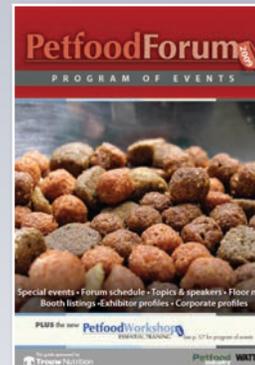
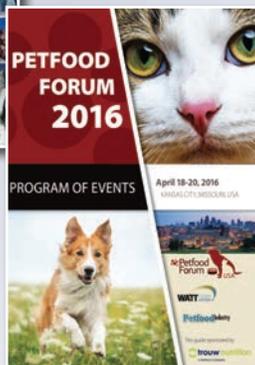
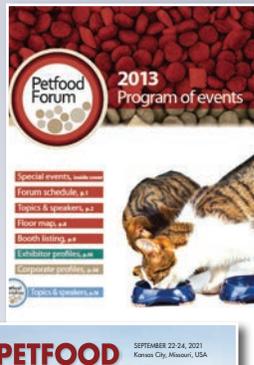
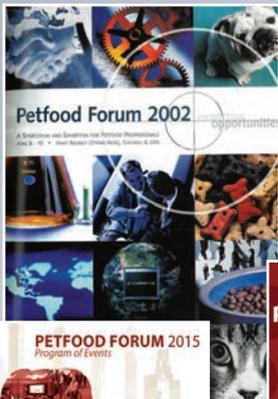
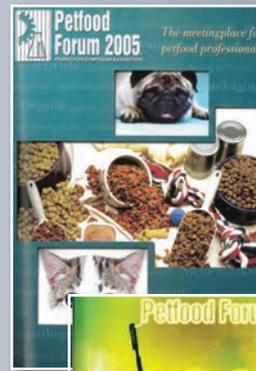
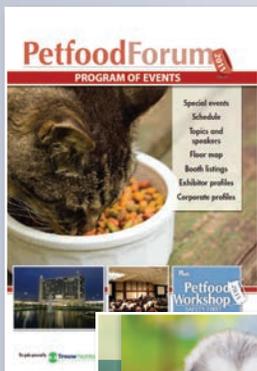




**CELEBRATING 30 years of**  
GLOBAL CONNECTIONS.  
COLLABORATION.  
COMMUNITY.

**PETFOOD**  
 **FORUM** **30**  
YEARS



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# 30 YEARS OF PETFOOD FORUM



Dear friends, colleagues and partners working in the companion animal industry throughout the world,

Inside you'll find highlights and memories from 30 years of Petfood Forum. Over the years a growing number of pet food

and treat experts, as well as industry friends, colleagues and partners from around the world, have met annually in one location. Petfood Forum truly has become the event where pet food business really does get done!

Petfood Forum has seen much growth over the past 30 years since it was "born" in 1993 as a small tabletop exhibit with an equally small accompanying conference, located those first few years at the Wyndham Hotel on River Road in Des Plaines, Illinois.

Not long after that humble beginning, bigger facilities were needed to accommodate the growing number of pet food and treat professionals who were attending Petfood Forum. The conference and exhibition re-located to the Hyatt Regency O'Hare Chicago, not far from Chicago O'Hare airport and near the Stephens Convention Center in Rosemont, Illinois, beginning in the late 1990s.

By 2011, Petfood Forum had grown enough once again to necessitate bigger facilities for an increasing number of pet food professionals to be accommodated. A home was found at the Renaissance Schaumburg Convention Center Hotel, just

8 miles west of Chicago O'Hare Airport, and which contained 95,000 square feet of exhibit space and enough meeting room space for the conference portion of the program.

Mirroring the growth of the global pet food and treat marketplace, Petfood Forum has continued to grow, resulting in our most recent move to Kansas City, in the heart of the Kansas City Animal Health Corridor beginning in 2015. Petfood Forum's exhibit is currently housed inside a 380,000 square foot exhibition center at the Kansas City Convention Center in downtown Kansas City, Missouri, USA, and now features over 400 exhibiting companies.

