

2024 ANNUAL REPORT


pet food institute[®]
Promoting long and healthy lives since 1958.





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LETTER FROM CEO

In 2022, the Pet Food Institute (PFI) developed a timeline for the Modernizing Pet Food Regulation (MPFR) campaign. The project consisted of three phases and eight milestones. This is one of the largest government relations and regulatory campaigns that PFI has embarked on since the Food Safety Modernization Act (FSMA) became law in 2011. The legislation drafted to support modernizing pet food regulation will fundamentally change the way pet food is regulated.

In February 2024, Rep. Jake LaTurner (R-Kan.) introduced the PURR Act of 2024 (H.R. 7380) in the U.S. House of Representatives, and 18 bipartisan

co-sponsors have since joined him. We are now working on Phase 3 of the timeline by coordinating meetings with members of Congress and securing Senate sponsors. Read about the PURR Act in this report's Federal Government Affairs section.

The legislation drafted to support modernizing pet food regulation will fundamentally change the way pet food is regulated.

PFI continued its project to enhance our operations by launching a website redesign this year. The goal of the new site is to be more user-friendly and modernized, while still containing the same science-based advice and wellness information for dog and cat owners. Find out more about our revamped website and other communication initiatives in the report's Building the Brand section.

SOME OTHER SUCCESSES FROM 2024:

- PFI collaborated with our coalition partners to fight against proposed tinplate steel tariffs, which the International Trade Commission voted not to impose, protecting **40,000** manufacturing jobs and price increases of up to **30%** on consumer goods, ranging from pet and human food to beverages to household products.
- PFI stopped the advance of a Virginia bill that would have established a tax of **\$50** per ton of pet food distributed in the state. This tax would have cost the industry nearly **\$10 million** in 2025 alone.
- PFI was awarded **\$2,045,000** in 2024 from the USDA Regional Agricultural Promotions Program (RAPP). Based on member feedback, PFI selected South Korea, Brazil, Taiwan, Central America, and the new South African market.
- PFI facilitated the approval of **47** export packages for our members, which is a significant improvement by APHIS compared to **80** last year.

Looking ahead to 2025, we are committed to developing a new strategic plan to guide our operations for the next three years. This will allow PFI to proactively serve our members and the pet food industry with intention, increased operational efficiency, and a strong sense of direction.

I look forward to working with you and for the pets we love in 2025.

Sincerely,

Dana Brooks
President & CEO





FEDERAL GOVERNMENT AFFAIRS

PFI on Capitol Hill

PFI's government relations team maintains a presence on Capitol Hill, raising PFI's profile, lobbying for policies important to pet food makers and reinforcing the value of our industry with key stakeholders.

PURR Act

On Feb. 15, 2024, Rep. Jake LaTurner (R-Kan.) introduced H.R. 7380, the Pet Food Uniform Regulatory Reform Act.



PFI's Government Relations Committee (GRC) Summer Fly-In on Capitol Hill. From left: Rep. Jake LaTurner (R-KS), Pat Leopold, Hill's Pet Nutrition; Atalie Ebersole; Erika Baum, General Mills/Blue Buffalo; Claudia Santiago, The J.M. Smucker Co.; and Betsy Flores.

The PURR Act amends the Federal Food, Drug, and Cosmetic Act by clarifying the authority of the Food and Drug Administration and updating the current 100-year-old state-by-state patchwork of regulations to create a modern and consistent regulatory framework. The legislation would preempt any state government from requiring pre-market label reviews or approvals. It would also codify into federal law the current ingredient definitions and label claim guidance found in the *Official Publication* of the American Association of Feed Control Officials (AAFCO). PFI and our member company government relations experts, secured 18 bipartisan co-sponsors in the House of Representatives. To learn more, please visit our website: www.petfoodinstitute.org/advocacy.



Scott Salmon, President at Simmons Pet Food, discussed the merits of the PURR Act with Rep. Steve Womack (R-AR-3).

