



Nestlé Purina PetCare



Welcome | Emily Cross, DVM, DABVP

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



**PURINA®**  
**PRO PLAN®**  
**VETERINARY**  
**DIETS**



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

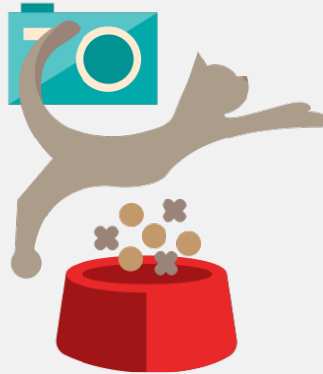
## GUIDED BY A PASSION FOR PETS



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**



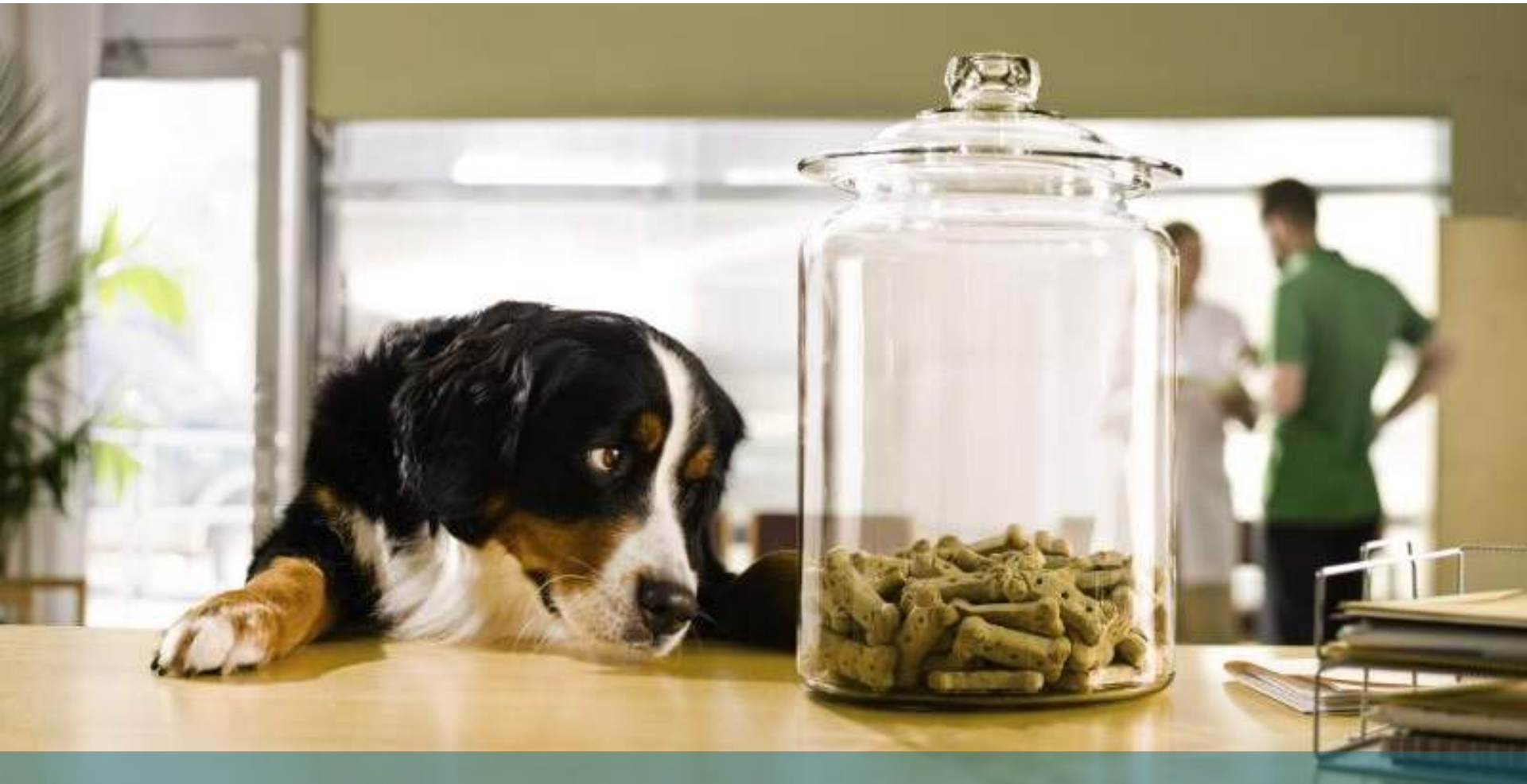


Universities

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.proplanvets.com](http://www.proplanvets.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?**