The conference program has grown too. Currently it includes an entertaining keynote speaker, general sessions on consumer market trends and industry growth data, topical breakout sessions that address critical control areas of pet food and treat manufacturing, a student program attracting future pet food professionals, informative technical talks on the show floor and industry research posters.

We're excited to welcome you to Petfood Forum on May 2-4, 2022, in Kansas City. I look forward to seeing you there, where we will raise a glass in celebration of your role in the industry and 30 years of Petfood Forum!

Sincerely,

Steve Akins  
EVP/Publisher Global Petfood & Events

# 30 PETFOOD FORUM

1860



James Spratt's Dog Cakes starts commercial dog food industry



1908



F.H. Bennett Biscuit Co. creates precursor of Milk-Bone



1922

Chappel brothers introduce Ken-L Ration, first canned dog food (horse meat) in the U.S.



1934

Mars Confectionary acquires its first pet food business in the U.K.



1985



Nestle purchases Carnation/Friskies



1982



Clay Mathile purchases Iams (then sells to Procter and Gamble in 1999)



WATT GLOBAL MEDIA

PETFOOD INDUSTRY

- WATT Publishing (now WATT Global Media) buys Petfood Industry

1968



- Dr. Mark Morris Jr. creates Science Diet line of pet foods; Dr. Jean Cathary launches veterinary diet line under Royal Canin brand



1993



- Dr. Ian Billinghurst from Australia, a founder of the BARF diet, helps launch raw pet food as a market category



PETFOOD FORUM

- WATT launches Petfood Forum conference

2001

Ralston Purina Co. merges with Nestle subsidiary



2006

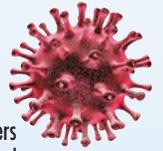
Freshpet launches first big fresh pet food brand in U.S. market



# EVOLVES AND GROWS WITH THE INDUSTRY



**2020**



COVID-19 pandemic hits, driving consumers to stock up on pet foods during lockdowns and buy online; by end of 2021, e-commerce accounts for 37% of U.S. pet food sales



**2018**



- General Mills acquires Blue Buffalo for US\$8 billion, takes it into mass market channel

- U.S. Food and Drug Administration opens investigation into cases of canine dilated cardiomyopathy and possible (since unproven) link to grain-free pet food



**2014**

- Mars acquires Iams and Eukanuba brands from P&G
- Jonker Petfood launches one of first dog foods using insect protein



**2011**



Food Safety Modernization Act signed into law, for the first time in U.S. regulating animal food similarly to human food

**2008**

Dad's Pet Care (eventually renamed Ainsworth, now part of J.M. Smucker) launches Rachael Ray Nutrish brand, building on celebrity affiliations with pet food; first major premium brand in mass market channel



**2007**

Large melamine-related pet food recall event happens; grain-free pet food category enters market



**1957**



Purina introduces first extruded dog food, Dog Chow, for grocery distribution

**1958**

**pet food institute**  
Promoting long and healthy lives since 1958

- Pet Food Institute forms
- Friskies (then part of Carnation) launches first dry cat food



**1946**

**IAMS**

Paul Iams founds the Iams Co.



Garden State Publishing launches Petfood Industry magazine



**1959**



# PETFOOD FORUM ALUMNI SPOTLIGHT

## What is your earliest memory of Petfood Forum, and what role did you have in the industry at that point?



**A**t the time, I was a regional business manager for Alltech, and my earliest memory of Petfood Forum is arriving at the lobby of the Hyatt Regency Hotel in Chicago O'Hare and then walking into the evening reception area — WOW!

The first step into an exciting journey where along the way I met a number of industry professionals and established numerous friendships, which continue to be strong after all these years.

— *Juan Gomez-Basauri, Ph.D., global director, companion animal business, Alltech*



**A**t the time of the first Petfood Forum, I was trying to develop relationships with as many industry people as possible. But I didn't have any money. So, I drove my 1987 Dodge Caravan to Chicago and stayed nearby at a Days Inn.

My homemade tabletop booth was similar to what you might see at your kid's science fair, but I was excited to be able to talk to so many pet food professionals!