Members of the Government Relations Committee (GRC) met in Washington, D.C. for the July fly-in on Capitol Hill. PFI's Sr. Director of Government Relations, Atalie Ebersole, led the group's efforts to discuss support of the PURR Act in 10 Senate and four House meetings. Thank you to all the GRC members who have been lobbying on this important legislation for the past year, and especially those who participated in the summer fly-in, including Erika Baum and Jasmine Dickerson with Blue Buffalo/General Mills, Pat Leopold of Hill's Pet Nutrition and Claudia Santiago of The J.M. Smucker Company.



PFI staff at Pet Night on Capitol Hill on Sept. 11, 2024.

PFI worked with our pet industry partners to highlight the importance of pets to lawmakers on Capitol Hill. PFI, along with Pet Partners and the Pet Advocacy Network, hosted "Meet the Pets" in the spring to celebrate National Therapy Animal Day.

In the fall, PFI joined the Human Animal Bond Research Institute (HABRI) and Pet Advocacy Network to host Pet Night on Capitol Hill. By uniting the collective membership of our pet care community, these annual events bring together members of Congress, congressional staff and pet care community leaders to share programs and policies that protect human and animal well-being. The "bi-pawtisan" events celebrated the importance of pets and service animals in America and enabled PFI to discuss the PURR Act with attendees.

Achievement: Tinplate Steel

In February 2024, the International Trade Commission (ITC) voted unanimously not to impose tariffs on imported tin mill products from Canada, China, and Germany. PFI collaborated with our coalition partners to fight against the proposed tinplate steel tariffs, ultimately protecting 40,000 manufacturing jobs and price increases of up to 30% on consumer goods, ranging from pet and human food to beverages and household products. A sincere thank you to our members who submitted critical background information about canned pet food, which was submitted to the ITC and included in verbal testimony at a hearing in January.

Renewable Diesel Update

Pet food makers continue to experience ingredient disruptions due to government mandates and tax credits promoting the expansion of renewable diesel. PFI continues to voice our concerns to members of Congress and officials at the U.S. Environmental Protection Agency (EPA) about the significant impact prices of fats and oils have on our industry. PFI advocated against additional government mandates or incentives that would provide an unfair competitive advantage against the industry as necessary ingredients are sources that are essential to pet food manufacturing. PFI will continue to track the new 45Z tax credit, also known as the Clean Fuel Production Credit, which took effect in January 2025 and expires at the end of 2027.



PFI's Atalie Ebersole, Scott Salmon and Dana Brooks met with Sen. John Boozman (R-AR), the incoming Chairman of the Senate Agriculture Committee for the 119th Congress.

PFI was pleased to see report language on the biofuels supply chain included in the House Agriculture Appropriations bill. The bill directs the U.S. Department of Agriculture's (USDA) Economic Research Service to prepare five- and 10-year studies to evaluate the expected growth of biofuels, the feedstock necessary to produce those fuels, the forecasted demand for those feedstocks from other industries and the estimated production of those feedstocks.

DID YOU KNOW?

Approximately 40% of U.S. containerized exports move through East and Gulf Coast ports yearly.

U.S. railroads move about 40% of long-distance freight and have been critical to restoring America's broken supply chain over the past few years. PFI is concerned about new regulations by CARB, which will put many short line railroads out of business for good.

Coalition Efforts

PFI participates in several coalitions, including the Ag Transportation Working Group, Agriculture Transportation Coalition, Americans for Free Trade, Coalition to Promote U.S. Agricultural Exports, National Animal Interest Alliance (NAIA), Tariff Reform Coalition and Friends of the Agricultural Research Service (FARS) Coalition, among others. These partnerships allow us to collaborate on various issues to advance important policies through harnessing the power of many.

- **Allied with a coalition of national and state agribusiness organizations** urging the EPA to reject the California Air Resources Board's (CARB) request to require freight locomotives operating within the state to achieve zero emissions by 2035.
- **Joined over 220 organizations**, representing a broad agricultural supply chain collection, urging the Biden Administration to prevent a disruption



Atalie Ebersole and Betsy Flores met with Rep. Angie Craig (D-MN) to discuss the PURR Act.

to port operations along the East and Gulf Coasts and to prevent substantial damage to U.S. agriculture and the economy.

- **Partnered with a diverse group of agricultural interests** to keep commerce moving and supported global trade, despite ongoing disruptions to the North American supply chains within the trucking, rail and waterway sectors.

