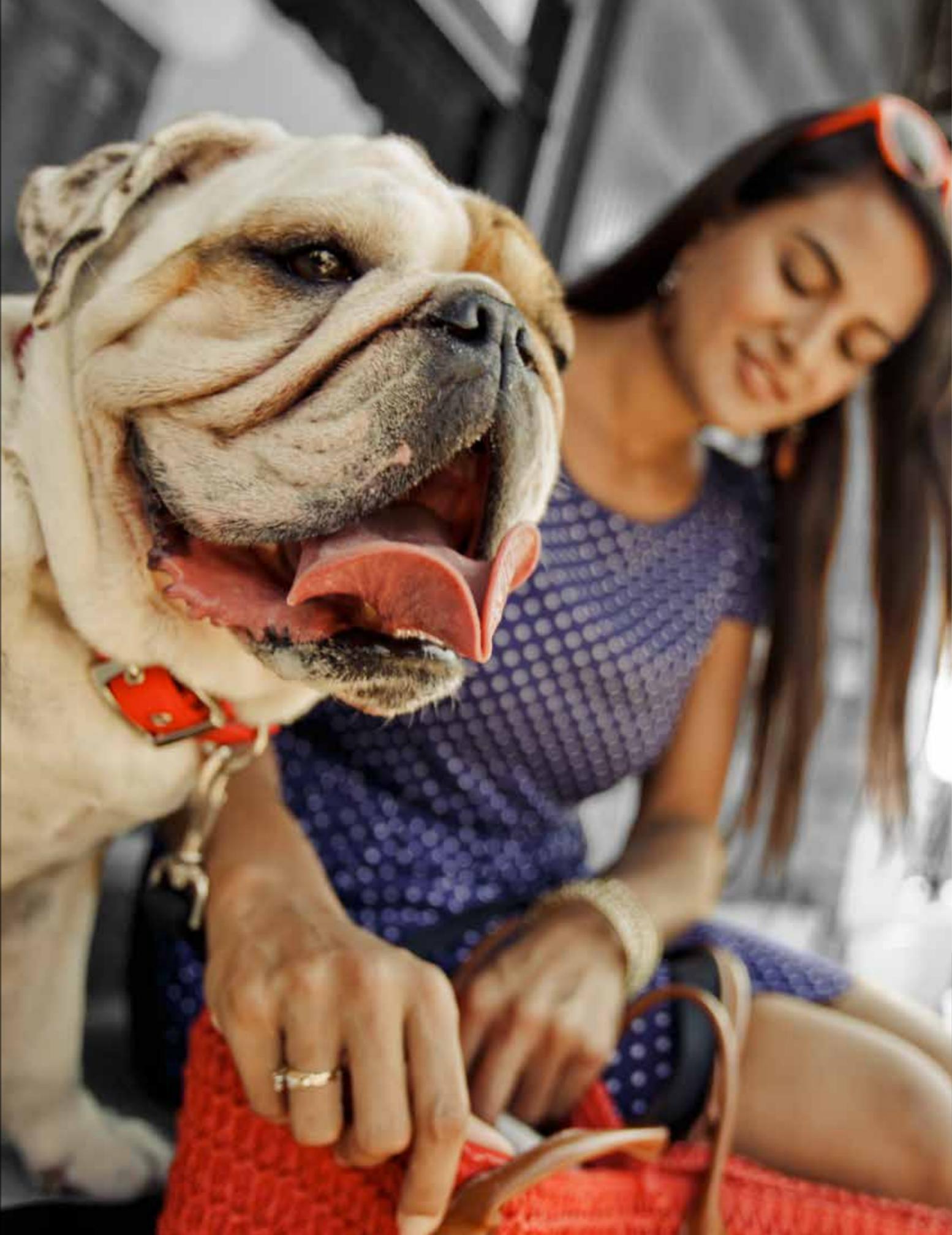




Nestlé Purina

CREATING SHARED VALUE



Letter from the CEO

At Nestlé Purina in the Americas, Creating Shared Value is a fundamental part of our business strategy and key to our overall success. We know that for our business to continue to be successful in the long term, we have to create value not only for our business, but for everyone we touch – our consumers and their pets; the communities where we operate; our associates; our customers; our suppliers; and society as a whole.

We take pride in managing our operations to the highest standards of business practice. And, in the following pages you'll learn that Nestlé Purina in the Americas is Creating Shared Value in every aspect of our business through our passion for pet nutrition and wellness; our focus on pet welfare; our initiatives to improve our environmental sustainability; our commitment to our associates, our culture and innovation; the priority we place on quality and food safety; and by making a positive impact in the communities where we do business.

Our consumers and their pets are our number one priority, and we work every day to enrich the lives of pets and the people who love them. We know firsthand the joy pets can bring and the difference they can make in people's lives, because the majority of our associates are pet owners, too. Pets are in our hearts and in our homes, and you'll even find them in our offices at Headquarters. We believe that pets and people are better together, and we are proud that for nearly a century, we've provided value to our consumers by providing high-quality, nutritious pet products that can help their pets' live happier, healthier lives.

All of us at Nestlé Purina in the Americas are very proud of our accomplishments to date. We know, though, that we cannot rest on those accomplishments. We are passionately committed to continuously improving the way we Create Shared Value for pets, pet owners and communities.

