Today’s Pet Food Consumer
IPPE Rendering Symposium
2018

Tlm Law
Corporate Quality Assurance Manager
Darling Ingredients Inc
About Me

Northern Kentucky

Missouri State

Animal Feed Food
- Human Food
- Pet Food
Animal Food Ingredients
About Me

Oscar

Poppy
Domestic or tamed animal kept for companionship or pleasure
An animal kept for enjoyment or companionship.
An object of the affections.
A person especially loved or indulged; a favorite: the teacher's pet.

The term “pet” means dog or cat.
The term “pet food” means any commercial feed prepared and distributed for the consumption by dogs or cats.
Roughly 89.7 million dogs & 94.2 million cats are owned in the United States (164 million dogs and cats)

85 million US families own a pet

Pet ownership is up 56% since 1988

2015 Study by the North American Pet Health Insurance Association shows 1.6 million US Pets are insured

The Pet Industry is a $69.4 Billion per year business up from $41.2 Billion in 2007
Cost of Pet Ownership

- Food
- Registration
- Veterinary Expenses
- Medication
- Grooming
- Collars/Clothes/Leashes
- Boarding
- Crates/Houses
- Safety Devices

**Annual Average Total**
- Dog – Approximately $1800 per year
- Cat – Approximately $1100 per year
Adult Dog owners post a picture or talk about their dog 6 times per week on Social Media
Social Media, Pets & Pet Food

Expert advice on how to make your pet a social influencer - ABC News

Extra Extra You can now have a legal facebook page for your dog ...
https://www.facebook.com/notes/...a...facebook_dog/192495704103232/

If you would like to represent an idea, group or club, the Groups application allows people with common interests to come together to discuss, share, and organize. Pet lovers may find it easier to represent their pets through Platform applications. Many offer similar functionality to Facebook.

Number of cats and dogs with their own social media accounts is ... www.dailymail.co.uk/.../Social-PETworking-number-cats-dogs-social-media-accounts...
Jun 22, 2016 - Animal lovers desperate to share their beloved pets with the world are posting images of their animals on social media and are even creating their own profiles in a craze known as 'social networking'.

Can you turn your fabulous pet into a social media millionaire? www.telegraph.co.uk/.../Can-turn-fabulous-pet-social-media-millionaire/
Oct 8, 2017 - Nicole Lane's three-year-old pug, Barry, has a following of 41,000 on Instagram and earns a minimum income amount to a few hundred pounds for a Virgin Media campaign. Ms Lane, 29, started to post pictures of Barry on her own social media accounts when he was six months old but decided shortly afterwards to upload...

How to make your pet Instagram-famous ... and make money from it https://www.mercurynews.com/.../How-to-make-your-pet-Instagram-famous-and-make...
Oct 31, 2017 - Some people have learned how to make a living on social media from the cuteness of their pets. Before then, many smaller accounts will be approached by brands that want to give a free product in exchange for you posting a photo of your pet with it on your Instagram. It's tempting — free stuff! — but it's a...
Top 10 Pet Influencers on Social Media 2017

- Instagram Followers: 22,775,640
- Twitter Followers: 2,563,964
- Facebook Likes: 42,285,094
- YouTube Subscribers: 578,190

Total Reach: 68,000,000
The #1 Pet Influencer on Social Media

GRUMPY CAT

1.42 Million Twitter Followers!!
2.26 Million Instagram Followers!!
8.5 Million Facebook Followers!!

https://www.forbes.com/top-influencers/pets/#2073ab80674d
Pet Food Brands are on Social Media

- Tips for bringing up pets
- New product launches
- Coupons
- Adoption awareness
- Business updates
Pet Parents Expect:

- Price
- Quality
- Appearance
- Palatability
- Performance
- Packaging

I PREFER

- High-Quality Dry Kibble
- Raw Diet
- Canned Food

No table scraps or food with cheap fillers for me PLEASE!
Visually attractive
Eye Catching
Human Qualities
Complete and balanced

Consumers want for their pets what they want for themselves.
Pet Food Choices

Dog Food Aisle

Cat Food Aisle

Typical Scene at any Pet Retailer

Raw Pet Food
Pet Food Choices

SO MANY CHOICES!!
Petfoodindustry.com 2018 Top 4 Human Food Trends for the Pet Food Industry:

1. Full disclosure: consumers demand total transparency
   - Pet Owners want to know as much as possible about how their pets food is manufactured and sourced
   - Consumers have an interest in where the food they eat comes from as well as the food for their pets comes from

2. Self-fulfilling practices: escaping negativity
   - Health benefits of owning a pet
     - Stress relief
     - Companionship
   - These benefits are key ensuring the pet owner and pets relationship stays strong

Petfoodindustry.com 2018 Top 4 Human Food Trends for the Pet Food Industry:

3. Preferential treatment: a new era of personalized shopping
   - E-Commerce purchases of Pet Food(s)
   - Home Delivery of Pet Food
   - Customization and automation of ordering pet foods and treats

4. Science Fare: Technological Revolution in Food Manufacturing
   - Potential overlap of human supply chain ingredients, particularly regarding meat based proteins
   - Aversion to GMOs and other bioengineered food ingredients

2016 Nielsen Study - Humanization of Pet Food Report

Study was conducted in the Fall of 2016 with 3,562 US and French consumers

- Pet Owners are saying NO to GMO’s
  - In the study no GMOs beat out all other health claims
  - Pet Parents are worried about GMOs in their pets Food
- Nature overtakes science as a reason to believe
  - Pet parents prefer pet foods that are “natural” vs. non-natural or synthetic.
- French consumers desire more frankness around food origins
  - The French want to know more about the origin of the proteins in their pets foods
  - They’re curious about sustainable farming practices with the products used to manufacture their pets foods
**2016 Nielsen Study - Humanization of Pet Food Report**

Study was conducted in the Fall of 2016 with 3,562 US and French consumers

- Pet parents are focused on making healthy, not indulgent, choices
  - Most pet parents want to make sure their pet has a healthy diet vs. a treat based diet
- Non-Traditional food hold certain fascinations
  - Consumers are interested in new formats of products that promote their pets health
- Far-Out flavor innovation is likely to flop
  - Of the consumers surveyed there was a limit to the diversity flavors, i.e. beef bolognese or chicken tandoori flavored pet foods
It’s not just the pet, it’s the pet parent