

# IFEEEDER NEWSLETTER

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## U.S. Pet Food Manufacturers Feed Pets, Agriculture and the Economy

We've always known that U.S. pet food manufacturers are critical for keeping America's dogs and cats fed with nutritious and safe meals. Whether it's dry kibble, moist and wet food, or treats, the pet food industry has developed products to fit a wide-range of diets and budgets.



Last week, the Institute for Feed Education and Research, in partnership with the Pet Food Institute and the North American Renderers Association, released a new, first-of-its-kind, [report](#) to help us better understand and communicate the pet food industry's economic value to U.S. agriculture. The partners held a webinar discussing the results of the data, if you missed it you can [watch it here](#). It is also the first time the pet food industry has comprehensively looked at the ingredients used in pet food.

This research will help the American Feed Industry Association communicate with decision makers, industry leaders and consumer influencers in a way that helps them better understand the connection and value between production agriculture and pet food manufacturers. It will also help them learn more about how they can use this information in working with their constituents. Some of the key findings revealed in the study include:

- Total U.S. pet food sales accounted for over \$30 billion;
- U.S. pet food manufacturers are delivering back to the agricultural economy by using 8.65 million tons of animal- and plant-based ingredients valued at \$6.9 billion for dog and cat food;
- Pet food manufacturers use a wide-range of over 500 ingredients – from major commodity crops to specialty fruits and vegetables to meat, poultry

and seafood to rendered products to provide complete nutrition for dogs and cats;

- These ingredient purchases boost incomes for farmers and farm processors and stimulate additional economic activity through the purchase of farming inputs and supplies; and
- Pet food manufacturers often use leftover ingredients made from the production of human food, such as bakery or brewery items or parts of the animal that people don't eat, providing the nutrition our pets need while supporting sustainability and doing their part to reduce agriculture's environmental impact.

In addition to the full study, we have developed a host of tools to help you communicate the good news from this study. From interactive graphs that allow users to drill down into both the ingredient and economic data to [fact sheets](#) and a [social media toolkit](#), you can help us tell the good story of the pet food industry. It is a critical part of the agricultural economy and the pet food industry works hard to provide nutritious – and delicious – food and treats to feed our four-legged companions. You can find the full study as well as all the other communications tools on our website at [IFEEDER.org](http://IFEEDER.org).

## **Raised Without Antibiotics Research Published**

Research that IFEEDER helped conduct, through a grant to the Animal Agriculture Alliance, which addresses how Raised Without Antibiotics (RWA) policies impact animal health and welfare has now been peer-reviewed and [published](#) in the *Frontiers in Veterinary Science*. The research, conducted by Dr. Randy Singer, University of Minnesota, along with a team of others, shares producer and veterinarian experiences and opinions.

We encourage you to share this important research with your contacts throughout food and agriculture, especially brands which may be considering adopting RWA policies restricting the use of antibiotics in their supply chains.

## **Donate Now!**

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