



Pet Food Institute
Established 1958

Dana Brooks, CEO

U.S. PET FOOD OVERVIEW



MORE THAN

2 out of **3**

**U.S. households
have a pet...**

2023=
180 million
bowls to fill.

U.S. PET FOOD OVERVIEW

2022 Actual Sales

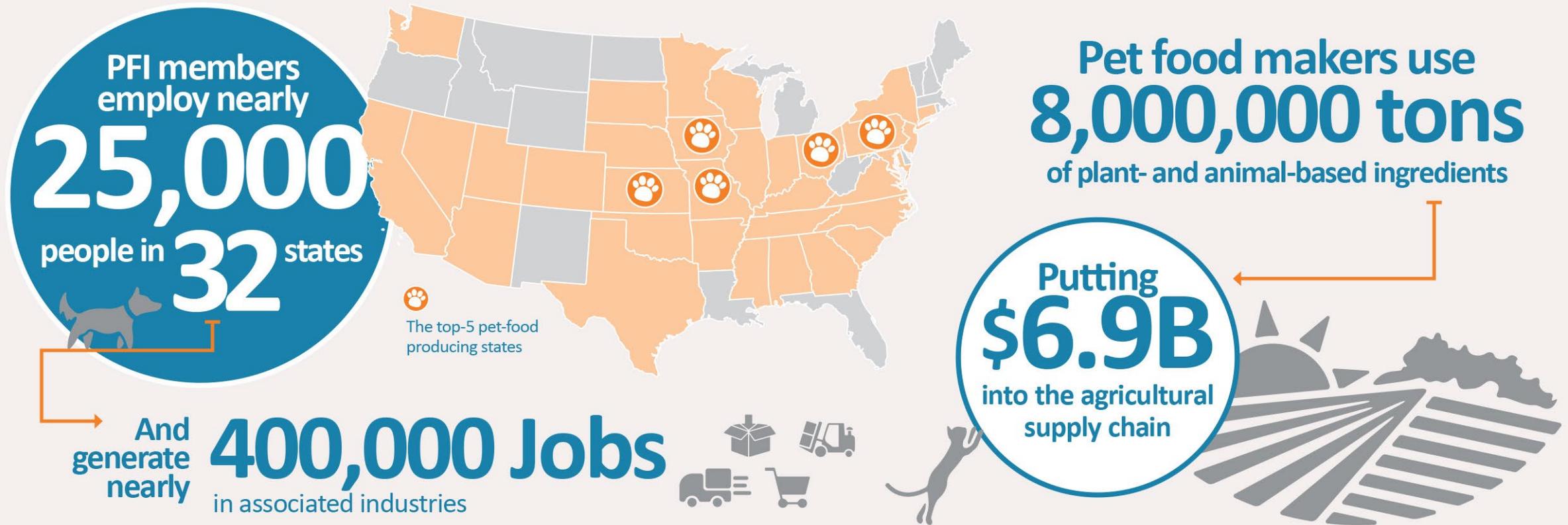
\$58.1 billion Food & Treats
\$35.9 billion Vet Care & Products
\$31.5 billion Supplies, OTC, Live animals
\$11.4 billion Other Services

U.S. PET FOOD OVERVIEW

2023 Actual Sales

\$62.7 billion Food & Treats
\$35 billion Vet Care & Products
\$32.1 billion Supplies, OTC, Live animals
\$11.8 billion Other Services

U.S. PET FOOD OVERVIEW



Source: Pet Food Production and Ingredient Analysis (2020) by PFI, IFEEDER and NARA

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.

