

2023  
**ANNUAL  
REPORT**





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# A LETTER FROM OUR CEO

**BENJAMIN FRANKLIN SAID, “WITHOUT CONTINUAL GROWTH AND PROGRESS, SUCH WORDS AS IMPROVEMENT, ACHIEVEMENT, AND SUCCESS HAVE NO MEANING.” WE MUST HAVE A MINDSET OF PROGRESS AND CHANGE TO FACILITATE THE SUCCESS OF THE PET FOOD INDUSTRY.**

This is why Pet Food Institute (PFI) initiated work on one of the biggest — and most important — campaigns in PFI’s history. The pet food regulatory framework has not been modernized in more than 100 years. However, the way Americans view their pets has changed significantly. To ensure a consistent regulatory environment for pet food makers, it is time for this system to be modernized. PFI began actively educating stakeholders on the issues with the current system, while simultaneously looking at options to provide more consistency for pet food makers and pet owners.

We cannot tout the benefits of regulatory modernization without embracing that philosophy in our office operations. Therefore, we are actively integrating an associate management software (AMS) system. Members will be able to access committee documents and

forums, register for meetings, and more by using this platform in the first quarter of 2024. For PFI staff, the AMS will streamline operations for tracking communications with external contacts, create efficient standard operating procedures, and provide more robust opportunities for recruiting new members.

**PFI BEGAN ACTIVELY EDUCATING STAKEHOLDERS ON THE ISSUES WITH THE CURRENT SYSTEM, WHILE SIMULTANEOUSLY LOOKING AT OPTIONS TO PROVIDE MORE CONSISTENCY FOR PET FOOD MAKERS AND PET OWNERS.**

In addition, we launched a website redesign project in November. The updated website will not only have content directed towards members but also have a user-friendly platform with valuable information for consumers and government audiences. The goal is for consumers to easily receive the message that feeding their dogs and cats complete and balanced U.S.-made pet food is the right choice for the health of their beloved pets.

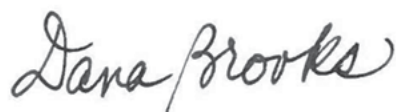
The PFI team has worked tirelessly over the past year to deliver information about issues impacting our industry and promote and communicate pet food safety and nutrition to consumers. Some highlights from 2023 include:

- › Provided written comments and public testimony on the proposed rule to establish the required Renewable Fuel Standard (RFS) volumes and percentage standards for 2023-2025. Total volumes will increase at a slower rate than 2020-2022.
- › Advocated for two victories against pet food tax increases in 2023. PFI succeeded in keeping measures from

advancing that would have raised taxes an estimated 36% over three years in Maryland and a California bill from advancing in 2023 that would create a \$200 per product pet food tax.

- › Collaborated with the Association of American Feed Control Officials (AAFCO) on an initiative to modernize pet food labels. The Model Regulations for Pet Food and Specialty Pet Food in the 2024 *Official Publication* (OP) requires a modern design on pet food packages that will provide greater consistency and understanding to pet owners when they shop for food, treats, or supplements for their dog or cat.
- › Advocated for and successfully launched a revised animal products export form in coordination with APHIS (Animal and Plant Health Inspection Service) and other industry partners. The new form moved pre-printed “freedom from disease language” from the top of the page to an attestation dialogue box, providing more flexibility in the use of the form in the event of an animal disease outbreak in the U.S.
- › Resolved more than 80 export issues related to delayed facility inspection follow-ups or inspection scheduling, saving PFI members hundreds of thousands of dollars.

We will continue to be focused on growth and progress in 2024 with hopes that pet food makers and the industry we serve may use words such as improvement, achievement, and success when referring to Pet Food Institute.



