

## Pet Nutrition Seminar Offered

**Petco aims to education cat and dog parents about nutrition for their pets.**

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Pet owners are invited to attend a free pet nutrition seminar Saturday, Nov. 14, at all Petco stores. The seminar is part of the retailer's new pet nutrition educational campaign designed to narrow the gap between pet owners' desire to feed their pets healthy food and their ability to understand and meet their pets' nutritional needs.

"The human food industry has done a great job educating consumers on how to read labels to select healthy ingredients and steer clear of the unhealthy ones," said Rick Rockhill, Petco's vice president of merchandise innovation. "We want to arm consumers with the same kind of knowledge to make the best choices for their pets."

In addition to the seminar on Nov. 14, the campaign includes: In-depth training and certification for at least two staff nutrition experts at every store Providing pet owners with educational materials and pet nutrition guidance, including a "Food Finder" tool online.

In conjunction with the launch of the campaign, Petco has released survey results about pet parents' knowledge of nutrition.

Nearly 80 percent of the 527 pet owners polled said they are confident their pet's food is healthy and nutritious, according to the Petco-commissioned survey. However, 43 percent of the respondents said they understand how to evaluate the nutritional value of their pet's food by looking at the ingredients; 41 percent reported knowing which ingredients are the most nutritious or which were the ones to avoid; and 39 percent said they know the nutritional difference between basic, premium, natural and organic pet food.