Funding the Government

PFI partnered with 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 capabilities to facilitate the backlog of animal food ingredient reviews.

PFI also supports additional FY2025 appropriations of:

- **\$50 million** for the Agriculture Advanced Research and Development Authority (AGARDA).
- A minimum of **\$200 million** for USDA's Market Access Program (MAP) and at least **\$34.5 million** for the Foreign Market Development Program (FMD).

DID YOU KNOW?

In 2024, PFI engaged with 75+ congressional offices on several challenges impacting the pet food industry, such as advocating to modernize pet food regulations and strengthening our nation's supply chains. PFI also joined The Alliance for a Stronger FDA for several Hill meetings this year to voice support for increases in overall FDA funding. PFI specifically stressed the need with congressional staff for the critical funding necessary in FY2025 for the Center for Veterinary Medicine (CVM) to hire additional staff to conduct animal food ingredient reviews in a timelier manner.

- **\$1 million** at USDA's Animal and Plant Health Inspection Agency (APHIS) and a **\$5 million** increase for the Centers for Disease Control and Prevention's (CDC) Emerging and Zoonotic Infectious Diseases account for the oversight of canine imports.
- **\$1.95 billion** for USDA's Agricultural Research Service (ARS), which provides the foundation for a strong, resilient domestic agricultural and food supply chain.
- No less than **\$500 million** for the USDA Agriculture and Food Research Initiative (AFRI) to preserve the safety of the nation's food supply and global competitiveness.

Federal Legislative Tracking

PFI tracked more than 100 federal bills in the 118th Congress, covering a wide variety of issues, ranging from general pet welfare to banning toxins in pet food packaging and from funding FDA's Center for Veterinary Medicine to potentially extending the biodiesel tax credit and expanding the USDA's Market Access Program and Foreign Market Development Cooperator Program.



STATE GOVERNMENT RELATIONS

PFI's state government relations team covers legislative and regulatory activity in all 50 states by investing in a state-of-the-art legislative tracking system, building strong coalitions with allies and working with strategically located consultants in key regions, including California, the Midwest, New Mexico, and the Northeast. PFI continues to elevate its profile with state

officials, working with lawmakers, state departments of agriculture and environmental regulatory departments to deliver positive policy outcomes and timely updates 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.



PFI President and CEO Dana Brooks with PFI members at NASDA Annual Meeting in Indianapolis, Ind.

ACHIEVEMENTS:



State Tax Measures

PFI tracks and opposes state legislation or agency actions that would raise taxes or fees to fund activities unrelated to the regulation of pet food. In 2024, PFI led coalition and advocacy efforts to save its members an estimated \$15 million through our work on state pet food taxes, with victories against bills in four states:

- **Prevented the advance of California legislation** that would have imposed a \$200 per product pet food fee, estimated to have cost the industry between \$2.5 million and \$5 million a year beginning in 2024.
- **Halted measures in Maryland** that would have raised the pet food tax from \$100 per product to \$130. The tax increase would have cost the industry an estimated \$1.2 million over five years (FY 2025-2029).
- **Amended Vermont legislation** to remove a provision that would have imposed a \$10 surcharge per commercial feed product. The fee would have cost the industry an estimated \$122,000 a year beginning in 2025.
- **Stopped the advance of a Virginia bill** that would have established a tax of \$50 per ton of pet food distributed in the state. This tax would have cost the industry nearly \$10 million in 2025 alone.



Savonne Caughey and Derek Sandison, NASDA Second Vice President and Director of the Washington State Department of Agriculture, at the Western Association of State Departments of Agriculture meeting in Park City, Utah.



Food Additive Bans

Building on PFI's 2023 success in amending the food additive ban bill (the California Food Safety Act to exclude pet food), this year Illinois, Maryland, Missouri, Pennsylvania, Rhode Island, South Dakota, Washington and West Virginia considered but failed to pass bans using the California language as a model. Additionally, PFI engaged to seek clarifying amendments to exclude pet food from New York food additive ban measures aimed at human food. In New Jersey, PFI successfully amended a food additive ban bill to apply only to foods for human consumption and is working to similarly amend its Senate companion bill and an additional food additive ban bill in the Assembly.