Dana Brooks  
President & CEO



# FEDERAL GOVERNMENT AFFAIRS

**PFI CONTINUES TO MAINTAIN A PRESENCE ON CAPITOL HILL AND WITH THE CURRENT ADMINISTRATION, SUPPORTING THE POLICIES BENEFICIAL TO PET FOOD MAKERS, RAISING PFI'S PROFILE, AND REINFORCING THE VALUE OF OUR INDUSTRY WITH KEY STAKEHOLDERS. PFI'S FEDERAL GOVERNMENT RELATIONS TEAM WORKED WITH FEDERAL OFFICIALS ON SEVERAL ISSUES THIS PAST YEAR IMPACTING PET FOOD PRODUCERS WHILE ALSO SUPPORTING THE INTRODUCTION OF LEGISLATION BENEFITING THE PET CARE COMMUNITY.**

## ACHIEVEMENTS

**Partnered with other D.C.-based trade associations** to request \$5 million in funding for the Food and Drug Administration's (FDA) Center for Veterinary Medicine (CVM) to hire additional staff, improve infrastructure, and update IT (Information Technology) capabilities that facilitate the backlog of animal food ingredient reviews. Also, actively engaged in coalition meetings with Congressional staff of members of the House of Representatives (House) who serve on the powerful Appropriations and Energy and Commerce

Committees to voice our industry's support for increases in overall FDA funding, but specifically stressed the need for the critical funding necessary in FY2024 for CVM. PFI is also supporting additional appropriations for FY2024 including Agriculture Advanced Research and Development Authority (AgARDA) at \$50 million; USDA's Agricultural Research Service (ARS) for aflatoxin research at \$2.5 million; and the Federal Maritime Commission to accomplish its statutory responsibilities, including implementation of the Ocean Shipping Reform Act at \$43.7 million.

## FEDERAL LEGISLATIVE TRACKING

PFI tracked more than 30 federal bills in the U.S. House and Senate. Below are several that PFI actively monitored in 2023 and will continue to lobby in support of in the second session of the 118th Congress.

› **Paws Off Act of 2023** (H.R.617) - forbids the sale of food that contains xylitol unless the food's label contains a warning about the toxic effects of xylitol for dogs if ingested.

› **Agriculture Export Promotion Act of 2023** (H.R.648) / **Expanding Agricultural Exports Act of 2023** (S.176) - expands and extends through FY2029 the Market Access Program and Foreign Market Development Cooperator Program of the U.S. Department of Agriculture (USDA).

› **Healthy Dog Importation Act** (H.R.1184 / S.502) - prohibits the importation of a live dog into the United States unless the USDA determines it to be healthy.



**Provided written comments and public testimony** on the proposed rule to establish the required Renewable Fuel Standard (RFS) volumes and percentage standards for 2023-2025. Participated as a panelist in an RFS briefing, where more than 15 companies and associations gathered to discuss the EPA's new RFS proposal and its ultimate impact on food prices. Met with several EPA (Environmental Protection Agency) officials in the spring to discuss the 2023-2025 RFS and the impact it will have on pet food ingredient availability. While the total volume of renewable fuels will increase over the next three years, it will do so at slower rate than in years 2020-2022.

**Represented pet food manufacturers in two coalitions** to fight against a proposal for new tariffs on imported tin mill products from eight countries. PFI stressed the added costs and availability may increase prices for any canned goods — including human and pet food and other household products — if the tariffs were initiated. The overall strategy included outreach to key officials in Congress and the Biden Administration, as well as a media campaign directed at consumers.



Preliminary duties announced by the Department of Commerce imposed no duties on approximately 80% of tin mill products imported by five of the eight countries named on the anti-dumping petition, an encouraging result for U.S. pet food makers. A final determination is expected in early 2024.