Sincerely,

W. P. McGinnis
President and CEO

Creating Shared Value |  Nestlé
Nutrition | Water | Community Development



About Nestlé Purina PetCare in the Americas

Nestlé Purina in the Americas is part of Nestlé S.A., the world's leading nutrition, health and wellness company. Nestlé Purina PetCare in the Americas is a leader in the pet products industry, dedicated to improving the lives of cats and dogs through quality nutrition and care. Our core philosophies include promoting responsible pet care, humane education, community involvement and the positive bond between people and pets.

The Purina® brand stands for Trust, and we consistently maintain a leadership position for "Trust" with pet owners. We earn that trust every day with our unparalleled knowledge of our consumers and their pets; our expertise in nutrition; our comprehensive range of high-quality established brands; and our dedicated associates, whose mission is to enrich the lives of pets and the people who love them.

Nestlé Purina PetCare in the Americas at a Glance

Nestlé Purina by the Numbers

11,000 EMPLOYEES IN THE AMERICAS:

- 6,800 (U.S.)
- 600 (Canada)
- 3,600 (Latin America)

\$7.8 BILLION
sales in the Americas in 2012

**19 U.S. FACTORIES, 4 CANADIAN FACTORIES
AND 5 LATIN AMERICAN FACTORIES**

Headquarters for the Nestlé Purina U.S. operating company and Nestlé Purina's Latin America division are located at Checkerboard Square in St. Louis, Mo., USA. Nestlé Purina Canada is headquartered in Mississauga, Ontario.



Nestlé Purina PetCare North American Factories

U.S. Factories (19): Allentown, PA; Atlanta, GA; Bloomfield, MO; Clinton, IA; Crete, NE; Davenport, IA; Denver, CO; Dunkirk, NY; Flagstaff, AZ; Fort Dodge, IA; Hager City, WI; Jefferson, Wis.; King William, VA; Maricopa, CA; Mechanicsburg, PA; Oklahoma City, OK; Springfield, MO; St. Joseph, MO; and Zanesville, OH

Canadian Factories (4): Caledonia, Ontario; Innisfail, Alberta; Mississauga, Ontario; Moncton, New Brunswick

Nestlé Purina PetCare Latin American Factories

Latin American Factories (6): Cuautitlan, Mexico; Mosquera, Colombia; La Encrucijada, Venezuela; Ribeirao Preto, Brazil; Santo Tome, Argentina



Nestlé Purina manufactures some of the region's most popular and trusted pet food brands, including Purina Dog Chow®; Purina Cat Chow®; Friskies® cat food and treats; Fancy Feast® cat food and treats; ALPO® dog food and treats; Mighty Dog® dog food; Purina Beneful® dog food and treats; Purina ONE® dog and cat foods; Purina Pro Plan® dog and cat foods and dog treats; Chef Michael's® dog food; Purina Be Happy® dog and cat food; Canyon Creek Ranch dog and cat food and dog treats; Purina Veterinary Diets® dog and cat food and treats; Purina Excellent® dog and cat foods; Purina Gati® cat food; Dog Menu® dog food; Busy Bone® dog treats; Purina Beggin' Strips® dog treats; and Tidy Cats® litter.

In the U.S., Nestlé Purina PetCare Company is the Number One Petcare Company in sales, volume and market share, and as of December 2012 had achieved nine consecutive years of improved sales growth and profit.



BEST IN SHOW

In the U.S., 93 out of the top 100 U.S. all-breed show dogs (according to American Kennel Club statistics) are fed Purina Pro Plan brand dog food. In addition, the last seven Best in Show winners at the Westminster Kennel Club Dog Show - as well as all Group winners in 2013, 2011, and 2010 - are fueled by Purina Pro Plan. Purina Pro Plan is the official pet food sponsor of the prestigious dog show.



Commitment to Pet Welfare

The world of pet welfare and pet cause goes far beyond shelter walls and into envisioning what we can do to create a better world for pets and the people who love them. Guided by a passion for pets, we're committed to using our scale to do more than just donate. We want to work shoulder to shoulder with pet welfare experts, to inspire pet lovers to get more involved, to change perceptions of shelter pets and to create more powerful bonds between pets and people.

Part of advancing the pet welfare cause is inspiring different organizations to work together to utilize all of their strengths and help more pets find homes. That's why we work hard to help large and small organizations alike connect and share their wisdom, and to help members of different communities gain easier access to the pets that will change their lives.



Get to Know our Many Pet Welfare Partnerships



PETS FOR PEOPLE® – a community of nearly 7,000 pet welfare organizations across the U.S. that Nestlé Purina supports.



PURINA ONE SHELTER PET PROGRAM – Purina ONE partners with 20 sheltering organizations across the U.S., feeding all the pets that pass through their doors and helping them market their pets better so more of them can find homes.

PURINA PET ADOPTION PROGRAM – Studies have shown that pet companionship actually improves senior citizen health and outlook on life. That's why in 2012 we partnered with more than 150 shelters in the U.S. to provide more than 3,000 senior citizens with free pet adoptions.



PET PARTNERS – We're the premier sponsor of Pet Partners, the leading international advocate for the healing benefits of positive connections between people and pets. More than 20 Nestlé Purina associates in St. Louis are registered with their dogs as Pet Partner teams and volunteer at local hospitals, nursing homes and daycare centers to share the joy of pets.



ADOPT-A-PET.COM – We're the premier sponsor of Adopt-a-Pet.com, which is North America's largest non-profit website dedicated to placing homeless pets in permanent homes.