DID YOU KNOW?

In 2024, PFI analyzed nearly 4,000 bills in all states, tracking over 600 bills, monitoring more than 150 priority bills and analyzing over 150 packaging, plastics, and environmental bills.



Legislative Updates

Delivered biweekly State Priority Legislation and Packaging, Plastics, and Environmental Legislation tracking reports to PFI Government Relations Committee members during the 2024 state sessions and provided updates for members to prepare for state-level implementation of laws on extended producer responsibility (EPR) and packaging ingredient restrictions.

Notable Legislation

CONSIDERED IN 2024:

California AB 240 – Spay and Neuter Fund

Maryland HB 85 and SB 641 – Spay and Neuter Fund

Vermont H.626 – Animal Welfare Division

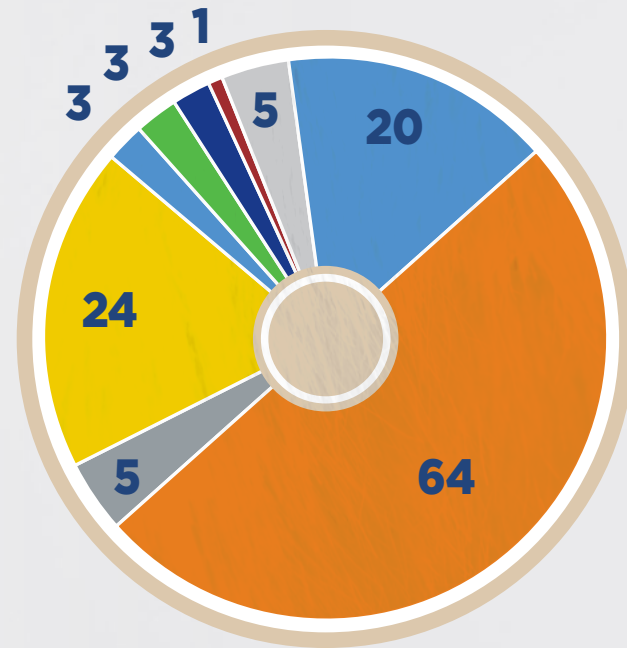
Virginia SB 31 – Companion Animal Surgical Sterilization Program and Fund

