,000,000</td>
</tr>
</tbody>
</table>
IMPACT OF PET FOOD : 2018 Exports

Where’s China?

Shanghai Pet Expo

Source: Getty Images
Pet food is one of the most highly-regulated food products in the United States, with oversight at the federal and state levels.
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
Nutrition is the Foundation

<table>
<thead>
<tr>
<th>Fat-Soluble Vitamins</th>
<th>Water-Soluble Vitamins</th>
<th>Minerals</th>
<th>Proteins &amp; Amino Acids</th>
<th>Fats</th>
<th>Carbohydrates</th>
</tr>
</thead>
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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.
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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
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Rendered Product Used in Pet Food

- Poultry Meal
- Meat Meal
- Poultry By-Product Meal
- Meat and Bone Meal
- Fat
- Turkey Meal
- Duck Meal
- Oil
- Fish Meal
- Pork 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
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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’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

Twitter/ @USPetFood
QUESTIONS?