RALLY TO RESCUE® – Pro Plan Rally to Rescue is committed to helping small rescue groups in the U.S. get the funding, awareness and support they need. Since the program's inception in 2005, the Rally to Rescue network of Ambassadors has found forever homes for more than 500,000 dogs and cats.



ST. LOUIS PETLOVER COALITION – The St. Louis PetLover Coalition formed when public and private, large and small, city and county animal service providers came together to discuss improving the lives of dogs and cats in the St. Louis community. We work closely with these animal rescue organizations to provide ideas and bring initiatives to life.

INTERNATIONAL ALLIANCE OF ANIMALS - In Latin America, Nestlé Purina Brazil partners with the AILA (International Alliance of Animals) by donating more than 72,000 pounds of dog and cat food per year.

FEDERACION CANOFILA – Nestlé Purina Caribbean supports the Federacion Canofila, canine therapy program, in which certified dogs visit hospitals and disability centers.

Commitment to Pet Welfare

A Partner in the Community

In 2012, through programs such as Purina Pets for People, Purina Pro Plan Rally to Rescue and the Purina ONE Shelter Pet Program, Nestlé Purina distributed more than \$13 million worth of pet food and litter to help dogs and cats across the United States.

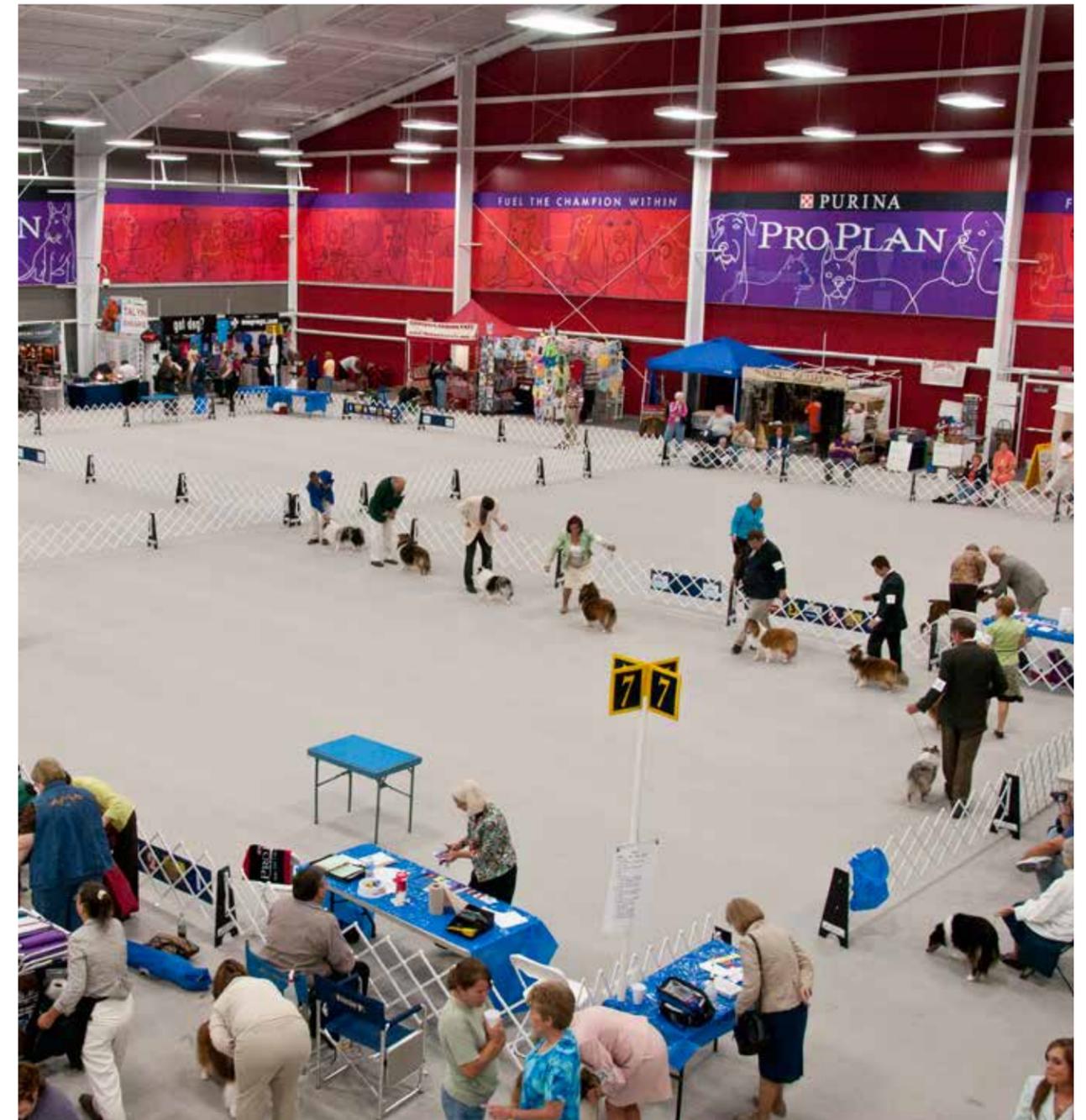


The Purina Pets for People team in the U.S. alone provided more than 4.5 million pounds of Purina brand dog and cat food and Tidy Cats brand litter to more than 1,100 shelters and foster and rescue groups in the U.S. in 2012. These community organizations used the donated products to provide for the nearly 123,000 dogs and cats in their care. Also, the Purina ONE brand fed more than 200,000 homeless pets in 2012 through its shelter pet program.