— *Mike Panasevich, president/founder, Summit Ridge Farms*



**N**ot sure of the exact year — 1995 or 1996. I was a nutritionist at the Iams Company. I was new to the pet food industry and straight out of my Ph.D. from Illinois. I was really new to this industry, and the forum was THE place to go and learn.

— *Dr. Greg Aldrich, research professor and pet food program coordinator, Grain Science & Industry, Kansas State University*



**T**hat was a very long time ago, but I believe my earliest memory was attending Petfood Forum when it was at the first location before moving to Rosemont. I was also very new to being in the pet industry as I had graduated from K-State

and had recently taken over C.J. Foods as president after my dad had passed away in 1988. I believe it was my second trade show (IFT), and my first pet food trade show. At the time, C.J. Foods was making the transition (pivoting) from human foods to pet. I remember being pretty intimidated as I didn't know much and was not a big traveler at the time (I grew up in a town of 200 people) and had never been to Chicago before. We didn't have money and had a hard time making payroll. I was attending by myself because there was no one else and we could not have afforded it if there was. I had no idea what to expect. It was a great introduction to the industry, and I met people who are still my friends today.

— *John Kuenzi, president/CEO, NQV8*

*"Summit Ridge Farms is extremely grateful to WATT Global Media for 30 years of the Petfood Forum. At the time of the first Petfood Forum, we were trying to establish ourselves and promote our business. The Petfood Forum gave us the opportunity to interact with industry professionals "face-to-face". This was, and continues to be, the premier event for bringing together pet food professionals from multiple disciplines with diverse interests. Congratulations and thank you for providing Summit Ridge Farms with a forum that has allowed us to highlight our services and our people for the past 30 years. Looking forward to the next 30 years and future Petfood Forums!"*

— Mike Panasevich,  
President/Founder



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# PETFOOD FORUM ALUMNI SPOTLIGHT

## What do you consider the biggest challenge or opportunity ahead for the pet food industry?



**T**he biggest challenge for the pet food industry will be to maintain the impressive rate of growth that it has enjoyed over the

past many years. Few industries are “recession-proof,” but, fingers crossed, the pet food industry will continue to enjoy that unique designation moving forward. Opportunities in the pet food industry are endless given the many innovations in pet food science, pet animal nutrition, pet food manufacturing, packaging, sustainability, etc., that are ongoing today, and that will only continue to improve with time given the exceptional professionalism of the pet food industry workforce around the globe. — *Dr. George Fahey, professor emeritus of animal sciences and nutritional sciences, University of Illinois at Urbana-Champaign, and owner of Fahey Nutrition Consulting*



**T**he biggest challenges for our industry are hiring, developing and retaining qualified and innovative

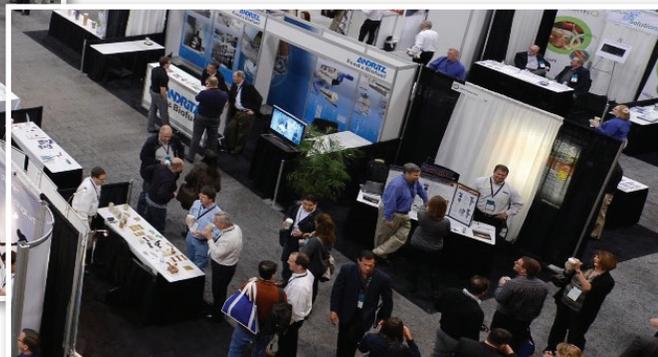
people, and, of course, dealing with global supply chain issues. — *Jarrod Kersey, Ph.D., vice president, quality assurance and regulatory affairs, Simmons Pet Food*



**P**ets have increasingly become beloved members of the family over the last 20 years, and the pet food industry

has responded admirably in meeting the needs of pet owners and helping create a bonding opportunity at every mealtime. As manufacturers keep their fingers on the pulse of consumer demand, there’s been continuous innovation in product type, formulations and packaging. There is so much opportunity in the future for the pet food industry to further evolve while maintaining a core focus and dedication to the nutrition of the pets we all care about so much.

