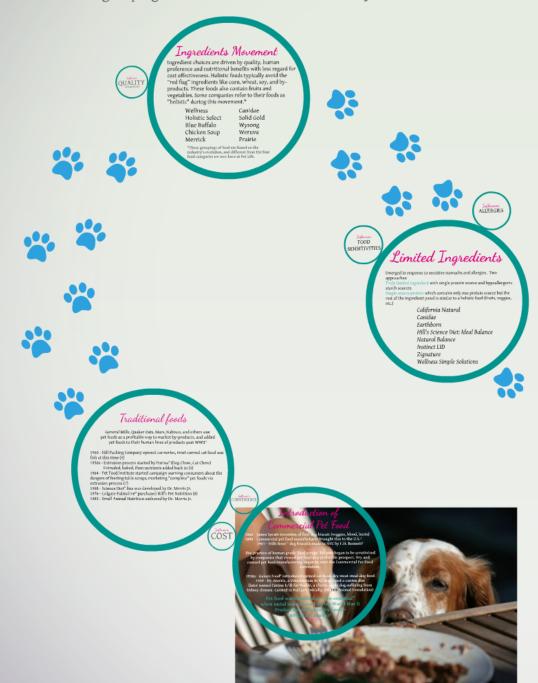
General Food: Opportunities in Dog Food Market *These groupings of food are based on the Industry's evolution, and different from the four food categories we now have at Pet Life.



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Grain Free

Within the last ten years, one of the most popular brends has grown out of the desire to get back to our pet's ancestral roots. This movement focuses on providing a grafit free det that uses animal proteins as the primary protein source. These foods use starches such as cotato, were to take ones, lentifi and earbarnes bearin.

Blue Wilderness Orij
Canidae Pure Inst
CORE Inn
Earthborn GF Ide:
Evo Soli
Grandma Maes Tas





Influencer COST

Introduction of Commercial Pet Food

1860 - James Spratt invention of first dog biscuit (veggies, blood, beets)

1890 - Commercial pet food manufacturer brought this to the U.S.¹
1907 - Milk Bone™ dog biscuits made in NYC by F.H. Bennett²

The practice of human grade 'food scraps' for pets began to be scrutinized by companies that viewed pet food as a profitable prospect. Dry and canned pet food manufacturing began to start the Commercial Pet Food Revolution.

1930s - Gaines Food® introduced canned cat food, dry meat-meal dog food 1939 - Dr. Morris, a Veterinarian in NJ developed a canine diet (later named Canine k/d) for Buddy, a clients guide dog suffering from kidney disease. Canned in Ball jars initially. (Morris Animal Foundation)

Pet food was classified as "non-essential"
when metal was rationed during World War II
Production shifted to dry foods =
85% of the market²

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