New York A6424/NY S6055; NY S8211; and NY S8822/NY A9293 – Food Additive Ban

New Jersey A4132/S3016 and A4641 – Food Additive Ban

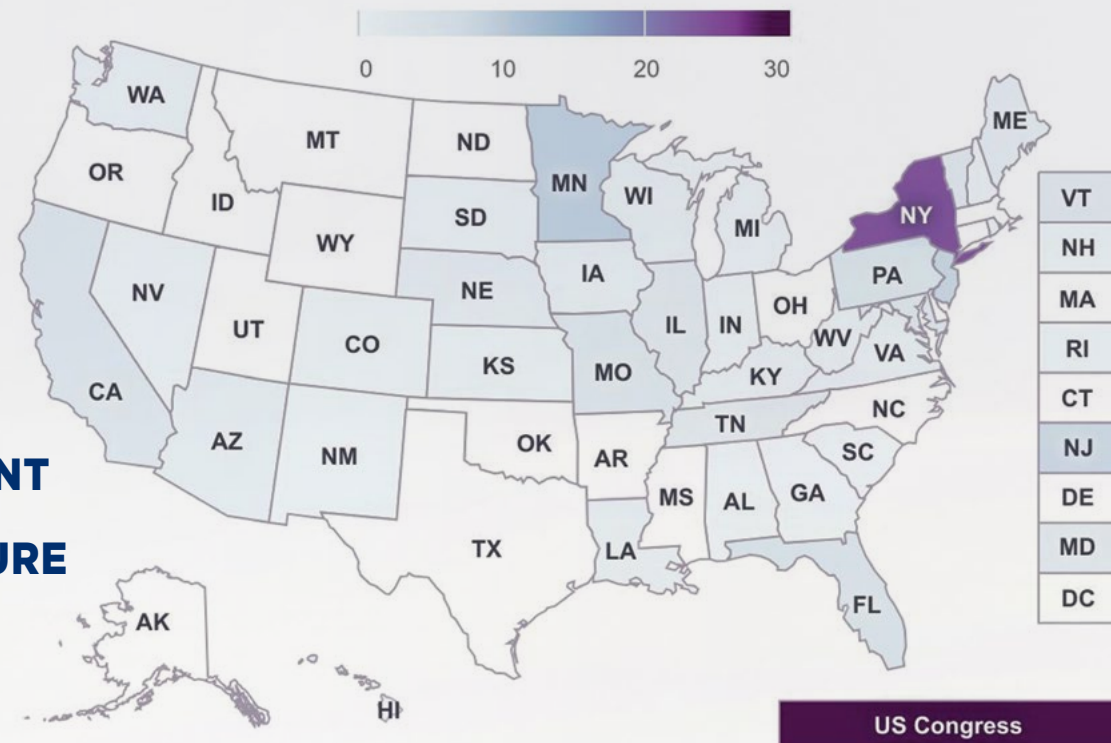
Minnesota HF 3911 – EPR Program

STATE PRIORITY LEGISLATION



- Taxes/Fees
- Registration Requirements
- Labeling/Ingredients/Ingredient Bans
- Animal Welfare/Pet Issues
- Renewable Diesel

BILL COUNT PER LEGISLATURE



Analyzed nearly 4,000 state measures



Monitoring 150+ priority measures



Tracking 600+ state bills



Monitoring 150+ packaging, plastics and environmental bills



MARKET ACCESS

PFI is a proud cooperator in the USDA Market Access Program (MAP), receiving \$1.3 million in 2024 to grow export markets for U.S. pet food. Funded through USDA, the 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.

Additionally, PFI was awarded \$2,045,000 in 2024 from the USDA Regional Agricultural

Promotions Program (RAPP), which promotes “non-traditional” markets in Asia, Africa and Latin America. Based on member feedback, PFI selected South Korea, Brazil, Taiwan, Central America and the new South African market. This program opens the door for contracting regulatory assistance



PFI's 2024 MAP Outreach



Betsy Flores and Dana Waters met with FAS staff and officials from MAPA and DIPOA in Brasilia, Brazil.

and funds a global messaging campaign. PFI received a second tranche of RAPP funding for \$1.65 million that builds on the markets in the first request and adding Australia, where companies struggle to navigate the import permit process.

In addition to activities conducted locally by our in-country representatives, PFI staff accompanied them to major activities and events. In 2024, PFI staff traveled to events in Colombia, Mexico, China, South Korea, Brazil and the Bahamas.

DID YOU KNOW?

Export promotion programs have proven to be critical tools for protecting and promoting the U.S. agriculture industry. According to USDA, between 1977 and 2019, every dollar invested in these programs returned \$24.50, on average, in annual export value. During the same period, these programs increased export revenue by \$9.6 billion annually and added \$12.2 billion to farm cash receipts.

The Market Access Program (MAP) and Foreign Market Development Program (FMD) are crucial for U.S. producers seeking new and continued access to the global market.



PFI staff met with FAS staff at PFI's International Trade Subcommittee meeting in Washington, D.C.



INTERNATIONAL TRADE

This year, PFI's international trade staff focused on continually improving the export approval process for PFI members, addressing non-tariff trade barriers in key markets of interest, and maintaining collaborative relationships with sister associations to support both industry innovation and effective communication between the industry and USDA. By engaging USDA on behalf of our membership when export packages are delayed, traveling overseas for trade missions and market access activities and hosting international meetings at home, PFI worked to ensure that U.S. pet food is positioned as a global leader in safety, quality and innovation.

ACHIEVEMENTS

As part of an ongoing effort to improve collaboration between industry and USDA APHIS, PFI ensured the timely receipt of export approvals for production facilities

when escalation services are requested. PFI facilitated the approval of 47 export packages for members, which is a significant improvement compared to 80 last year. While this lower number indicates improved process flow at APHIS, PFI will continue to work toward improving the export approval process.

