Organic Options for Fido & Mittens

2:00 – 3:15 p.m.

PANELISTS

Gwendolyn Wyard | Sr. Director, Regulatory and Technical Affairs, OTA

Dave Carter | Principal, Crystal Springs Consulting

Shannon Nally Yanessa | Agricultural Marketing Specialist, USDA NOP

Sharon Sherman | Founder & CEO, PetGuard
The Pet Food Market in the United States
Size and Dynamics of the Marketplace

- **U.S. Pet Industry**
  - Pet Care is $60 billion industry
  - Pet Food is $23 billion of category

- **A Sea-Change is occurring in terms of perception of pets**
  - Our view of owning pets is rapidly shifting to being an integral member of the family...to being “Pet Parents.”
  - Harris Poll reports that 91% of Americans now consider their pet a member of the family.

  Do you consider your pet to be a member of your family?”

<table>
<thead>
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<th></th>
<th>2007</th>
<th>2011</th>
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<tbody>
<tr>
<td>Yes</td>
<td>88%</td>
<td>91%</td>
</tr>
<tr>
<td>No</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Not sure</td>
<td>4%</td>
<td>2%</td>
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*Note: Percentages may not add up exactly to 100% due to rounding.*
Market Dynamics

• These parents actively invest in their “canine kids.”
  • Purchase “people quality” food (74% of pet parents report sharing at least one meal daily with their pets)
  • Install chips and use GPS tracking devices so they never lose touch
  • Secure best “Doggy Day Care” (vetting sitters, pet insurance, sharing selfies or viewing live streaming video of pet when away, Air BNB/www.dogvacay.com)
  • Style/Groom/Rewards for their pets (hypoallergenic shampoos, Halloween costumes, dental visits, organic treats)
Federal Rulemaking Process - A Snapshot

1. NOP drafts proposed rule
2. USDA CLEARANCE: Legal review, economic impacts
3. Office of Management and Budget Review
4. Proposed Rule
5. Public comment
6. Final Rule
Why USDA Certified Organic Pet Food?

Sharon Sherman
CEO/co-founder of PetGuard, Inc.
What do humans & pets have in common?

Unfortunately we share diseases…:

**Human Diseases**
- Cancer
- Coronary Heart
- Obesity
- Diabetes

**Pet Diseases**
- Cancer
- Bloat or Gastric Dilation
- Kidney Failure
- Diabetes
What’s in your pet’s food?

- 4D Meats
- Chemical Toxins
- By-Products
- Pesticides
- Pentobarbital
- Artificial Flavors
- Natural Flavors
- Carrageenan
- BHA & BHT
- Ethoxyquin
Solution: Education & Shared Knowledge

“Manufactures are relying on retailers to take this new responsibility seriously by learning about the health benefits of their products and specific organic solutions to address an array of pet concerns…”
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Questions?