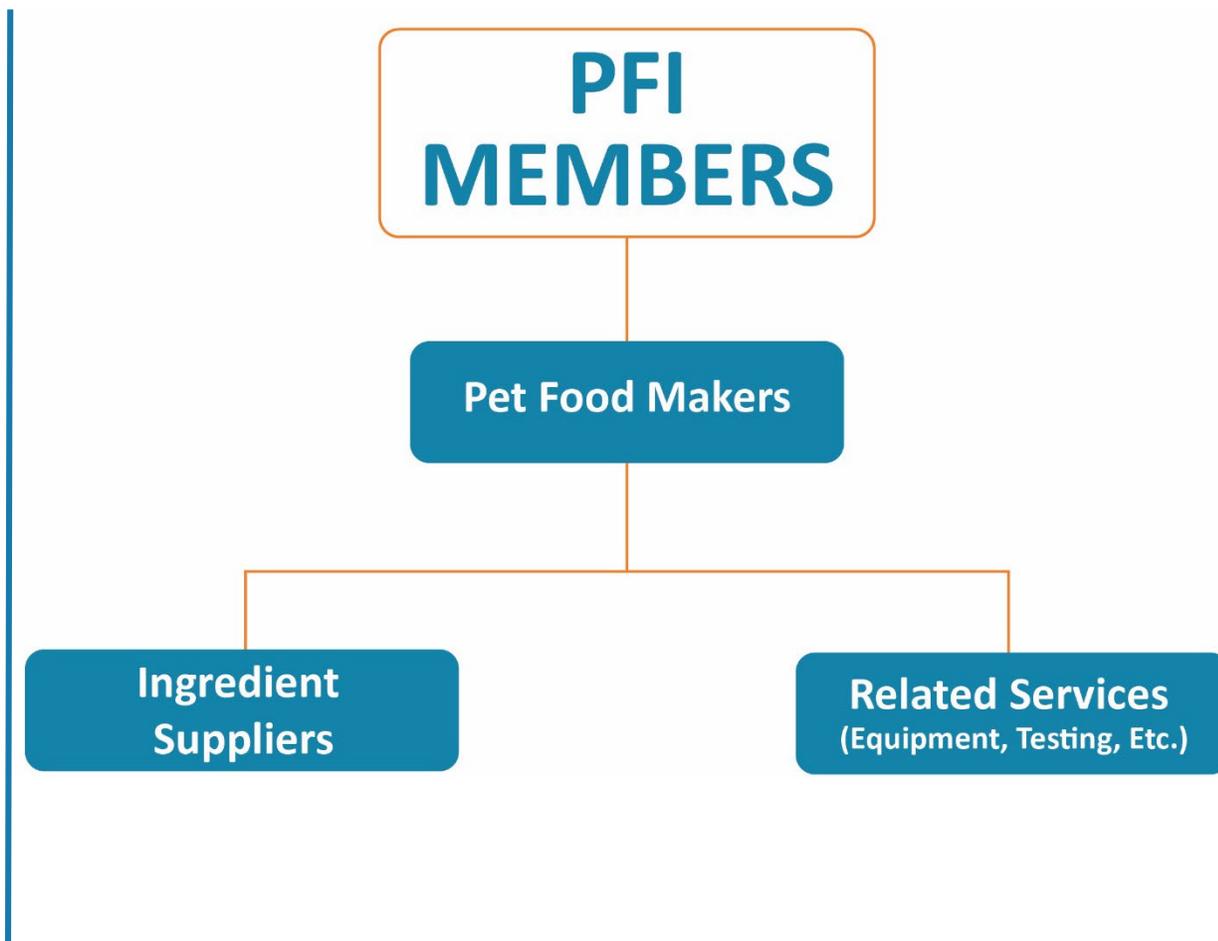
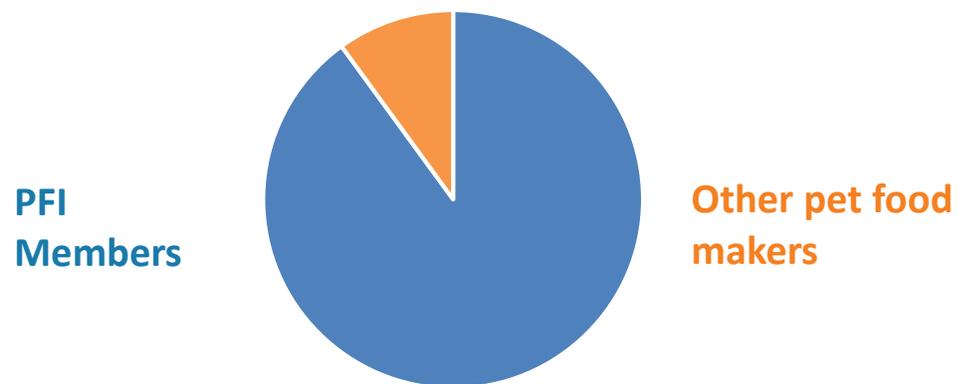
Location: Washington, D.C.

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 : Board of Directors

- 19 Members
- Officers
 - Chair Nina Leigh Krueger, Nestle Purina PetCare Company
 - Vice Chair Scott Salmon, Simmons Pet Food, Inc.
 - Secretary Nicki Baty, Hill's Pet Nutrition
 - Treasurer Rod Troni, Champion Petfoods
 - Personnel Officer Scott Morris, FreshPet
 - Past Chair Tod Morgan, Alpha

