



Nestlé Purina PetCare



Welcome | Emily Cross, DVM, DABVP

We know that nutrition is foundational to health.

Every day we work to provide healthy, high quality nutrition for the pets we care about.





Ingredient Quality & Sourcing | you are what you eat



Purina ingredient sourcing and processing meet or exceed FDA, USDA, and AAFCO standards

All Purina North American manufacturing facilities have on-site quality assurance laboratories and staff

99% of all Purina pet food products sold in the U.S. are made in Purina-owned U.S. manufacturing facilities

On a typical day, Nestlé Purina's 17 North American pet food manufacturing facilities perform 30,000 quality checks

Leading Edge Research



Over 2,500
Nestle Purina
patents and
patent
applications
since 1995

Substantiate
our nutritional
innovations
with feeding
trials



Open
collaboration
and innovation
with university
scientists



World-Class R&D facilities with over 500 scientists

- 40 research, development & technology centers worldwide
- Employ professional nutritionists & other PhD scientists for formulation, quality assurance, and technical consults



Shelters & Rescue

helping those in need

People and Pets are Better Together

GUIDED BY A PASSION FOR PETS



Shelters &
Rescues

2.2 MILLION

pets in pet welfare organizations that Nestlé Purina touches by helping with their care and adoption



Purina's Resources &
Support

\$31,000,000+

Invested, across our company, in pet welfare and pet communities in 2015



More Pets
in Forever Homes

Nestlé Purina 2015 Creating Shared Value Report

Powering the Largest Pet Search Engine

7 MILLION
unique visitors
per month

Responsible for
HALF
of all pet
adoptions

25 MILLION
adoptions
and counting

Visibility to over
300,000
adoptable pet at
any given time

13,000
organizations



Petfinder

Petfinder Site Analytics; 2014 Annual Member Survey

PURINA PRO PLAN VETERINARY DIETS®

 **PURINA**
PRO PLAN
VETERINARY
DIETS

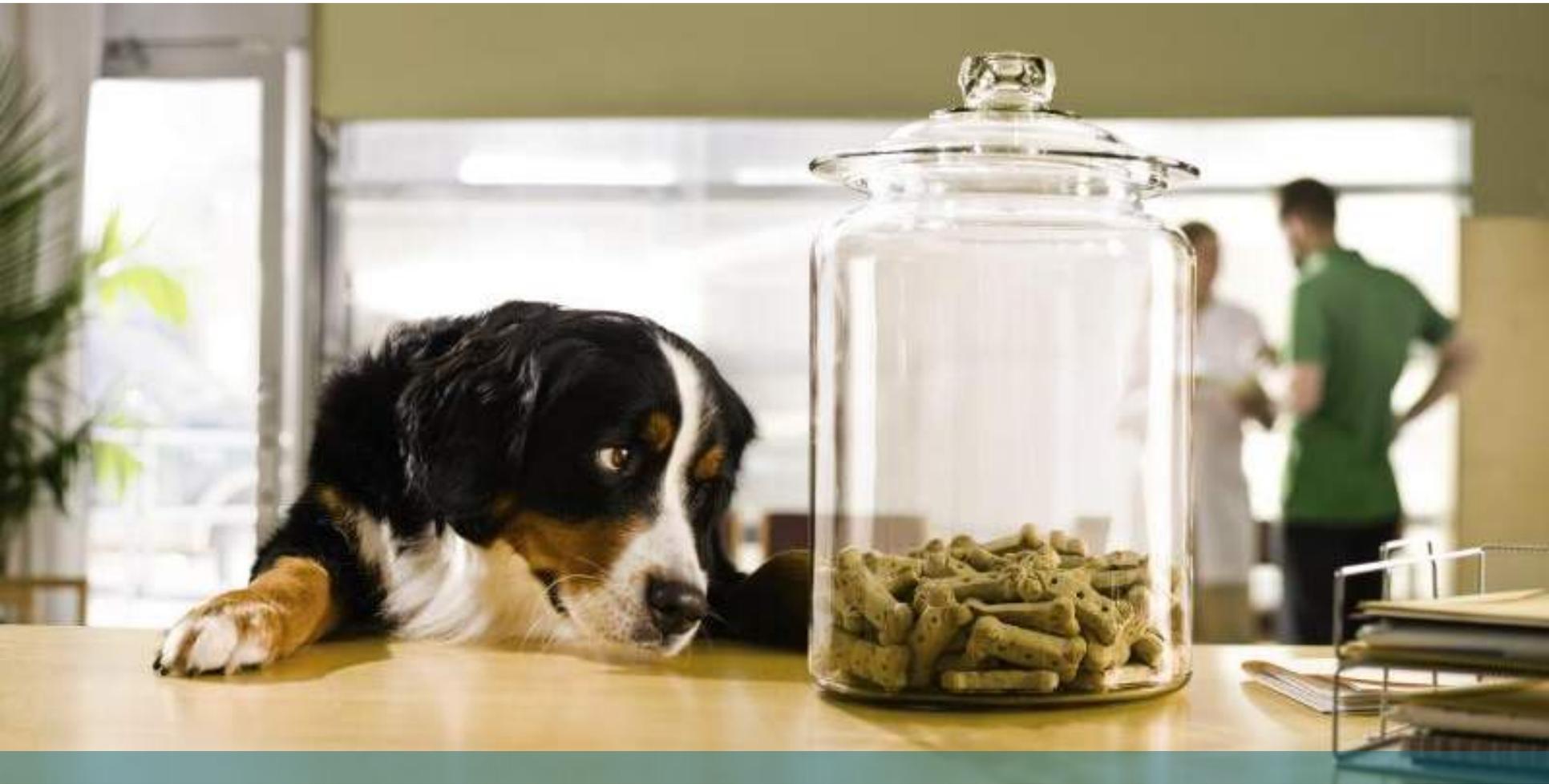


Universities

programs



- Student feeding programs, scholarships, & SCAVMA funding
- Professional development lectures & events
- Funded professorships, residents, and technicians



Purina Good Will Grants | creating shared value



Come out and enjoy a day of community service, fun, food, and games

Purina Good Will Grants | Dog House Painting Events

Student and Resident Research Grants

- Research projects with a focus on nutrition (basic or clinical)
- **No competition with faculty or other scientists**
- Student maximum stipend is 10K
- Resident maximum stipend is 15K
- Information on student and resident grants will be available soon on our new website:

www.purinaproplanvets.com



Ethical policy

- Purina studies animal feeding behavior and nutritional needs
- **Strict code of ethics** that meets or exceeds standards of relevant legislation
- Only conduct tests that are used in routine veterinary home care: no invasive procedures
- Studies must support advancement in **quality of life** for dogs and cats
- We **do not** participate in any research that requires inducing disease or the euthanasia of dogs or cats





The Nutrition Discussion

our role

Purina Nutrition Centers



Goal:

- Educate students, faculty and staff to the importance of nutrition
- Increase usage of nutrition in management of patients
- Provide easy access to the nutrition clinicians and students need

Diet Kitchen to Nutrition Center Before...and After!



University Partnership Alumni PR Outreach

LSU Veterinary School gets new nutrition center thanks to generous donation from Purina



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Thank You for Your Time Today



Any Questions?