PFI also advocated for the publication of an APHIS rule that would modernize how USDA calculates user fees to allow APHIS to collect sufficient funds to meet the demands of exporters of U.S. pet food. With the final rule published in 2023, USDA APHIS published a user fee notice in November, the first fee increases in over a decade. Once the fees are finalized, they will be used to fill the 20 percent understaffing that has limited APHIS' ability to meet the demands of the growing animal products industry. The funds will also allow APHIS to modernize its IT systems to allow for electronic submission of export approvals for facilities, improving efficiency and tracking.

PFI emphasized progress on non-tariff trade barriers preventing access to key markets. After years of minimal progress, two markets had changes that addressed some challenges.

- In March, PFI's Senior Vice President of Public Policy, Betsy Flores, attended PFI's first **USDA trade mission to South Korea** to highlight the ruminant trade ban, which has impeded pet food exports to South Korea for several years. In November, Korea released draft import requirements to loosen that restriction.
- **PFI traveled to Brazil** to gain a better understanding of the regulatory hurdles American pet food companies experience when exporting to Brazil, and the challenges that U.S. pet food makers experienced while entering the Brazilian market. In May, the Brazilian regulatory authorities updated the animal feed decree, which included new import requirements. PFI's in-country representatives, through the MAP program, hosted an online seminar explaining these new requirements.

In June, PFI hosted the annual meeting of the Global Alliance of Pet Food Associations (GAPFA) in Minneapolis, Minn. The conference focused on sustainability and novel ingredients, and the group completed strategic planning while expanding membership by approving two new member companies.

In collaboration with the American Feed Industry Association (AFIA), PFI established an alternative processing methods working group. This group will develop science-based recommendations for import requirements for minimally processed pet

food and treats to support innovation and product diversification in both new and existing markets for U.S. pet food.

Trade Spotlight

- **PFI's efforts resolved export issues** related to delayed facility inspection follow-ups or inspection scheduling, saving PFI members tens of thousands of dollars and ensuring uninterrupted trade to existing markets.
- **Exports in 2023: \$2.4 BILLION+** (\$2,407,978,307)



- **U.S. pet food's top export markets experienced slight shifts in 2023.** Canada continues to hold the top spot, generating over \$1 billion in export revenue, totaling \$1.2 billion, a notable increase from previous years. China remains the second largest export market, contributing \$257 million in export revenue, which is a slight decrease from 2022 figures. Mexico has retained its position as the third largest export market, bringing in \$206 million and reflecting steady growth. Overall, U.S. pet food exports in 2023 totaled \$2.4 billion, demonstrating a robust and stable market presence.



REGULATORY

Pet Food Label Modernization

This year marked one of the biggest changes to pet food regulation in over 70 years, as PFI members and Association of American Feed Control Officials (AAFCO) regulators shared the accomplishment of publishing the new requirements of Pet Food Labeling Modernization (PFLM) in the 2024 AAFCO Official Publication.

PFI members are working on updating their labels and making the necessary changes to comply with the new requirements within a six-year discretionary period. State regulatory agencies will also utilize

this time to ensure the regulatory language is codified into their state codes.

To help the entire industry comply, PFI hosted five webinars to train both member and non-member companies on what is required to update their product labels.

Each training course focused on a particular aspect of the new label. The series was taught by pet food professionals across all PFI membership, and the target audience was anyone who wished to learn more about compliance with the new requirements. Click [here](#) to view the trainings on the PFI website.

DID YOU KNOW?

The PFI Organic Pet Food Working Group started the work on an “organic” definition for pet food and drafted the original standard in 2006.

from our suppliers and comparing notes with other impacted trade associations.

LOW COPPER CLAIM

PFI opposed a proposal by AAFCO to develop model language for a Controlled (<15ppm) Copper marketing claim that would have been included in the AAFCO Official Publication for use on dog food packages. PFI is pleased to report that the committee voted 8-5 against passage of this claim language. The use of a marketing claim for controlled copper would have given unknowing consumers a false expectation of disease prevention for their pets, for which there is no data to support.

FDA/AAFCO Memorandum of Understanding (MOU)

FDA began a process to modernize how it reviews the safety of animal feed and pet food ingredients. With the expiration of the MOU between FDA and AAFCO, the FDA asked for both public and stakeholder opinion on proposals published in the Federal Register.