2023 PRIORITIES

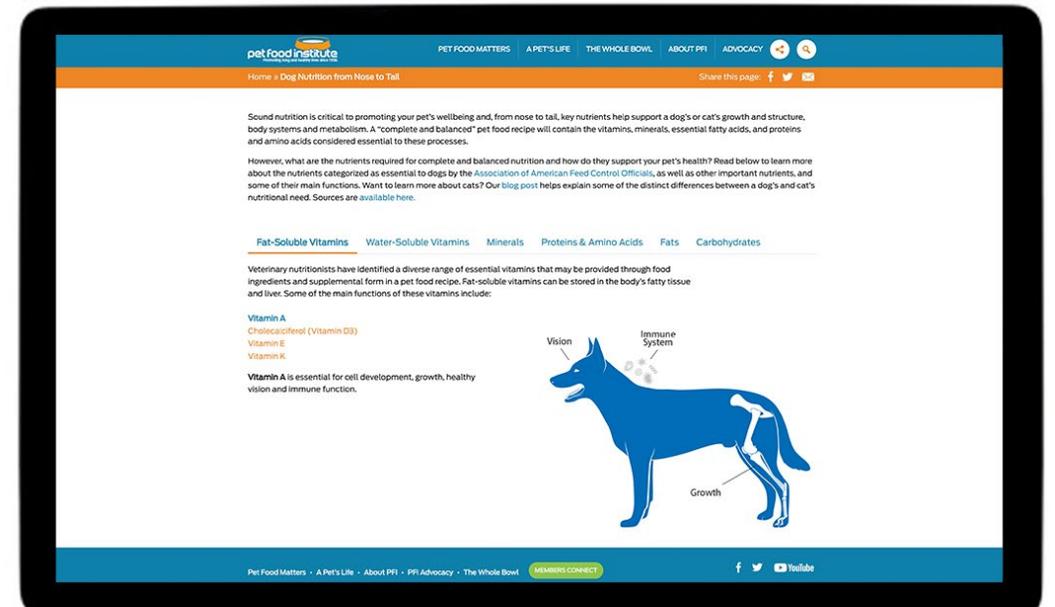
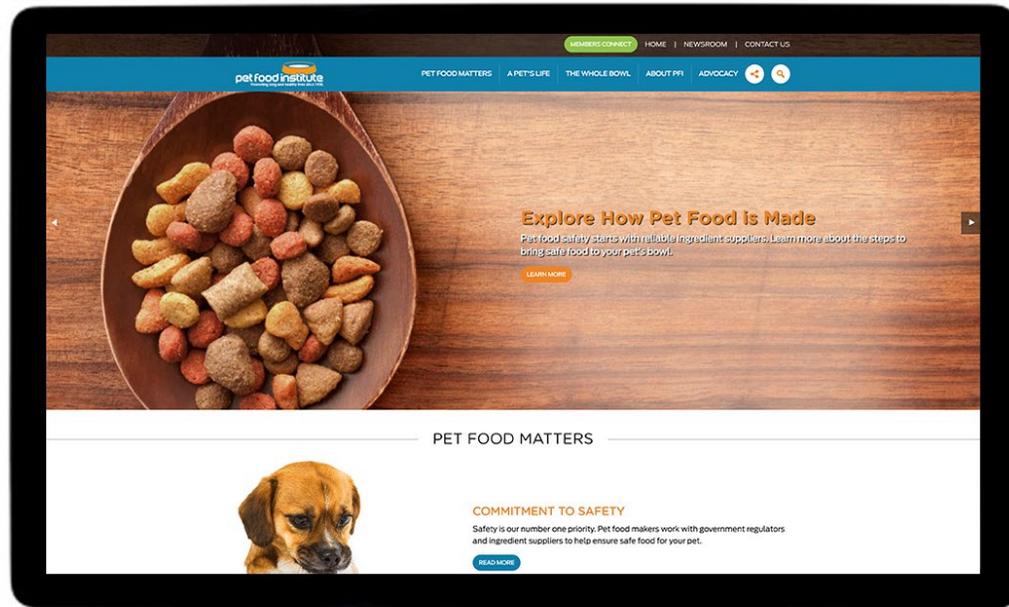
Food Safety
Modernizing Regulations
Market Access
Sustainability