— *Mary Emma Young, senior director of communications and strategic planning, Pet Food Institute*



# Happy 30th Anniversary!

Anniversaries provide a perfect opportunity to reflect on the past and anticipate the future. For AFB International, our partnership with Petfood Forum has been a wonderful journey from the very beginning. We have grown together over the years and want to recognize your continued contribution to our success.

Thank you for thirty years of support and friendship, and for your continued dedication and commitment to the global pet food industry.

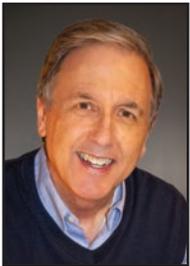
Congratulations from your friends at AFB!



# PETFOOD FORUM

## ALUMNI SPOTLIGHT

### Why do you continue to attend Petfood Forum, and why should pet food industry professionals join us?



**P**etfood Forum has always been a place to build communication, maintain friendships and build business opportunities. For me, the hundreds of contacts afforded me at Petfood Forum have been a blessing. There are always good presentations and many surprises,

so the meeting is a must for any pet food professional.

— *Dr. George Collings, CEO and president, Pet Solutions Group*



**P**etfood Forum is the perfect opportunity to make connections and showcase new research. It has allowed me to meet so many great people in the industry! Industry professionals can also get to know talented students as prospective employees.

— *Logan Kilburn, Ph.D. candidate, Kansas State University*



**P**etfood Forum continues to be one of the largest forums enabling folks working within our industry to come together and share. Manufacturers, suppliers, food scientists, nutritionists, veterinarians, university professors, etc., have the opportunity to come together and connect both formally and informally and discuss

pet food related topics. The education experience is phenomenal, whether it is your first time and you are eager to make connections and learn new insights and about new raw materials, or if you have attended multiple times previously and are revisiting with familiar connections for updates and knowledge sharing. For me personally, the Petfood Forum allows me to spend two or three intensive days meeting with all my colleagues and suppliers for face-to-face business meetings while only having to make one trip.

— *Dr. Gail Kuhlman, technical fellow, research and development, MARS Petcare NA*