Nestlé Purina donated more than \$45,000 to six St. Louis-area animal welfare groups as part of the St. Louis PetLover Coalition's No Unwanted Litters Campaign. The funds went to support spay and neuter education, awareness and services, and these organizations planned to complete more than 1,000 additional spay and neuter procedures in 2012.

Supporting Enthusiasts

Nestlé Purina in the U.S. supports enthusiasts at hundreds of dog shows and field trials each year. The Company also has a long history of providing strong support to the American Kennel Club (AKC) Canine Health Foundation, contributing more than \$10 million over the past 17 years.



Our best-in-class Purina Event Center in Gray Summit, Mo., was designed for the unique needs of dog shows.

DISASTER RELIEF

When the lives of U.S. pets were in danger in 2012 due to natural disasters, Nestlé Purina came to their aid. In all, Nestlé Purina supported 53 shelters in 13 states, providing more than 6,000 dogs and cats with pet food and/or litter. A total of 284,000 pounds of product was provided in the wake of floods, tornadoes, wildfires and hurricanes, including Super Storm Sandy. In addition, Nestlé Purina donated \$35,000 to assist the four-legged victims of Sandy, which took a tremendous toll on the East Coast.

Nestlé Purina Canada continues to support large disaster relief with corporate matching programs for associate donations and also provides assistance at the community level.



Commitment to Pet Nutrition, Health and Wellness

At Nestlé Purina, we believe in creating food that nourishes the whole pet, from giving them energy to chase a ball or conquer a feather to providing them with cutting-edge nutrition that gives them more healthy, happy years. The bonds we have with our pets nourish their lives as well as yours - that's why we're always working hard to push pet nutrition forward.

Our team of more than 400 global scientists, including nutritionists, aim to make discoveries that better the lives of pets everywhere, and conduct extensive, non-invasive studies to see how our formulas benefit pets not just in the present, but for years to come. Pet lovers themselves, they know how it feels to not only want the very best for your pet, but also deliver it.

Purina brand pet foods offer a variety of products for dogs and cats that provide balanced nutrition for safe and effective weight loss and weight management, including Purina Veterinary Diets OM Overweight Management® formulas; Purina ONE Healthy Weight products; Beneful Healthy Weight; and Purina Pro Plan Weight Management formulas.

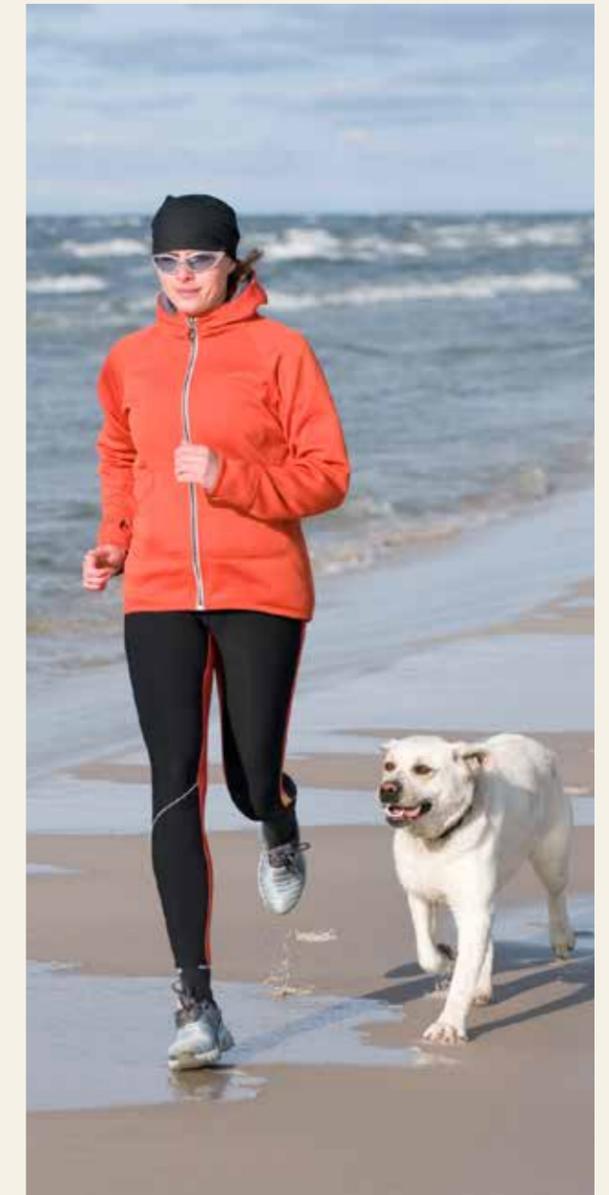


Good Move Program

Moving to a shelter or a new home is a big change for a pet. They're in a new, unfamiliar place filled with new faces, new experiences, and often, new food. All these changes can leave cats and dogs feeling stressed. The Purina Veterinary Diets FortiFlora® Good Move™ Program helps ease the transition for pets by providing FortiFlora Canine and Feline Nutritional Supplement to animal welfare organizations. FortiFlora helps maintain digestive health during stressful situations as well as helps support a healthy immune system.



Through the Good Move Program, Nestlé Purina has donated 2.4 million packets of FortiFlora to animal welfare organizations in the U.S. and helped countless pets adjust to their new environment. And because the program helps pets feel more like themselves, it's also helping promote new adoptions.