### DID YOU KNOW?

**IN 2023, PFI ENGAGED WITH OVER 75 CONGRESSIONAL OFFICES AND SEVERAL KEY GOVERNMENT AGENCIES ON SEVERAL CHALLENGES IMPACTING THE PET FOOD INDUSTRY, SUCH AS STRENGTHENING OUR NATION'S SUPPLY CHAINS AND FIGHTING PROPOSED NEW TARIFFS ON TIN PLATE STEEL. PFI ALSO JOINED NUMEROUS INDUSTRY COALITION EFFORTS TO ADDRESS TOPICS SUCH AS THE REAUTHORIZATION OF THE ANIMAL DRUG AND ANIMAL GENERIC DRUG USER FEE AMENDMENTS OF 2023 AND THE NEED FOR CRITICAL FUNDING FOR THE CENTER FOR VETERINARY MEDICINE.**

- › **Animal Drug and Animal Generic Drug User Fee Amendments of 2023** (H.R.1418 / S.1844) - reauthorizes user fee programs relating to new animal drugs and generic new animal drugs.
- › **Beagle Brigade Act of 2023** (H.R.1480 / S.759) - authorizes the National Detector Dog Training Center, which trains dogs to inspect passenger baggage, cargo, mailed packages, and vehicles to detect foreign pests and diseases that threaten domestic agriculture and natural resources.

- › **Bring Animals Relief and Kibble Act of 2023 or BARK Act** (H.R.4750 / S.2370) - provides civil and criminal liability protection for the good faith donation of pet products.

# STATE GOVERNMENT RELATIONS

**PFI'S STATE GOVERNMENT RELATIONS TEAM COVERS LEGISLATIVE AND REGULATORY ACTIVITY IN ALL 50 STATES. PFI CONTINUES TO ELEVATE ITS PROFILE WITH STATE OFFICIALS, WORKING WITH LAWMAKERS, STATE DEPARTMENTS OF AGRICULTURE, AND ENVIRONMENTAL REGULATORY DEPARTMENTS ON ISSUES IMPACTING PET FOOD MAKERS, INCLUDING PET FOOD LICENSING AND REGISTRATION FEES, PET FOOD INGREDIENT ACCESS, ISSUES WITH STATE REGULATORY IMPLEMENTATION, PET FOOD TAXES, AND PACKAGING AND PLASTICS LEGISLATION.**

## ACHIEVEMENTS

**Advocated for two victories** against pet food tax increases in 2023. In Maryland, PFI succeeded in keeping measures from advancing that would have raised the spay and neuter tax an estimated 36% over three years. PFI persuaded lawmakers to include alternative funding in the state budget bill, which provided \$200,000 in appropriations to the state Spay/Neuter Fund. PFI and allies also kept a California bill from advancing in 2023 that would create a spay and neuter program funded by a \$200 per product pet food tax.

**Prevented the advancement of Illinois legislation** that would have required the disclosure of human food allergens on pet food labels.

**Succeeded in amending a California food additive ban bill** to exclude pet food. PFI will continue working with allies to amend similar measures under consideration in New York and New Jersey.

**Delivered biweekly State Priority Legislation and Packaging, Plastics and Environmental Legislation tracking reports** to PFI Government Relations Committee members during the 2023 state sessions and provided updates for members to prepare for state-level implementation of laws on extended producer responsibility (EPR) and packaging ingredient restrictions.

### BY THE NUMBERS

**PFI ANALYZED NEARLY 3,000 BILLS AND 3,000 STATE REGULATORY RULES AND NOTICES IN ALL STATES, TRACKING OVER 450 BILLS AND MONITORING 63 PRIORITY BILLS AND 115 PACKAGING, PLASTICS AND ENVIRONMENTAL BILLS.**



## NOTABLE LEGISLATION

### Considered in 2023:

- › Maryland HB 365 and SB 937 - *Spay and Neuter Fund*
- › California AB 240 - *Spay and Neuter Fund*
- › Illinois HB 1290 - *Labeling Pet Food for Human Allergens*
- › California AB 418 - *Food Additive Ban*
- › New York A 6424 and S 6055 - *Food Additive Ban*
- › New Jersey A 5436 - *Food Additive Ban*

### Implementation of EPR Laws:

- › California SB 54 - *Enacted in 2022*
- › Colorado HB22-1355 - *Enacted in 2022*
- › Maine LD 1541 - *Enacted in 2021*
- › Oregon SB 582 - *Enacted in 2021*