PFI provided written and verbal comments on three open dockets published in the Federal Register during the second half of 2024 that supported FDA’s approach and provided detailed suggestions to improve the ingredient review process. PFI organized an industry response through its Ingredient Subcommittee by holding a series of working calls, soliciting input

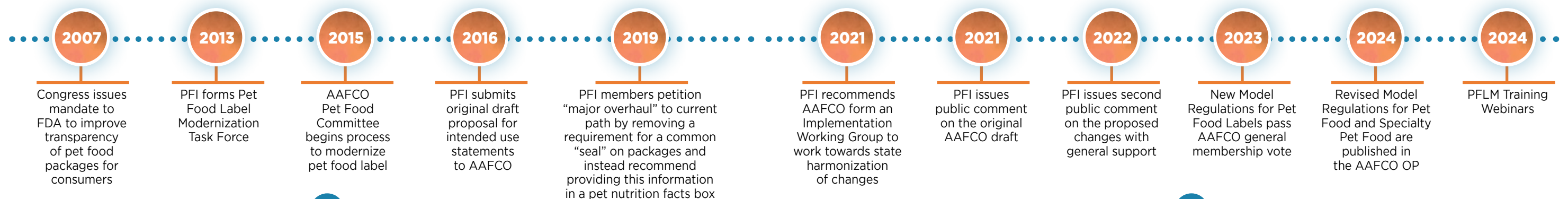
ACHIEVEMENTS

- **Held five webinars** educating the pet food industry on new PFLM guidelines
- **Worked to strike down** low copper claim language proposed by AAFCO
- **Submitted comments** to the FDA on the agency’s Generally Recognized as Safe (GRAS) and Food Additive Petition (FAP) processes
- **Provided comments** in response to the National Organics Program’s proposed rule for a new standard specific to pet food for the term “organic”



Dr. Tim Schell with FDA’s Center for Veterinary Medicine provided an update to PFI’s Regulatory Affairs Committee (RAC) in San Antonio, Tex.

PFLM TIMELINE





BUILDING THE BRAND

PFI continues to utilize its digital platforms (website, X, Facebook, Instagram and LinkedIn) to increase engagement among key audiences with informational content, to reach targeted audiences with timely news and to position the organization as a thought leader. Our redesigned website was launched in the summer of 2024.

ACHIEVEMENTS

- **Published or updated 15 original blog posts**/thought leadership articles, including:
 - My Journey: A Cancer Diagnosis and Misinformation
 - Lessons Learned on Getting a Puppy
 - PFI Expands Global Reach with USDA's MAP and RAPP Programs
- **Increased strategic investment in LinkedIn advertising** to expand PFI's presence, generating 642,129 impressions and 4,139 link clicks. In 2024, PFI ran 44 ads across 26 ad campaigns on LinkedIn.

- **Modernized PFI's communications channels** by redesigning and launching the revamped website and implementing an associate management system (AMS).
- **Secured meaningful media coverage** and positioned PFI as a thought leader on industry issues by distributing 10 news releases and statements and participating in three podcasts and 15 media interviews.



KEY SOCIAL MEDIA METRICS



11,800

new followers added on Facebook (43.9% increase), for a total of **54,300** followers



30,678

link clicks on Facebook (up from **22,214** in 2023)



Ads on Facebook and Instagram generated

5,093,120

impressions



Ran a limited campaign on X (Twitter) in June, resulting in

1,340,168

impressions and **236** link clicks



882

new followers on LinkedIn, for a total of **3,003** followers

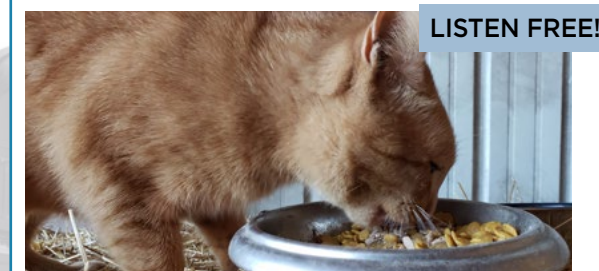


716,931

impressions on LinkedIn (up from **95,985** in 2023; including **74,802** organic and **642,129** paid)

DID YOU KNOW?