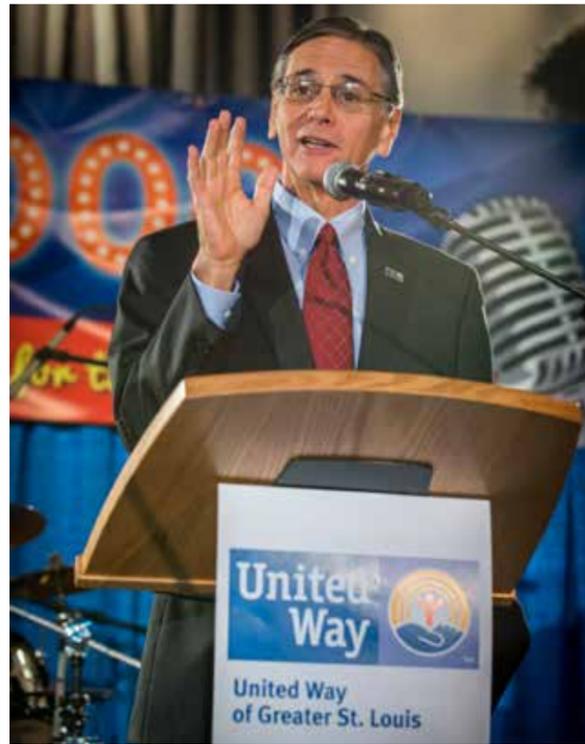
PROJECT: PET SLIM DOWN IN U.S.

With more than half of dogs and cats in the U.S. overweight, innovative programs like Purina's Project: Pet Slim Down have been designed to include pets in families' health and wellness activities. Pets at a healthy weight enjoy happier lives, and this online program encourages pet owners to work with their veterinarian to help their pets reach their ideal weight and body condition. Many pet owners have discovered they, too, can enjoy the benefits of being more active with their pet, from walking the dog to playing fetch or constructing a simple obstacle course.



Commitment to Communities

Nestlé Purina PetCare Company in the U.S. has a rich history of community involvement in our U.S. Headquarters city of St. Louis and in the cities where we operate manufacturing facilities, and we are proud of our reputation for community service and support. We support our communities each year by bestowing approximately \$1.5 million to U.S. pet-related charities and other community organizations and civic groups. Nestlé Purina and its associates in St. Louis and at plants across North America also contribute more than \$1.4 million each year to the United Way.



Nestlé Purina Latin America and Purina Cat Chow annually support efforts to increase breast cancer awareness through campaigns in Brazil, Chile and Argentina.




For the past 12 years, Nestlé Purina Canada has sponsored the Purina Walk for Dog Guides®, a national fundraising walk organized by the Lions Foundation of Canada Dog Guides. The walk raises funds to help train Dog Guides for Canadians with visual hearing, medical or physical disabilities. In 2012, the Walk for Dog Guides broke the \$1 million mark in funds raised in a

single year. To date, the walks have collectively raised more than \$9 million. Nestlé Purina Canada also sponsors seven guide dog organizations across the country with all the Purina Pro Plan and Purina Veterinary Diets needed for their dogs in training.



EMPLOYEE VOLUNTEERISM

Through PetCare Pride Day – an annual day of team-building through community service – associates in St. Louis participate in large-scale renovation projects at animal shelters and social service agencies, in addition to performing service projects at the Nestlé Purina U.S. Headquarters that benefit people and pets. Those projects include constructing dog houses, cat scratching posts, cat bunk beds and dog beds for local shelters; making fleece blankets for local hospitals and animal shelters; and assembling ready-to-eat meals and personal care kits for homeless shelters. Associates at Nestlé Purina's U.S. and Canadian factories participate in similar projects in their surrounding communities.



Commitment to Quality and Food Safety



We know firsthand the joy that dogs and cats bring to life. Pets occupy our hearts, our minds, our homes – you’ll even find them in our offices at Nestlé Purina’s U.S. Headquarters. We never tire of enriching their lives, as they enrich ours. That’s why our top priority is to ensure the quality of the pet food we produce – after all, it’s the same food we feed our pets. Because, in the end, pet care isn’t just our business, it’s our passion.

From source to bowl, the quality of our food is assured by taking the following steps:

- In the U.S., Purina ingredient sourcing and processing meet or exceed FDA, USDA or AAFCO standards for pet food.
- Suppliers of ingredients for Purina products must meet our stringent standards for ingredient specifications, product safety, sanitation and manufacturing practices.
- All of Purina’s manufacturing facilities in the Americas have on-site quality assurance laboratories and staff.
- Nestlé Purina in the America’s sophisticated tracking system ensures important measures of control: All raw ingredients are tracked from time of receipt at our plants, through their inclusion in finished products, and on to retail stores.
- All of Nestlé Purina’s North American pet food factories have implemented Food Safety Management Systems, which have been certified by independent auditors to meet the internationally recognized ISO 22000 and 22002 standards.
- Our Distribution Centers in Latin America have implemented Occupational Health and Safety Management Systems that have been certified by independent auditors to meet the internationally recognized OHSAS 18001 standard.
- Our Mississauga, Ontario, factory maintains certification to the ISO 22000/PAS 220 food safety standards and in 2012 introduced a comprehensive packaging quality program and a database system that enhances factory sanitation.