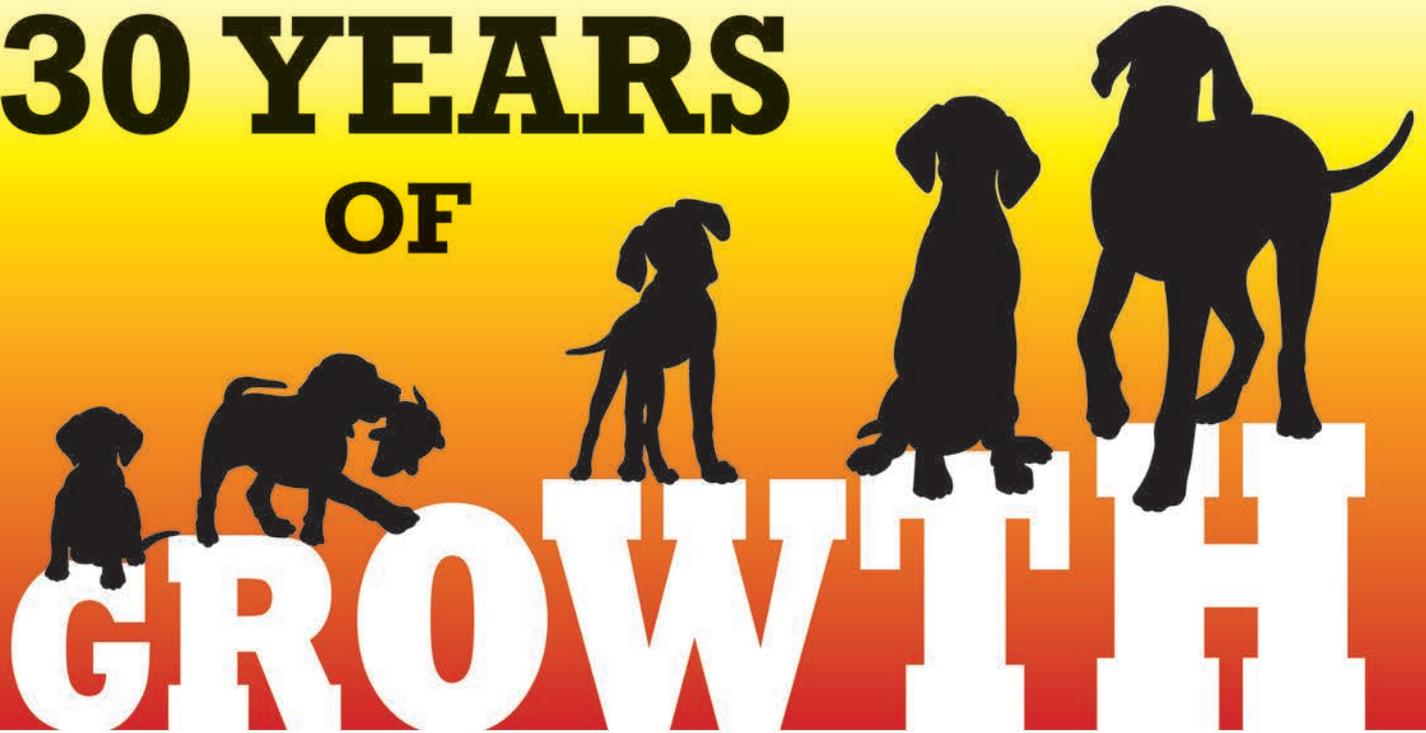


**P**etfood Forum was an opportunity for me to make new connections and build a lasting network as a student. Now, Petfood Forum has become an annual event to reconnect and leverage those relationships to solve challenges within my current role. It's an event I look forward to every year!

— *Amanda Dainton, R&D Project Leader, Freshpet*

Congratulations WATT Global Media for achieving

**30 YEARS  
OF**



**with Petfood Forum**

Pappas is proud to have participated in Petfood Forum since 1994. It's exciting to experience the show growth that has paralleled the amazing industry expansion.

We wish you ongoing success as you continue to grow and provide vital industry leadership and services.

Please celebrate this great achievement with us at booth 1413 during the 30th Petfood Forum.



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# PETFOOD FORUM

## ALUMNI SPOTLIGHT

### What's your recommendation for Kansas City fun during Petfood Forum in May?



**I** used to live in Kansas City many years ago; there is a lot of history here, and Kansas City has some great museums.

Going to see a Royals baseball game is a great time. Getting to eat some K.C. Barbeque is a must. And going down to the Plaza district you can always find some spots for shopping, entertainment and eating.

— *Randall Johnson, Ph.D., PAS, animal nutrition consultant*



**K**ansas City has a multitude of attractions. Difficult to narrow them down to just a few, but for

me it all starts with barbecue (sorry Texas, Tennessee and Carolina)! Bonding with colleagues and clients over a great meal creates friendships. Barbecue sauce dripping down your arms is the ultimate icebreaker and lets others really see who you are! I have a favorite, but try them all and make your own decision.