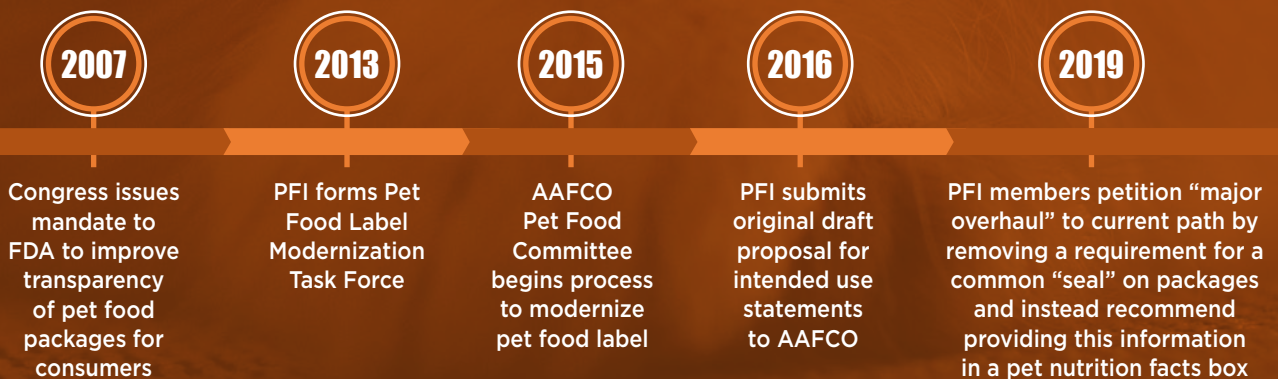
# PET FOOD LABEL MODERNIZATION

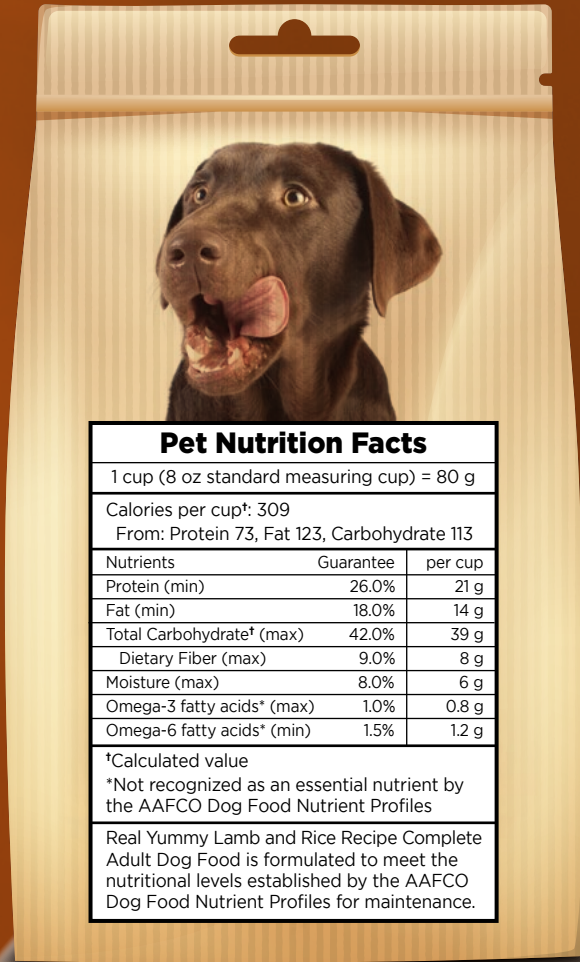
**PFI'S PET FOOD LABEL MODERNIZATION (PFLM) TASK FORCE, ORIGINALLY ESTABLISHED BY OUR REGULATORY AFFAIRS COMMITTEE IN 2013, HAS CELEBRATED A MOMENTOUS ACCOMPLISHMENT AFTER NEARLY A DECADE OF HARD WORK AND DEDICATION.**

On July 31, 2023, the Association of American Feed Control Officials (AAFCO) voted to publish new Model Regulations for Pet Food and Specialty Pet Food in the 2024 *Official Publication* (OP). The resultant modern design of pet food packages will provide greater consistency and understanding to pet owners when they shop for food, treats, or supplements for their dog or cat.

