

Pet Food Production and Ingredient Analysis



Institute for Feed Education & Research

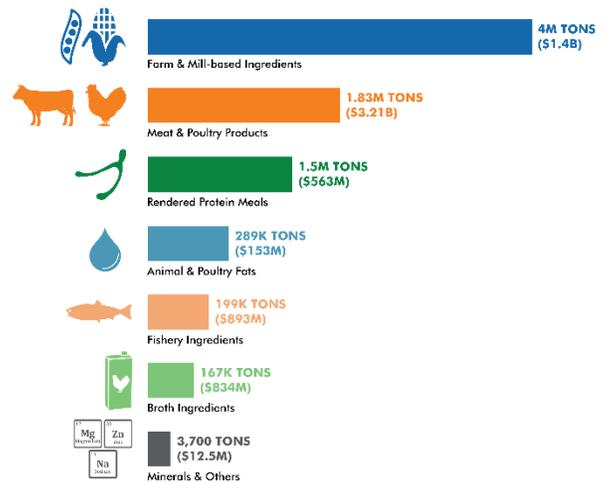
About

The U.S. pet food market is significant, with national sales at over \$30 billion in 2019. In fact, two-thirds of U.S. households have a pet. Yet there has never been a study to examine the purchasing power of this industry and how it supports the U.S. agricultural economy. Recognizing the pet food industry is a major contributor to farm economies and the overall agricultural supply chain, the Institute for Feed Education and Research partnered with the Pet Food Institute and the North American Renderers Association to conduct a study to better understand the industry's purchasing power and multiplier effect to the labor and services industries. In addition, the study looked at the ingredient composition of dog and cat diets.

Results

Based off of the work the IFEEDER completed on the animal feed consumption study in 2016, the partners contracted with Decision Innovation Solutions to conduct the pet food economic study. Overall, the study found that U.S. pet food manufacturers use roughly 8.65 million tons of animal- and plant-based ingredients for dog and cat food to provide the complete nutrition that pets need, and at a value of \$6.9 billion, makes a significant economic impact throughout the agricultural supply chain. More than 500 safe and nutritious ingredients are used, demonstrating the diversity of options available to shoppers at various price points to fit their budgets. Often using leftover ingredients made from the production of human food, such as bakery or brewery items or parts of the animal that humans do not eat, the report also highlighted the pet food industry's commitment to reducing agriculture's environmental impact.

DIVERSE INGREDIENTS ARE USED IN U.S. DOG AND CAT FOOD*



*Based on a 2020 report that showed 8.65 million tons of food ingredients valued at \$6.9 billion, excluding water.

Impact

This report confirmed that pet food is an important partner for U.S. agriculture and economic driver in rural communities across America. This study made it possible for the three partners to make this connection with key stakeholders, including augmenting the advocacy efforts of the trade associations, including the American Feed Industry Association. The partner organizations developed a robust communications strategy for sharing this information widely throughout 2020 to allied associations, state and federal lawmakers and in news media interviews.

PET FOOD MANUFACTURERS GENERATE ECONOMIC VALUE THROUGHOUT THE SUPPLY CHAIN



Based on a 2020 report