Commitment to Environmental Sustainability

At Nestlé Purina, we’re passionately committed to creating a better world for pets and the people who love them, now and for generations to come. Our commitment requires that we produce high-quality, nutritious pet foods in a caring and responsible way, and we’re working with stakeholders inside and outside of Nestlé Purina, up and down the supply chain, to find solutions that are good for the environment and good for our business.

Sustainability-related initiatives have long been part of our business plan, and Nestlé Purina is committed to improving the environmental impact of our products across their full life cycle. This means that our teams consider everything from sourcing ingredients responsibly to using energy, water and raw materials more efficiently, to utilizing durable and increasingly recyclable packaging to transporting products using highly efficient methods.

Responsible Sourcing

Responsible ingredient sourcing is a key focus area for Nestlé Purina, as raw materials often have the biggest environmental impact of any of our products’ life cycle. In fact, the impact of ingredients can be greater than the environmental impacts of all other life cycle stages combined. Driving meaningful improvements in this area requires close collaboration with our suppliers and other third-party experts.

Take, for example, our continued efforts to ensure that our seafood is responsibly sourced. Because overfishing is such a serious issue, we are working closely with our suppliers and outside seafood sustainability experts to better understand our supply chain and identify where the biggest improvement opportunities exist. As part of this global effort, we are proactively replacing high-risk species with those that scientists and non-governmental organizations deem to be more plentiful. We also have developed comprehensive Responsible Sourcing Guidelines to ensure that all wild-caught and farmed seafood supplied to Nestlé Purina comes from responsible sources that are committed to a process of continuous improvement toward environmental, economic and social sustainability over time.





Energy, Water and Waste Reduction

With the activation of a 450-kilowatt solar array at Nestlé Purina's Atlanta, Ga., facility in 2013 – our largest solar project yet – we now are generating more than one megawatt of energy from solar power annually, which is sold back to the local utilities in several of our manufacturing communities.

Our Maricopa, Calif., litter factory is using sunshine for another benefit – drying clay during our mining operations, which greatly reduces the energy needs of our industrial dryers. The factory also features one of North America's most energy efficient industrial cogeneration systems. The one megawatt cogeneration unit powers nearly 82 percent of the plant's electrical usage.



Associates in Mississauga, Ontario, rolled up their sleeves in 2012 to turn 200 square meters of grass into a pet-friendly green space in their own front yard. Evergreen, a charity that makes cities more livable, designed the garden to benefit the local habitat and wildlife and provide improved ecological function.



Nestlé Purina Canada's Paws for the Planet Program – a partnership with the Evergreen charity – deepens the connection between people and nature and empowers Canadians to take a hands-on approach to their urban environment.

In addition to using renewable energy sources, we also strive to find new and innovative ways to be more efficient with our resources. In 2012, we reduced year-over-year water use at our U.S. wet food plants by at least 6.2 percent. Thanks to a Company-wide initiative to reduce waste, our dry and treat factories in the U.S. and Canada reduced raw material waste sent offsite by approximately 7.7 percent in 2012.

Nestlé Purina Canada reduced the amount of packaging consumed in 2012 by 250 tons, as part of an objective to reduce packaging tonnage by 1,000 tons between 2012 and 2014. In addition, the Canadian business has reduced its paper usage in its Kitty/Puppy Care Kits program by 90,000 pounds; increased materials collected through recycling at its Mississauga, Ontario, Headquarters; and significantly reduced the boxboard used for retail displays. For example, the 2012 Wonderfur Winter cat pack was redesigned to decrease the width of the cat pack by 0.75 inches, saving 1.97 square feet of corrugate per tray. With more than 9,400 cat trays produced, this saved more than 18,000 feet of corrugate, which is enough to cover an entire football field.

Environmental Management Systems

Nestlé Purina's U.S. and Latin America Headquarters in St. Louis and all North American manufacturing locations have implemented and maintain comprehensive environmental management systems, which have been certified by independent auditors to meet the internationally recognized ISO 14001 standard. Our Latin American Distribution Centers also are ISO 14001 Certified. These systems ensure that all environmental aspects and impacts of facility operations are identified, monitored and controlled and establish suitable targets, objectives and plans to continually improve the facility's environmental performance.

Green Building & Sustainability at our Headquarters

Nestlé Purina's newest building at its U.S. and Latin America Headquarters in St. Louis – the Danforth Center – received LEED Gold certification from the U.S. Green Building Council. Completed in April 2012, the Danforth Center is Checkerboard Square's sole LEED-certified structure. The building's sustainable features – such as sensor-controlled lights and thermal and solar panels – made it worthy of LEED's second-highest ranking. The Danforth Center's solar thermal power system partially provides the heating needs of the building, and almost half of the lights also are powered by a solar photovoltaic electric power system.

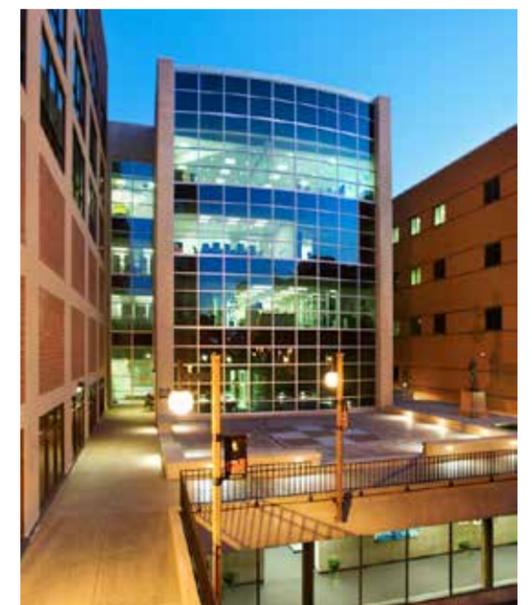


Two other Nestlé Purina U.S. facilities – an office building at our Oklahoma City factory and the Purina Event Center in Gray Summit, Mo. – have received LEED silver certification.