PFI members and staff have delivered a vast and sustained level of volunteerism toward this effort to guarantee the regulatory requirements that direct the appearance and form of pet food labels provide the best possible understanding of our products to regulators, veterinarians, and most importantly, pet owners. PFI is proud of the accomplishment of the Pet Food Label Modernization Task Force and expresses a heartfelt thank you to all our current and past volunteer members.

## PFLM TIMELINE





## Did you know?

- › PFI’s Task Force was originally formed to work with FDA CVM as at the time it was understood the modernized label requirements would be established as regulatory language in the *Code of Federal Regulations* under the authority of the Federal Food, Drug and Cosmetic Act.
- › Over 60 PFI member volunteers and staff have comprised the Pet Food Labeling Modernization Task Force roster since the group’s inception.
- › During the committee vote, AAFCO also passed a recommended enforcement discretionary period for PFLM. It recommends states use enforcement discretion on these label changes for six years after publishing them in the 2024 OP.
- › PFI worked to bring awareness to industry and other stakeholders of potential implementation issues, including inconsistent adoption by states of PFLM, through several trade press channels.

2021

PFI recommends AAFCO form an Implementation Working Group to work towards state harmonization of changes

2021

PFI issues public comment on the original AAFCO draft

2022

PFI issues second public comment on the proposed changes with general support

2023

New Model Regulations for Pet Food Labels pass AAFCO general membership vote

2024

Revised Model Regulations for Pet Food and Specialty Pet Food are published in the AAFCO OP



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# INTERNATIONAL TRADE

## **PFI'S INTERNATIONAL TRADE STAFF SUPPORTS AND ENGAGES WITH U.S. AND FOREIGN GOVERNMENTS TO SECURE, MAINTAIN, AND EXPAND ACCESS TO KEY MARKETS AROUND THE WORLD THROUGH THE DEVELOPMENT AND ENFORCEMENT OF SCIENCE-BASED POLICIES AND REGULATIONS THAT FACILITATE THE EXPORT OF U.S. DOG AND CAT FOOD.**

This year, PFI continued to focus on improving export services to member companies provided by USDA Animal and Plant Health Inspection Service (APHIS), tracking export trade bans due to Highly Pathogenic Avian Influenza (HPAI) in the U.S., and working with other global pet food associations through the Global Alliance of Pet Food Associations (GAPFA).

### ACHIEVEMENTS

Advocated and successfully launched a revised animal products export form in coordination with APHIS and other industry partners. The new form moved pre-printed “freedom from disease language” from the top of the page to an attestation dialogue box, providing more flexibility in the use of the form in the event of an animal disease outbreak in the U.S. Coordinating with APHIS allowed for the industry to be aware of the changes and the timing requirements to transition to the new form to export U.S. pet food.

The new form was successfully introduced to U.S. trading partners with little to no trade interruption.

Collaborated with APHIS, as part of the overall push to improve APHIS export services, to launch an automated email notification system to alert companies of changes in the status of their export packages. This improvement provides clarity to pet food companies that have facilities that are gaining export approval or renewal.

Hosted a joint training with the American Feed Industry Association (AFIA), the North American Renderers Association (NARA), and USDA APHIS for more than 75 participants. The training focused on best practices and common mistakes that APHIS sees in facility inspection packages submitted by the industry for export approval. Attendees met the APHIS staff working on their packages and participated in a panel session with industry experts.