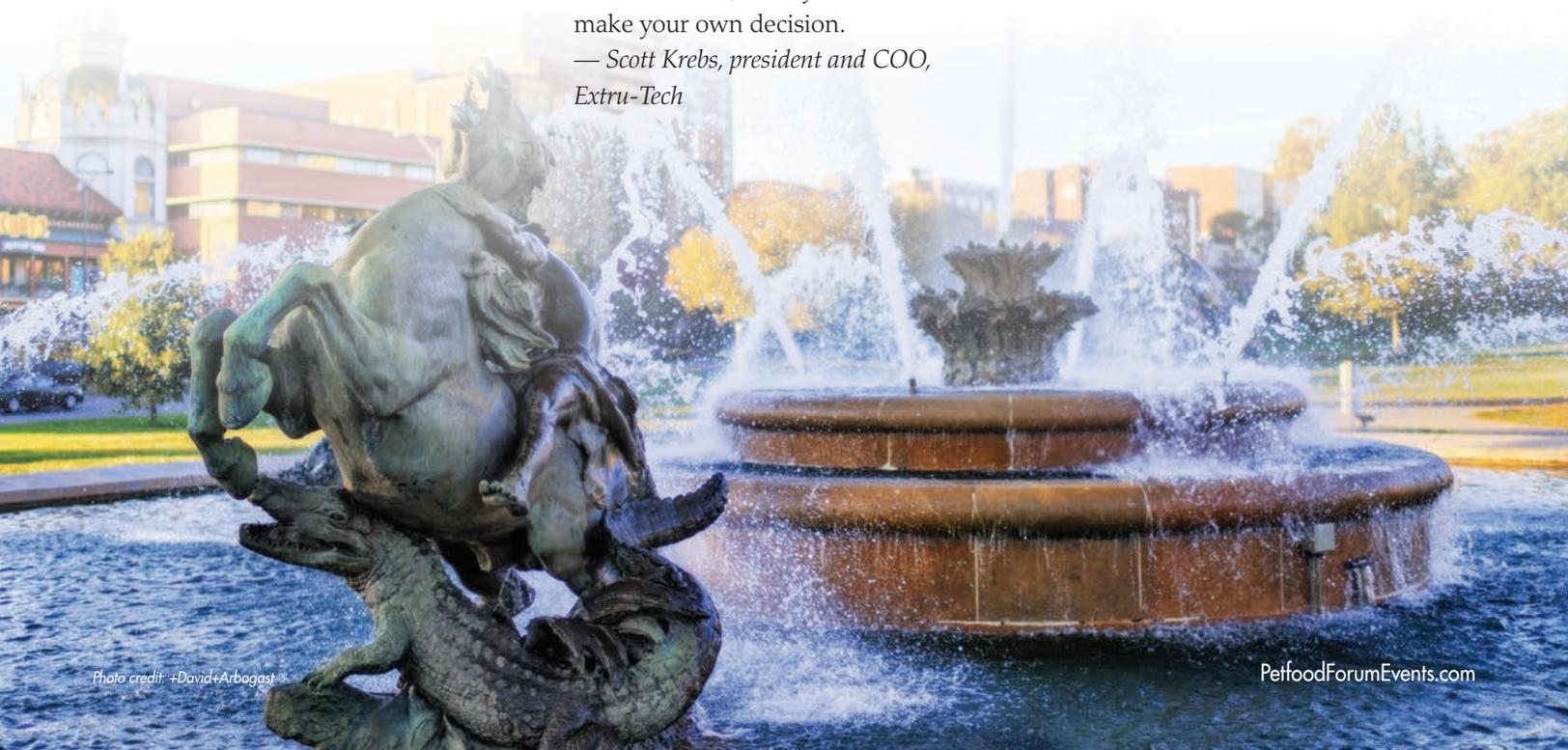
— *Scott Krebs, president and COO, Extru-Tech*



**F**or first timers visiting Kansas City, don't miss out on Fiorella's Jack Stack Barbecue — it's one of my favorites. There's

a restaurant location just a short distance from the convention center with a nice outdoor patio to meet with friends and colleagues while enjoying some great food and beverages.

— *Heather Acuff, Ph.D., director of research and development, Nulo Pet Food*



# 30 YEARS OF PETFOOD INNOVATION AND LEADERSHIP



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# BEHIND THE SCENES:

## REFLECTIONS FROM OUR TEAM

**DEBBIE PHILLIPS-DONALDSON**, editor-in-chief, Petfood Industry/Petfood Forum



**M**y first Petfood Forum was in April 2007, just about a month after the melamine-related recalls emerged. Tragically, hundreds of pets were sickened or even died, and it was arguably the biggest event to ever hit pet food, roiling consumers, retailers and regulators in addition to manufacturers and suppliers. The timing of Petfood Forum was complete happenstance but fortuitous, in that it gave the industry a chance to gather and discuss what had happened, next steps to take and, most importantly, how to prevent something similar from ever occurring again. To me, that's just the most significant example of how Petfood Forum has always focused on the key issues, challenges and opportunities for the pet food industry. In the years before and since, the event has continued to evolve along with the industry and offer timely, expert insights and discussion on topics like consumer trends and demands, novel ingredients, alternative proteins, sustainability, the DCM investigation (and lessons learned from that), impacts of the pandemic and more. For 2022, examples in the Petfood Forum program include sessions about workforce challenges and the supply chain. Going forward, the challenge and opportunity for both the industry and Petfood Forum will be to continue to stay ahead of market trends and curves, consistently learning, acting and changing to help provide the best pet foods and treats possible for people's beloved pets. (Including our own!)

**LINDSAY BEATON**, editor, Petfood Industry



**M**y most memorable moment at Petfood Forum was in 2017 when our keynote speaker was Randi Zuckerberg. I was on my first business trip away from my new baby, an anxious first-time mother, and I interviewed Randi after she gave her talk. We veered off into the personal and she gave me some really good advice about being a working/traveling mother, the importance (and complexity) of prioritizing my new life, and how to set myself up for success. Five years later her words are still with me, and I remind myself of her advice often! The pet food industry has evolved since I've been involved in Petfood Forum; the growth in complexity of the pet food customer over the last decade is wild to me, and a constant point of conversation with the industry experts I speak to. The way pets are woven into the fabric of families now and the things pet parents need from and want to know about the pet food companies they deal with is so multifaceted that covering the latest trends and topics is never dull!

**TIM WALL**, senior reporter, Petfood Industry



**M**y most memorable moment at Petfood Forum is when my little sister came to see Jack Hanna, not to mention his cheetah, baby kangaroo and civet, at Petfood Forum 2018. For several years, my sister had been in Pakistan working on snow leopard and bird conservation, so I hadn't seen her. Meeting an icon like Jack while visiting with my sister made Petfood Forum 2018 my most memorable. Conserving resources, ensuring social justice and stopping ecological damage are examples of how the broad concept of sustainability will challenge the pet food industry. However, these tests must be passed to ensure long-term profitability and business growth.



# Congratulations on the 30th Anniversary of Petfood Forum!

Schenck Process has been a proud partner of Petfood Forum for many years. The commitment by Watt Global Media to the pet food marketplace is well recognized and appreciated by the companies that participate in Petfood Forum year after year.

We wish you future success and look forward to working with you for years to come.

Congratulations again from the team at Schenck Process.



# BEHIND THE SCENES:

## PETFOOD FORUM INSIDER TIPS

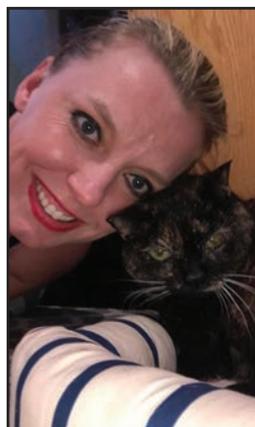
**KAREN BLANDFORD-ANDERSON,**  
national sales director, Petfood Industry



**M**y most memorable moment at Petfood Forum over the years was my first opening reception at the Hyatt in 2010. It was a sea of people in the lobby area that offered a great opportunity to bump elbows (literally) with everyone in attendance. This event

gave me the perfect opportunity to introduce myself without waiting for a conversation opening moment. My best advice for attendees and exhibitors is mingle! Everyone is so excited to be there. They're looking for people they know and are very open to meeting new contacts!

**MELISSA THRUNE,**  
sales manager, Petfood Industry



**F**rom 2008 to 2021, each year has brought a lot of fond memories. The one that stands out the most is when Petfood Forum fell on my 30th birthday, all my Petfood Forum friends helped me celebrate from coffee in the morning to a spectacular meal in the evening. As a past exhibitor, I recommend all exhibitors, large and small, to plan ahead: start networking well before you arrive in Kansas City,

set up meetings, set up meals — the only time to be in your booth is when you need to be. This is the time to meet all your clients and prospects in one place. Utilize this time to connect, strategize and move business forward.