In addition to receiving LEED Gold Certification for its Danforth Center building, Nestlé Purina has earned several other recognitions for its sustainability efforts at its U.S. and Latin America Headquarters in St. Louis, including the highest U.S. government rating, the Energy Star Award, for two buildings on the St. Louis campus; recognition from the Missouri Department of Natural Resources for energy reduction progress; and, a "Heroes of the Planet" award from the St. Louis Business Journal.

The Headquarters campus benefits from a dedicated, cross-functional team of sustainability experts, which continually explores and implements environmental improvements, including:

- A campus-wide lighting project that has reduced energy consumption by 50 percent
- Installation of water-efficient toilets that reduced gallons per flush by 65 percent
- Addition of rain-sensing technology to irrigation systems
- Use of green cleaning products and techniques
- Introduction of single-stream waste recycling, which resulted in nearly 140 tons of material being recycled in 2012
- Continued improvements to the Campus Energy Management Plan
- Purchase of an electric vehicle for headquarters Security Operations



Danforth Center in St. Louis

Commitment to Associates, Innovation, Safety

ASSOCIATES

Nestlé Purina associates are the source of our competitive advantage, through their skills, capabilities and creativity. Nestlé Purina is committed to attracting, recruiting and retaining associates from diverse backgrounds who exemplify our core values of integrity, passion, expertise, innovation and a relentless dedication to performance. Our culture of teamwork and collaboration ensures that our associates grow professionally, gain useful skills and succeed. We offer competitive pay and comprehensive benefit programs that include health and wellness initiatives and world-class learning and professional development opportunities. Our career paths can lead people through a number of factories and office locations throughout the Americas and literally all over the world.



Our Culture

At our U.S. and Latin American headquarters in St. Louis, Missouri, and at our Canadian Headquarters in Mississauga, Ontario, you'll find plenty of pets hanging out with their owners while they work. That's because pets are at the center of not just our lives, but our workdays too. We love having pets at work so much that we've launched the "Pets @ Work" initiative in the U.S., to help other companies make their offices more pet friendly.



Associate Wellness

Health and Wellness

Healthworks @Nestlé offers a comprehensive wellness program built into its benefits package. We provide our associates with resources to help maintain a healthy lifestyle over and above our core medical, dental and vision plans. Healthworks @Nestlé also offers programs such as tobacco cessation, nutrition, stress management, among others, to help associates achieve health-related goals.

Pet Adoption Benefit

In support of Nestlé Purina's vision to enrich the lives of pets and the people who love them, the Company offers U.S. associates a \$200 Purina Pet Adoption Benefit if they choose to adopt or purchase a dog or cat. This program helps offset costs associated with adopting or purchasing a pet, and associates can take advantage of the program once a year.

Our state-of-the-art Associate Development Center in St. Louis, Mo., which features an auditorium and a variety of break-out rooms, exemplifies Nestlé Purina's focus on the ongoing development and growth of our associates. Nestlé Purina associates have access to a wide variety of learning and development programs and resources, including: a robust Learning Management System, Online e-learning; leadership and management curriculum, tools to increase cultural awareness and inclusion and many more offerings to maximize performance.



Diversity

At Nestlé Purina, we embrace diversity as we honor our commitment to grow and change in the marketplace. We value our differences and empower associates to embrace diversity in a bigger way by raising awareness, mentoring and inspiring and cultivating talent. Nestlé Purina U.S.'s partnership with the St. Louis Business Diversity Initiative's Fellows Program selects high-performing minority talent to help guide our core values to Stand Tall with Integrity, Smile Tall with Passion, Think Tall with Expertise, Live Tall with Performance and Create Tall with Innovation for a best in class organization.



St. Louis Business Diversity Fellows

INNOVATION

Throughout Nestlé Purina history, innovation has been the catalyst for much of our business success – beginning with the 1957 introduction of Purina Dog Chow, the first extruded pet food, in the 1950s, to Fancy Feast, the first single-serve wet cat food, through the introduction of shreds technology in our Pro Plan brand dog foods, the creation of Purina ONE Vibrant Maturity® 7+ Senior Formula, which is formulated with enhanced botanical oils to naturally nourish and help sustain a bright mind as a dog ages; and our launch in 2013 of the Purina Pro Plan Sport lineup, which helps hone the fitness levels of healthy dogs that already enjoy an energetic lifestyle with their owners.

Today, Nestlé Purina's extensive R&D effort uses the latest learnings in science and technology to continually improve our existing product offerings and introduce new products and brands to address the needs of consumers and their pets.

SAFETY

Nestlé Purina North America is recognized as one of the best in the pet care industry for its outstanding safety performance. In 2012 the company maintained a Recordable Injury and Lost Time Injury Frequency Rate at least 70 percent below the industry average, with 15 plants working the entire year with no lost time injuries.