PFI worked to facilitate trade through active participation and leadership in the GAPFA. GAPFA continued to work with the World Organization for Animal Health (WOAH) resulting in pet food safe commodity language being added to the Rift Valley Fever chapter of the WOAH Terrestrial Code, and the same language being moved forward for consideration in 2024 in the African Swine Fever Chapter.

## TRADE SPOTLIGHT

**1 PFI's efforts resolved over 80 export issues** related to delayed facility inspection follow-ups or inspection scheduling, saving PFI members hundreds of thousands of dollars.

**2 Exports in 2022 \$2B+** (\$2,482,396,276)

**3 Top Export Markets:**

- a. Canada, \$1B+ (\$1,122,993,604)
- b. China, \$264M+ (\$264,201,960)
- c. Mexico, \$177M+ (\$177,926,701)

**4 U.S. pet food's top export markets have shifted positions.** Canada remains at number one, with \$1B+ in export revenue, a 15% increase from the 2021 total. China has moved to the second largest export market, displacing Mexico with \$264M+ in export revenue, a whopping 256 percent increase over 2021 revenue. Finally, Mexico has taken the third largest export market with \$177M+, an eight percent increase over 2021. U.S. pet food exports increased by 21% from 2021 to 2022, reaching \$2.48 billion in 2022.



# REGULATORY



## **PFI'S REGULATORY TEAM CONTINUED TO PUSH FOR A COMPREHENSIVE, FAIR, AND TRANSPARENT FRAMEWORK FOR PET FOOD THAT IS BASED ON SOUND SCIENCE AND BEST PRACTICES THAT MUTUALLY BENEFIT THE INDUSTRY, PFI MEMBER COMPANIES, OUR CUSTOMERS, AND PETS.**

PFI focused on the need to modernize how pet food is regulated in the United States to encourage innovation, provide predictability, and pursued research that will provide a better understanding of mitigating food safety risks.

PFI is focused on modernizing the current patchwork of regulatory requirements resulting in inconsistent interpretation of ingredients, label reviews, and claims from state to state. PFI believes in a more streamlined regulatory framework that provides uniformity and transparency for people, pets, and pet food makers.

### ACCOMPLISHMENTS

Strengthened industry understanding of how to manage food safety risks related to control of pathogens by co-funding with the Pet Food Alliance a research proposal with Kansas State University entitled *Effective strategies to sanitize trucks and tanks: an exploratory study for the rendering, transportation, and pet food industries.*

Continued to build on the PFI Mycotoxin Task Force by working with university researchers to develop an industry-agreed-upon safe upper limit (SUL) in finished pet food products for the mycotoxins: Ochratoxin A and T2/HT2 toxin.



Introduced a proposal to modernize the regulatory framework, met with over 24 key stakeholder organizations, continued to advocate the need for change through one-on-one conversations with federal and state regulatory and legislative leaders, participated in an industry panel on the regulatory challenges and attended three pet industry conferences.

Conducted extensive research into state commercial feed laws and regulations to supplement messaging and further demonstrate challenges within the regulatory system, including summaries of the variability in state adoption of the Association of American Feed Control Officials (AAFCO) *Official Publication*, state fees, fee disposition, and label submission requirements, as well as legal challenges on claims.

**DID YOU KNOW?**  
**ALTHOUGH 49 STATES ADOPT SOME SECTIONS OF THE AAFCO OFFICIAL PUBLICATION, STATE ADOPTION CAN BE AS LIMITED AS INGREDIENT DEFINITIONS AND FEED TERMS, OR IT CAN BE AS BROAD AS ADOPTING THE MODEL REGULATIONS BY REFERENCE, CREATING A PATCHWORK OF STATE REGULATIONS WITH WHICH PET FOOD MAKERS MUST COMPLY.**



# MARKET ACCESS PROGRAM

**PFI IS A PROUD COOPERATOR IN THE USDA MARKET ACCESS PROGRAM (MAP), RECEIVING \$1,584,808 IN 2023 TO GROW EXPORT MARKETS FOR U.S. PET FOOD.**

Funded through the USDA, MAP enables PFI to strengthen and expand the profile of U.S. pet food products abroad by educating veterinarians and influencers about the benefits of feeding commercially prepared pet food and treats and, more generally, pet health and responsible pet ownership.