The PFI website had approximately 202,000 active users from January to November 2024, with 380,000 page views. The average user visited almost two pages per session. From the launch of the new website through November, PFI's website had 112,000 active users, compared to 36,000 active users during the same period in 2023.



LISTEN FREE!

Feeding the Future: An Overview of the PURR Act

Podcast

The proposed Pet Food Uniform Regulatory Reform (PURR) Act of 2024 (H.R. 738...





THANK YOU TO THE 2023-2024 OFFICERS

PFI WOULD LIKE TO THANK THE OFFICERS WHO SERVED THE PET FOOD INDUSTRY FROM 2023-2024.

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.
Frank Ziacik, Treasurer, Cargill
Scott Morris, Personnel Officer, Freshpet
Tod Morgan, Immediate Past Chair, Alpha

PFI WELCOMES THE 2025 EXECUTIVE COMMITTEE

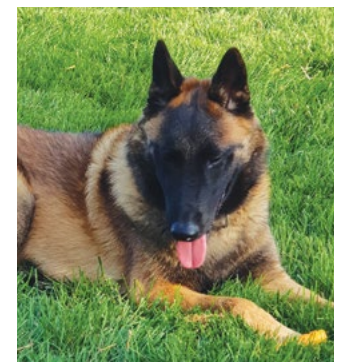
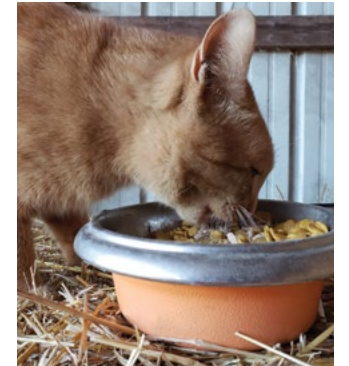
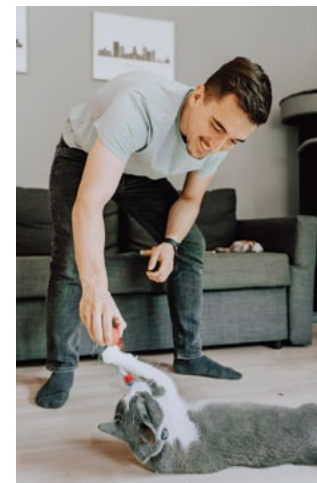
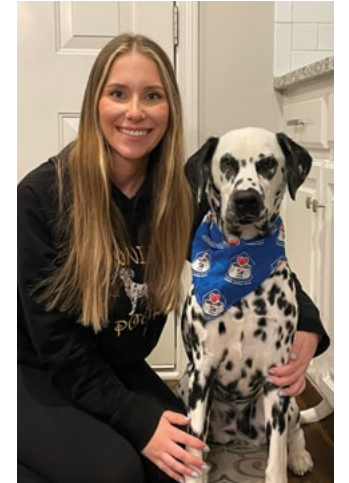
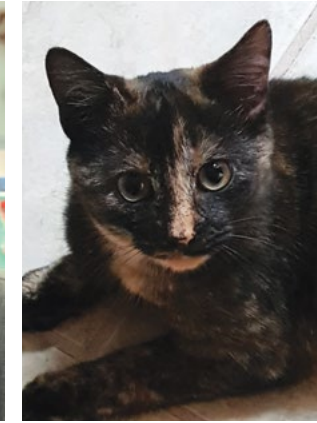
Scott Salmon, Chair, Simmons Pet Food Inc.
Reed Howlett, Vice Chair, Wellness Pet Company
Yvonne Hsu, Secretary, Hill's Pet Nutrition U.S.
Frank Ziacik, Treasurer, Cargill
Scott Morris, Personnel Officer, Freshpet
Nina Leigh Krueger, Immediate Past Chair, Nestlé Purina PetCare North America

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, Vice President of Scientific and Regulatory Affairs
Dana Waters, Manager of International Affairs

PRODUCER MEMBERS

Alpha
Barrett Petfood Innovations
Bil-Jac Foods, Inc.
Blue Buffalo Company, Ltd. (General Mills)
BrightPet Nutrition Group
Cargill
Carnivore Meat Company
Champion Petfoods
Diamond Pet Foods
Ethos Pet Brands
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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