

MEET US IN ST LOUIS

You are invited to join the pet lovers of Purina at our headquarters in St. Louis for a two-day behind-the-scenes look at who we are, our guiding principles, the passion that motivates us and how we do business as the voice of the pet care category.

Over these two days, you will meet Purina experts in many facets of our business including research, pet nutrition, veterinary medicine, manufacturing, quality assurance and regulatory affairs. You will also learn about our culture and some of the work that we do to support our core belief that pets and people are better together.

To ensure the experience is well-rounded, we have invited outside experts to lead some of our discussions and will also have representatives from the organizations that regulate our industry (FDA, AAFCO and the Pet Food Institute) participating in a session to provide a more comprehensive view of our business.

When: September 12-13, 2017

Where: Purina HQ – St. Louis

DAY 1: SESSION 5



ensuring quality for consumers: THE ROLE OF REGULATIONS IN PET FOOD

Making pet food is complex, but the shared goal of the industry and its regulatory agencies is simple: safety. From government regulations to industry-driven checks and balances, organizations like the FDA, AAFCO and PFI all play very important roles in the way that pet food is manufactured, regulated and inspected and how those rules and regulations are enforced.

DAY 1: SESSION 5 – PANEL STRUCTURE

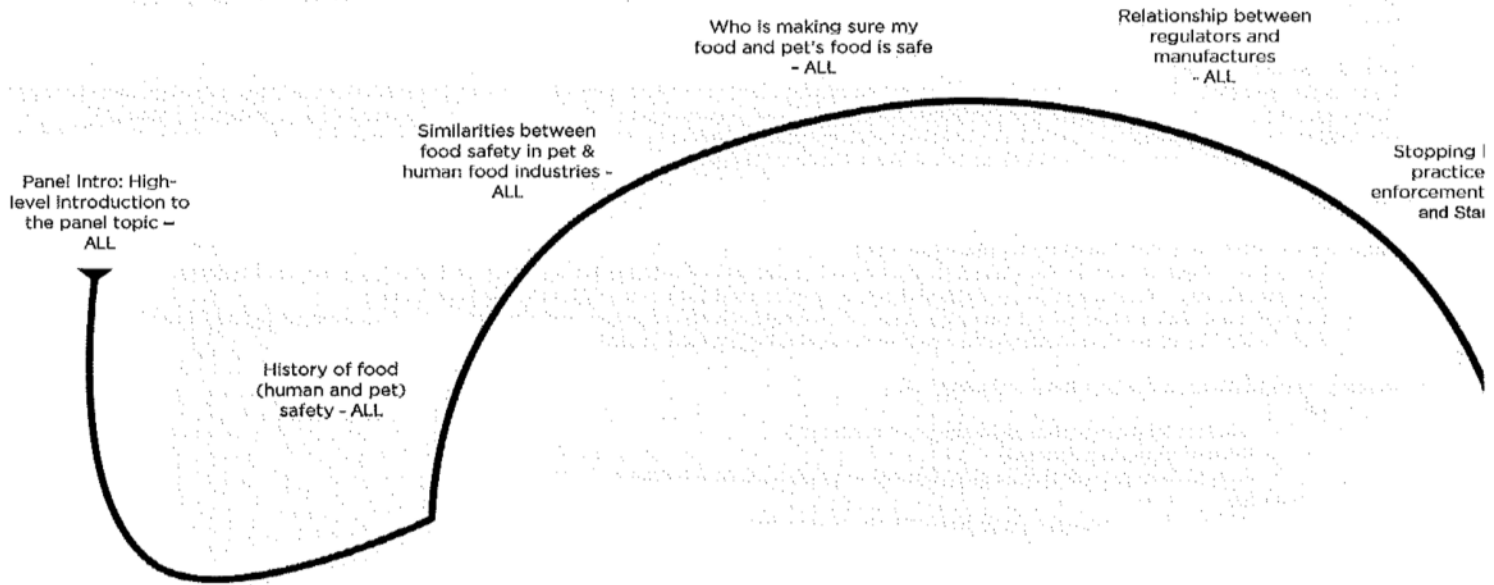
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|---------------------------------|---------------|
| PANEL INTRODUCTION BY MODERATOR | 5 minutes |
| PANELIST INTRODUCTIONS* | 2 minute each |
| DISCUSSION | 30 minutes |
| AUDIENCE Q&A | 20 minutes |