The 2023 MAP outreach is active in 10 markets, representing 17 countries and a global program (Global Market Tracker). The following countries are part of PFI's program – Brazil, Bahamas, Turks and Caicos, Jamaica, Trinidad and Tobago, Costa Rica, El Salvador, Guatemala, Panama, China, Colombia, Mexico, Israel, United Arab Emirates (UAE), Philippines, South Korea, and Taiwan.

In addition to activities conducted locally by our in-country representatives, PFI staff accompanied them to major activities and events. In 2023, PFI staff traveled to events in the Philippines, Colombia, Mexico, China, and South Korea.

## ACHIEVEMENTS

- › **Total exports of U.S. pet food rose 20%** from 2021 to 2022
- › **China exports have been increasing rapidly**; there was a 58% increase from 2022 compared to 2021
- › **14% increase in exports to Mexico** from 2021 to 2022
- › **PFI sent two U.S. veterinary lecturers to foreign markets** to train their veterinarians and veterinary students on nutritional topics









# SUSTAINABILITY

**IN 2023, PFI ROLLED OUT A NEW SUSTAINABILITY WEBPAGE WITH AN UPDATED “SUSTAINABILITY STATEMENT”, INCLUDING ITS THREE SUSTAINABILITY PILLARS, AND ANNOUNCED IT WITH A PRESS RELEASE AND SUBSEQUENT PFI SOCIAL MEDIA ACTIVITIES, WHICH INCLUDED SUSTAINABILITY SPOTLIGHTS TO HIGHLIGHT THE WORK PFI MEMBERS ARE DOING TO SUPPORT THE PLANET, PEOPLE, AND PETS.**

**PFI STAFF AND MEMBERS EXCEEDED EARTH DAY CHALLENGE GOAL**

For the second year in a row, PFI joined the Pet Sustainability Coalition (PSC) Earth Day Challenge to inspire 10,000 actions for a better future for pets, people, and planet. PFI staff, producer members, and associate members proudly represented our industry by combining to take nearly 4,400 actions during the campaign. With over 16,000 actions taken, the community surpassed the challenge’s goal.

## **DID YOU KNOW?**

**PFI OFFERS INFORMATIONAL WEBINARS LED BY OUTSIDE EXPERTS TO ITS MEMBERS. FIVE WEBINARS WERE HELD IN 2023 AND TOPICS INCLUDED: BRAZIL EXPORT OPPORTUNITIES, PFAS (POLYFLUOROALKYL SUBSTANCES): A PACKAGING COMPANY’S PERSPECTIVE, REGULATORY AND LITIGATION LANDSCAPE SURROUNDING PET FOOD CLAIMS, AND UNDERSTANDING COLORADO’S EXTENDED PRODUCER RESPONSIBILITY LAW.**

**U.S. PET FOOD MAKERS  
ARE COMMITTED TO A  
SAFE AND CLEAN  
ENVIRONMENT  
IN WHICH  
PEOPLE AND PETS  
CAN LIVE  
HEALTHY LIVES.**





# BUILDING THE BRAND

**PFI CONTINUES TO UTILIZE ITS DIGITAL PLATFORMS (WEBSITE, X, FACEBOOK, AND LINKEDIN) TO HELP INCREASE ENGAGEMENT WITH INFORMATIONAL CONTENT, REACH TARGETED AUDIENCES WITH TIMELY NEWS, AND POSITION THE ORGANIZATION AS A THOUGHT LEADER. OUR WEBSITE PARTNER CONDUCTED AN AUDIT IN 2021 THAT INCLUDED MULTIPLE SUGGESTIONS FOR INCREASING USER EXPERIENCE, EASE OF NAVIGATION, AND SEARCH ENGINE OPTIMIZATION (SEO). AN ADDITIONAL SUGGESTION WAS TO DO A FULL WEBSITE REDESIGN. THAT PROJECT WAS LAUNCHED IN 2023.**