ABOUT PFI : Stakeholders and Partner Groups

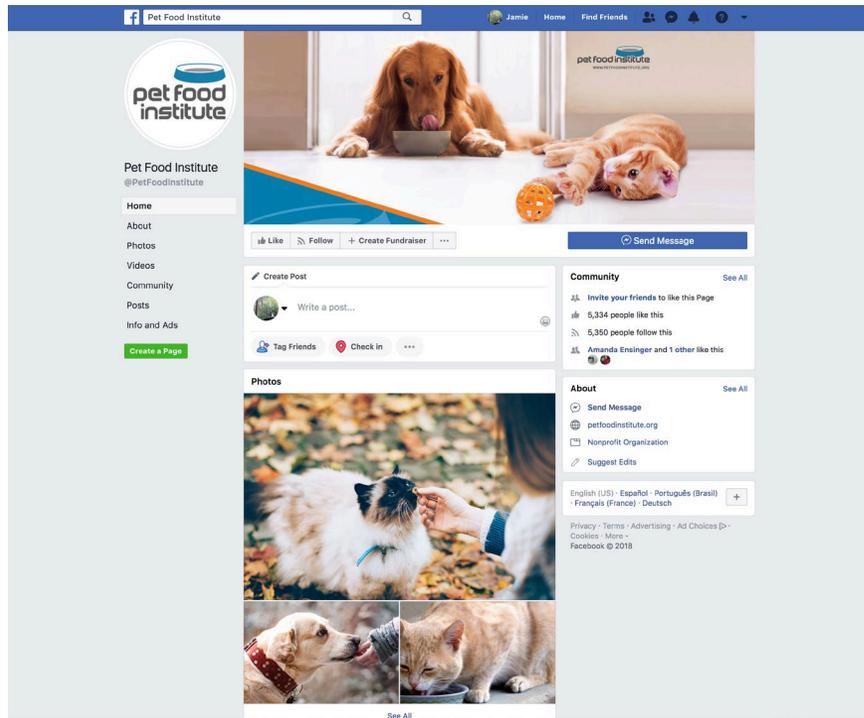


PFI RESOURCES : PetFoodInstitute.org



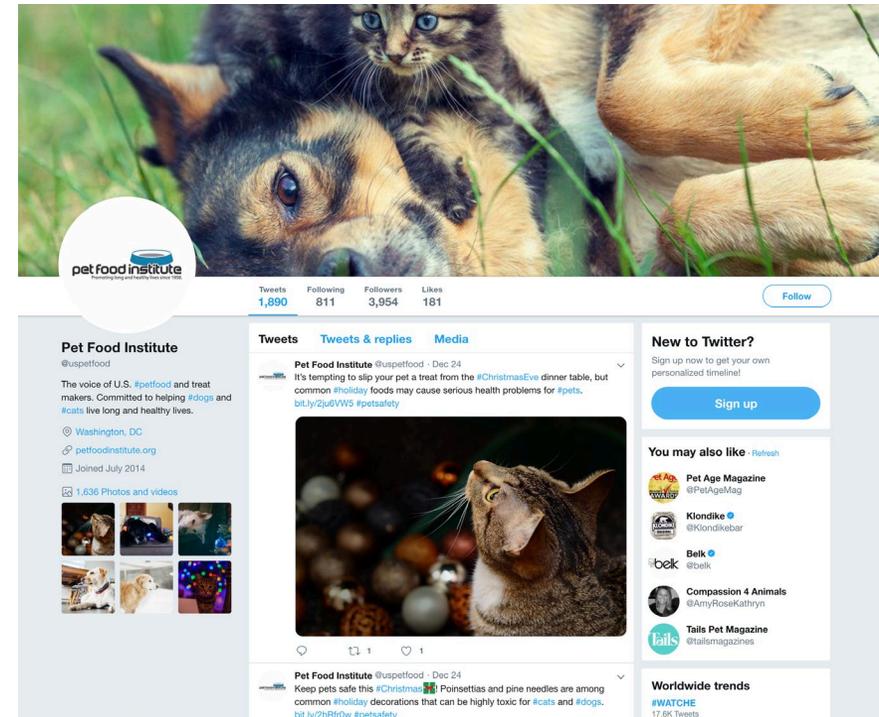
PFI RESOURCES : Social Media

Facebook/@PetFoodInstitute



The screenshot shows the Facebook profile for Pet Food Institute (@PetFoodInstitute). The page features a cover photo of a dog and a cat eating together. The profile picture is the Pet Food Institute logo. The page includes a navigation menu on the left with options like Home, About, Photos, Videos, Community, Posts, and Info and Ads. The main content area shows a post with a photo of a dog and a cat, and a community section with a post from Amanda Ensinger. The 'About' section provides contact information and website links.

Twitter/@USPetFood



The screenshot shows the Twitter profile for Pet Food Institute (@USPetFood). The profile picture is the Pet Food Institute logo. The header shows the profile name, handle, and statistics: 1,890 Tweets, 811 Following, 3,954 Followers, and 181 Likes. The main content area shows a tweet from Dec 24 about Christmas Eve dinner table safety for pets. The tweet includes a photo of a cat looking up. The right sidebar features a 'New to Twitter?' section with a 'Sign up' button and a 'You may also like' section with recommendations for Pet Age Magazine, Kiondike, Belk, Compassion 4 Animals, and Tails Pet Magazine. The 'Worldwide trends' section shows #WATCHE as a trending topic.

Thank you!



pet food institute
Promoting long and healthy lives since 1958.