AWARDS

Nestlé Purina's U.S. and Latin America Headquarters in St. Louis, Mo., often is recognized as one of the best places to work in St. Louis. Recent notable awards include:

- St. Louis Post-Dispatch (First place – Top Workplace contest, 2012)
- Sixth consecutive year we were recognized by the St. Louis Business Journal
- Fifth consecutive year we've been recognized by the Regional Chamber and Growth Association
- St. Louis American (Corporate Diversity Award, 2012)



Commitment to Education

Purina Farms

Purina Farms in Gray Summit, Mo., is a place where pet lovers of all ages go to get up-close and personal with the animals that bring so much joy and unconditional love to all of our lives. The 350-acre attraction focuses on children ages 3-12 as a means to creating a more empathetic, respectful and responsible society when it comes to relating to others, including dogs and cats.

Throughout the Purina Farms Visitor's Center season, which runs mid-March through mid-November, local Greater St. Louis children take field trips to Purina Farms to play in the hayloft, interact with barn animals, learn about Purina through educational exhibits and watch high-flying performances by rescued canines as part of daily dog shows. More than 100,000 grade school children visit Purina Farms annually and become pet advocates in their respective communities, based on their positive experiences.

During the off-season, Purina Farms dog trainers take their canine performances on the road to visit area schools as part of the Pets Go To School Outreach Program. The program, which often is part of an all-school assembly, is free for schools and showcases the rescued canines from Purina Farms performing amazing feats of athleticism that include vaulting off a trainer's back to snag a flying disc in mid-air, catching multiple long-distance flying disc throws in a row and doing acrobatic and balancing acts like flipping and weaving backwards through the trainers' legs. The performances are set to music and not only are fun, but they also are educational, as the trainers emphasize the importance of responsible pet ownership by providing helpful tips for having a well-balanced, healthy and loving relationship with a pet. The Pets Go To School Program reaches more than 15,000 students and faculty each year at 30 local schools.



Pet Advocate Leaders Program

In 2012, Nestlé Purina in the U.S. provided more than \$100,000 to its annual Pet Advocate Leaders (PAL) program, which included providing salaries for approximately 15 underserved students who worked at various pet-related or social change organization job sites in the St. Louis area. Through PAL, students also had the opportunity to participate in a year-long experience designed to expose them to leadership training, skill development, career/life resources and social change, with particular emphasis in the areas of responsible pet ownership and the pet-human bond, and the challenges of pet overpopulation.



RESPONSIBLE PET OWNERSHIP

To help children become responsible pet owners, Nestlé Purina Latin America visits schools in Mexico, Central America, Venezuela, Colombia and Ecuador to educate children on the importance of pets in our lives and how to care for them.



PAWSWAY IN CANADA

In 2012, Nestlé Purina Canada's PawsWay – a place for pet lovers to connect, share, learn and celebrate their four-footed friends – executed weekend events and courses that actively engaged potential and new pet owners. Events such as “Rescue Me” targeted the rescue pet community, while other events such as “Puppy & Kitten” weekend introduced visitors to pure breed puppies and kittens. The programs reached 8,050 potential pet owners – a 64 percent increase vs. 2011. Puppy Kindergarten was first offered to the public in 2011. Due to its popularity, it has been expanded from a monthly program to a weekly program – offered three times a week. These informative seminars have reached hundreds of new pet owners and have helped to build PawsWay educational credentials.

U.S. Veterinary Student Program

We have a robust partnership with the profession of veterinary medicine – one that extends far beyond pet food.

For more than a decade, the Nestlé Purina Veterinary College Program has established strong relationships with all 28 U.S. Veterinary Schools. This scientific and marketing program engages veterinary students, technicians, interns, residents and faculty members to advance the veterinary profession and enhance the role of nutrition in companion animal health.

We are committed to the professional development of veterinary students.

Throughout the four-year U.S. veterinary school program, we provide funding for a myriad of professional development opportunities, including sponsorship of workshops and lectures on topics like clinical nutrition, animal behavior, veterinary career management and enhancing the human-animal bond. The Nestlé Purina Good Will Grants Program provides funding for projects that enrich the bond between pets and people at veterinary schools and beyond. Highlights of this program include the Nestlé Purina sponsorship of the University of Missouri VET Orientation each year, the Nestlé Purina Human Animal Bond Lecture Series at Mississippi State University and support for the hard-working police dogs at the University of Minnesota.

We are committed to advancing the training of future veterinarians.

Through the Nestlé Purina Institutional Development Program, we partner with veterinary medical schools to provide funding for scientific training programs of excellence. In addition, the installation of Nestlé Purina Nutrition Support Centers at 10 of the 28 veterinary schools in the U.S. represents an unparalleled commitment to advancing the role of nutrition in the care and well-being of companion animals.

We are committed to advancing our knowledge of companion animal nutrition.

We work with a cadre of academic partners by providing funding for case studies, clinical efficacy studies and Nestlé Purina Resident Research Grants. These projects represent true scientific collaboration aimed at furthering our understanding of pet health and well-being.



Supporting Veterinarians in Canada

In the Canadian veterinary community, Nestlé Purina's credentials have been enhanced through continuing education webinars and the association with influential and well-known veterinary experts on specific topics. Research conducted at PawsWay, as a thesis for graduate work at the University of Guelph, has been published as a scientific abstract and was presented at the annual meeting of the American Academy of Veterinary Nutrition (AAVN). This study reviewed how to improve the effectiveness of weight loss in dogs, and utilized Dog Chow Weight Management as the diet.