Total Time: 1 hour

***Please prepare to share your background and the role your organization plays in regulating the pet food industry. You will have 2 minutes to share this information.**

THE ROLE OF REGULATIONS IN PET FOOD

PANEL STORY ARC
40 minutes



PANEL OUTLINE

PANEL INTRODUCTION

HOST (Daniel Henke Cilenti – Purina brand)

- In the last session, you hopefully got a good idea of the standards we hold ourselves to, but we are only one manufacturer in a large industry, so it's important to understand how pet food makers are regulated
- We are very honored to have representatives from the FDA, AAFCO and the Pet Food Institute here to talk about industry-wide standards – thank you all for being here
- With that, I'll hand it over to Steve.

MODERATOR (Steve Dale)

- Connect pilot plant tour messaging – safety and quality as top priority – with the need for industry-wide standards to hold all pet food manufacturers accountable for the quality of their products
- Transition to why it's great to have such a wide range of food safety experts from various industries here today to discuss the importance of this topic.
- We need to think "bigger" about our pet's food. We can't make assumptions about the quality of pet food based on marketing, but rather look closely at the ingredients, manufacturing practices and understand the steps it went through to make it into our pet's bowls.

PANEL ARC

• Panel intros: High-level introduction to the panel topic

- Steve Dale: Panel overview - Story about the big pet food recalls & how it shifted the regulatory landscape in the pet food industry.
- Dan McChesney: Tell us about yourself and your role at FDA and the goals of the FDA in regulating pet food.
- Cathy Enright: Tell us about yourself and your role at PFI. What motivates your work and what role does PFI play in the pet food industry?
- Stan Cook: Tell us about yourself and how your work impacts the pet food industry.

• History of regulation in the pet food industry – ALL

- All
 - How has food safety changed since you started out?
 - What is driving that change?
 - How are pet food safety standards defined? Are they typically proactive or reactive?
- Steve Dale
 - Provide your consumer opinion and what you've seen here

- **Similarities between food safety in pet & human food industries - ALL**
 - All
 - Talk about how pet foods are among the most highly regulated products on the market.
 - What are the similarities and differences between food safety in the different categories?
 - What are the most important things right now with regards to food safety?
- **Who is making sure my food and pet's food is safe? - ALL**
 - Dan
 - Tell us how the FDA sets regulations for pet foods
 - Tell us how the FDA makes sure the regulations are being met
 - Comments about Food Safety Modernization Act?
 - Cathy
 - What role does the Pet Food Institute have in pet food safety?
 - Stan
 - What is AAFCO's and the individual state's role in regulating the industry?
 - How do you work together with other regulatory bodies?
 - Steve Dale:
 - Having strict safety and quality regulations are critical to maintaining consumer confidence. It's a big job and the commitments from every manufacturer to making it all work. So we'd love to know more about how you work with manufacturers.
- **Relationship between companies and regulating bodies - All**
 - Dan
 - What is the relationship between FDA and individual manufacturers?
 - Cathy
 - How does Pet Food Institute work with individual manufacturers?
 - Stan
 - What approach does AAFCO and the individual states take with manufacturer relationships?
 - Steve Dale
 - The fact that you're all here seems to show that you work hard to maintain positive relationships with manufacturers. We've already seen and heard a lot to meet or exceed regulatory standards.

• *(cont'd)...*

- **How do you stop bad practices? Let's talk about enforcement. - Dan and Stan**

- Dan
 - Inspections, Form 483's, Warning Letters, recalls
 - Help us understand how recalls work and talk through the types of recalls – Class 1, 2 or 3
 - Has the Center for Veterinary Medicine ever had to use its mandatory recall authority?
- Stan
 - What is the state's role in in Federal and State regulation enforcement?
- All
 - What is the biggest consumer misconception about pet food safety?

- **Future of human and pet food safety & quality - All**

- What are the most important things consumers want/need to know about food safety?
- Consumers drive much of the conversation about safety and quality through social media. How does that impact the way you will communicate about standards

- **Audience Q&A**

Daniel thanks participants and lets everyone know that we'll take a 15 minute break