

PAWING THROUGH THE PANDEMIC – PET FOOD’S SOLUTIONS IN A COVID WORLD

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Abstract

As with most industries, the pandemic resulted in turmoil across the pet food industry. From team member safety, manufacturing disruptions, shortages in ingredient and packaging supply, and a surge in product demand, pet food industry leaders had to step up their game and push for agile and creative solutions. Leah will cover the following topics in her overview about the pet food industry's efforts to adapt during these unprecedented times:

- The Pet Food Market & Spending Behaviors
- Behind the Supply Chain Disruption
- Pivoting for our Company & our Customers
- Opening our Toolbox - Alternatives in our Innovation Funnel
- The Re-Awakening of the Pet Food Bowl