Petfood Forum feels, each year, like a family reunion, with a lot of smiles and laughter. It is a truly spectacular industry to be a part of, and I look forward to Petfood Forum each year. Now, if someone would have kittens in their booth, I would be extra happy!

**KERRY BEAULIEU,**  
sales manager, Petfood Industry



**L**ast year was my first experience at Petfood Forum. My key takeaway was that everyone was truly excited to be there, from exhibitors to attendees. You could tell the conversations taking place were engaging and rewarding.

My advice to first-time attendees is bring good shoes! Also, be sure to download the Petfood Forum app before you go. It was very helpful throughout the show.

Being new to the industry, this was an amazing opportunity to not only connect with my clients but also become more educated about the industry. Petfood Essentials was especially instrumental in achieving more knowledge about the industry.

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WHEN?**

## **Congratulations to Petfood Forum for 30 years of innovation!**

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# 30

## MAKE HISTORY AT THE 30TH ANNIVERSARY OF **PETFOOD FORUM**

**PETFOOD FORUM CELEBRATES 30 YEARS** of bringing the pet food industry together for networking, education and business on May 2-4, 2022, at the Kansas City Convention Center in Kansas City, Mo., USA.

**PETFOOD FORUM HAS GROWN** from an extremely small, niche tabletop show into what it is today — a place where

thousands of global pet food professionals can collaborate, learn and build relationships.

**FOR THREE DECADES**, Petfood Forum has been the industry's only global conference and exhibition for professionals working in the pet food industry, increasingly attracting key business leaders, influencers, decision-makers and buyers each year.

### **JOIN THE CELEBRATION THIS MAY!**

**Sign up now and save - Early Bird deadline is March 31, 2022!**

**Register at: [PetfoodForumEvents.com](https://PetfoodForumEvents.com)**



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# PETFOOD FORUM 30 YEARS

MAY 2-4, 2022  
Kansas City, Missouri, USA

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# 30 YEARS OF PETFOOD FORUM

## Good contacts

You can benefit from Petfood Forum's interactive environment

By Tom Phillips, DVM

## FORUM96 FOCUS

### Global gathering

Seven petfood trade associations meet at PFF '96

By Tom Phillips, DVM

## Petfood Forum succeeds

First annual event draws a diverse mix of petfood people

By Tom Phillips, DVM

## TIMELY TOPICS

### Petfood Forum '84: Updates on production, nutrition, QA, regulations and marketing

By Tom Phillips, DVM

## HOT TOPICS

### Petfood Forum '80: Updates on production, nutrition, QA, regulations and marketing

By Tom Phillips, DVM

## FORUM97 FOCUS

### Something to Chew On

#### Getting your share of the bounty

US corn farmers are expected to plant 8% fewer acres this year—what does that mean for petfood?

By Debbie Phillips-Donaldson

## Trade show

Get the most out of your exhibit at PFF 2006

By Tom Phillips, DVM

## Guide to Petfood Forum

Get the most out of this event—plus the new Petfood Workshop—to improve your business

By Tom Phillips, DVM

## Petfood Forum 2010

### ON-T MISS OUT ON NEWEST INDUSTRY TRENDS

APRIL 12-14, 2010  
Hyatt Regency Hotel, Kansas City, MO

## Petfood Workshop

### APRIL 14-15, 2010

Hyatt Regency Hotel, Kansas City, MO

### Key to 2006 PFF statistics

As reported by the US Department of Agriculture, and compiled by PFF. All figures are in millions of metric tons unless otherwise noted.

	2006 volume	% change
Corn	1.1	1%
Soybean	0.8	1%
Wheat	0.7	1%
Canola	0.2	1%
Other	0.2	1%
Total	3.0	1%

### Call us what you think!

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### Registration

For more information on registration, please contact us at 800-368-7368 or visit our website at www.petfoodforum.com.

### Hot Topics

For more information on Hot Topics, please contact us at 800-368-7368 or visit our website at www.petfoodforum.com.

### Petfood Workshop

For more information on the Petfood Workshop, please contact us at 800-368-7368 or visit our website at www.petfoodforum.com.