## ACHIEVEMENTS

- › **Published nine original blog posts/** thought leadership articles:
  - Is Now the Time to Increase Biofuel Volume?
  - U.S. Pet Food Exports Continue to Exceed Expectations
  - The Difference Between a Therapeutic and Functional Diet for Pets
  - Pet Food Regulation: Why Modernizing Is Good for Everyone
  - A to Z of Pet Food: Understanding the Nutritional Adequacy Statement
  - Keeping Pets Active Indoors
  - Farm Bill: Why It's Important
  - Why the Farm Bill is Important: MAP
  - Extended Producer Responsibility Laws: What You Need to Know
- › **Launched the PFI Instagram account** to increase engagement with and education of pet owners
- › **Initiated usage of LinkedIn ads** to grow PFI's profile. 14 ads ran on LinkedIn that generated 37,000 impressions.
- › **Worked on the modernization of PFI communication channels** by beginning a redesign of the PFI website and implementing an associate management system (AMS)
- › **Created positive news stories** in the media and positioned the association as a thought leader on industry issues by publishing 13 news releases and statements



## DID YOU KNOW?

THE PFI WEBSITE HAD APPROXIMATELY 93,000 NEW VISITORS FROM JANUARY-NOVEMBER 2023, REPRESENTING 175,237 PAGE VIEWS. THE AVERAGE USER VISITED 1.88 PAGES PER SESSION. SESSIONS FROM ORGANIC SEARCHES INCREASED BY ALMOST 29% INDICATING THAT CONDUCTED SEO WORK HAS IMPROVED USERS' ABILITY TO FIND PFI'S WEBSITE THROUGH SEARCH ENGINES.

## KEY SOCIAL MEDIA METRICS



**8,176**

new followers added on Facebook



**22,214**

link clicks on Facebook and X



**532,751**

video views on Facebook and X



**4 MILLION**

impressions on Facebook



**1,061**

new followers on LinkedIn



**95,985**

impressions on LinkedIn (59,198 organic and 36,787 paid)



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# PFI STAFF

**Dana Brooks**, *President and CEO*

**Betsy Flores**, *Senior Vice President of Public Policy*

**Nat Davies**, *Vice President of Business Operations and Programs*

**Savonne Caughey**, *Senior Director of Advocacy and Government Relations*

**Atalie Ebersole**, *Senior Director of Government Relations*

**Pat Tovey**, *Senior Director of Food Safety and Regulatory Compliance*

**Kelly Kanaras**, *Director of Communications and Membership*

**Dana Waters**, *Policy Analyst*





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# PFI BOARD

## EXECUTIVE COMMITTEE

**Nina Leigh Krueger**, *Chair*,  
Nestlé Purina PetCare North America  
**Scott Salmon**, *Vice Chair*, Simmons Pet Food Inc.  
**Nicki Baty**, *Secretary*, Hill's Pet Nutrition U.S.  
**Rod Troni**, *Treasurer*, Champion Petfoods  
**Scott Morris**, *Personnel Officer*, Freshpet  
**Tod Morgan**, *Immediate Past Chair*, Alpha



## PRODUCER MEMBERS

Alpha  
Barrett Petfood Innovations  
Bil-Jac Foods, Inc.  
Blue Buffalo Company, Ltd.  
(General Mills)  
BrightPet Nutrition Group  
Cargill  
Champion Petfoods  
Diamond Pet Foods  
Freshpet  
Hill's Pet Nutrition  
The J.M. Smucker Company  
Mars Petcare  
Nestlé Purina PetCare Company  
Post Consumer Brands  
Primal Pet Group  
Royal Canin  
Simmons Pet Food  
Sunshine Mills, Inc.  
TFP Nutrition  
Wellness Pet Company





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