

Pet Food

New Zealand's role in feeding pets around the world

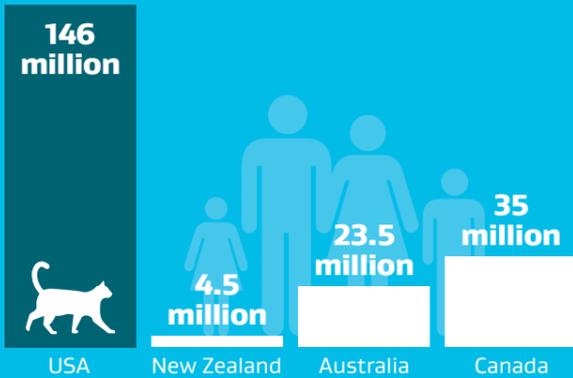
A lot of people around the world have pets...



In the US there are
74 million cats
72 million dogs
that's **146 million** cats and dogs in the US in total.



There are more cats and dogs in the US than people in New Zealand, Australia and Canada combined.



New Zealand has
1 million cats
1 million dogs

Almost half of the homes in New Zealand own a cat, but only 1 in every 3 New Zealand homes owns a dog.

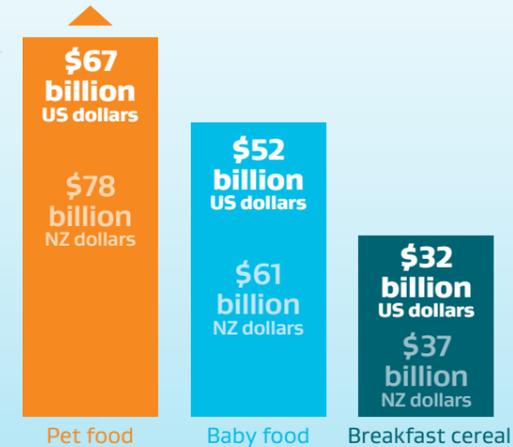


Pets eat a lot of food

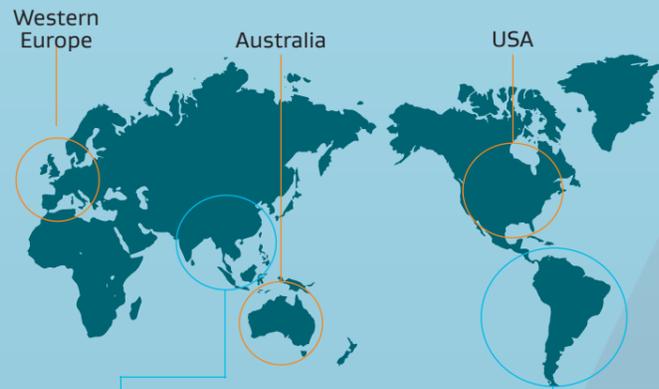
Every year people around the world who own pets spend
\$67 billion US dollars
on feeding their pets – that's about
\$78 billion NZ dollars



There is more money spent around the world each year on pet food than on baby food or breakfast cereal. Every year pet owners are spending more on pet food than they spent the year before.



The countries that spend the most money on caring for their pets are **US, Australia and Western Europe**.

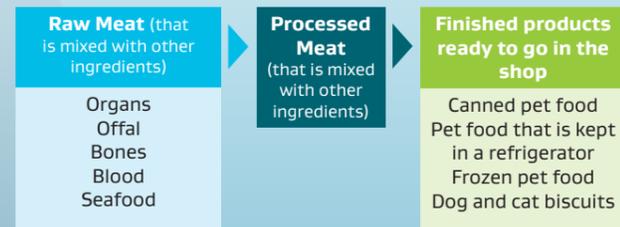


Asia and South America are also spending more money on pets as they have a lot of small dogs who eat good quality dog foods and treats.

New Zealand produces a lot of meat that is used in pet food, for example:



The whole animal is not used for pet food, only parts of the animal. For example with lamb the leg is used for roast dinners, but other parts of the lamb are used for pet food. We send this meat to other countries as raw meat, processed meat and packaged meat (tins/bags) ready to go on the shop shelf.



So which countries does New Zealand send our pet food ingredients to?

Most of our pet food ingredients and packaged pet food items are sent to US, Indonesia, Australia, China, Japan, Taiwan.



In 2012, New Zealand sent
\$260 million US dollars
of pet food to other countries

Other countries like buying our meat because we are an island well away from other countries, and our animals do not have some of the diseases that other animals around the world have.

Something new that is happening with pet food is that other ingredients are being added in to the pet food to help dogs and cats be healthier. Some pet food has manuka honey for better teeth and skin, green-tipped mussels to help relieve pain or king salmon for a shinier coat and better brain function.

