

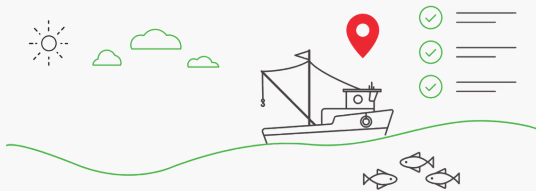
## It Starts at the Source

Our promise? Source ingredients responsibly, follow their journey every step of the way, and only partner with suppliers who share our commitment to quality and ethics. It's how we make sure everything we do meets our high expectations—and yours.

## Our Approach to Responsible Sourcing

At the heart of good pet food is the quality of the ingredients, the soils and ecosystems in which they are grown and the conditions of the people who produce them. Our Responsible Sourcing Standard defines the way we source through care and respect for individuals, communities and the planet.

Our Responsible Sourcing team ensures that the raw and packaging materials and the services we source have been produced in accordance with our Responsible Sourcing Standard. Our initiatives aim to protect and promote human rights and animal welfare, while protecting and restoring forests and natural ecosystems critical to the sourcing of our ingredients.



### Quality from the Source

We are committed to transparency. Improving traceability of the origins of our ingredients and understanding how they are produced is an important element of our responsible sourcing practices. Gaining visibility into our supply chain enhances our ability to monitor and improve suppliers' environmental and social practices.

### Where Do We Get Our Ingredients?

One hundred percent of our beef is sourced in the U.S., along with 99 percent of our poultry. Additionally, we source 98 percent of our grain and 100 percent of our soy here, too.

Disclaimer: Based on sourcing data as of August 1, 2020.

Percentage of Purina Ingredients Sourced in the U.S.

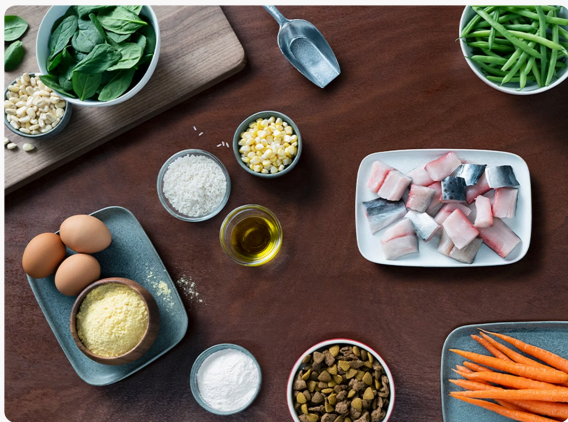


Based on sourcing data as of August 1, 2020.

## Quality Assurance

Before working with a supplier, our technical team conducts rigorous sampling to ensure the ingredient meets our standards.

We inspect each ingredient for quality and safety as it arrives at our facilities. Our quality assurance team performs multiple checks throughout the manufacturing process, and our factory employees have the power to reject any ingredients that don't meet our high standards.



## How Do We Evaluate Our Suppliers?

We can trace every single ingredient back to our trusted suppliers. Our experts don't just monitor our ingredients once they arrive at our factories—they evaluate quality from the source.

## The Purina Steps To Finding A New Supplier



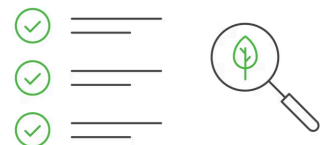
### Identify

Identify suppliers to source our quality ingredients. We look for suppliers whose values align with ours before we even do an on-site visit.



### Audit

We audit the supplier's facility. If a supplier has multiple facilities, we inspect and approve each location separately.



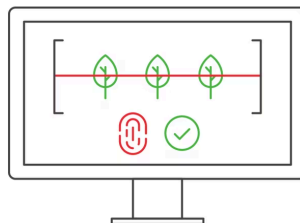
### Study

Study the integrity of the ingredients through regulatory, food safety and toxicology reviews.



### Test

Test ingredients prior to approval through our analytical laboratories.



### Monitor

Conduct ongoing monitoring and assessments at set frequencies based on the specific ingredient supplied.

# We consider several criteria when evaluating a new supplier.

## Our Supplier Must:



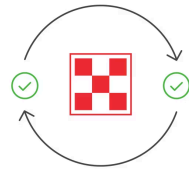
**Comply with local laws and regulations**



**Practice ethical and responsible employment, including safety, health and workplace environment standards**



**Do their due diligence in responsibly caring for the environment**



**Have overall ethics that align with Purina values**



## Responsible Fisheries

Seafood is a top priority in terms of sustainability because overfishing is such a serious issue. We work closely not only with our seafood suppliers, but also with external seafood sustainability experts to ensure we source from responsible fisheries.

## Stay in Touch

Sign up today! From training tips to special offers, get the tools you need to keep your pet happy and healthy.

All fields are required

**First Name**

**Last Name**

**Email Address**

**ZIP Code**

## My Pets

Yes, I agree to receiving email and other marketing communications from Purina and its brands. I certify that I am over 18 years old and I have read and agree with the Terms and Conditions.

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