



EXPRESSION OF INTEREST

Petfood Forum CONNECT September 09 – 10 and 15 - 17, 2020 Virtual Trade Show

Saskatchewan Trade & Export Partnership (STEP) is recruiting companies to participate in a Business Development Virtual Trade Mission to the Petfood Forum CONNECT 2020. The Forum is known as the pet food industry's global conference and exhibition focused on technologies utilized in the processing of pet foods and pet treats. Petfood Forum CONNECT includes opportunities to meet with industry professionals from across the globe, learn the latest pet food trends, access a full network of industry suppliers and collaborate in one-to-one partnership meetings to share ideas and conduct business. The objective of the mission is to learn about the pet food sector opportunities in the US and beyond, establish contacts and help STEP members to connect with the right partners.

STEP has acquired 10 registrations and would distribute among the members on a first come first basis. The registration is complimentary to the members as STEP has already paid for them. Be a part of the only virtual pet food event occurring in the industry this year on September 9-10, and 15-17, 2020.

Pet food is a big business in the United States. According to the American Feed Industry Association (AFIA), there are 517 pet food-manufacturing facilities in the U.S. The North American pet industry is the largest and most dominant market, occupying about 37% of the global market. Euro monitor reports that the U.S. pet food market was valued at US\$29.5 billion in 2016 and is forecasted to reach US\$34.4 billion by 2022, growing at a CAGR of 2.33% (2017-22). This growth is prompted by the large interest in pet ownership across the continent, with the United States households owing 79.2 million dogs and 87.25 million cats and Canadians owing about 14.2 million pets. Dog food represents the largest portion of the market at 68.1% of the U.S. pet food in 2017, followed by cat food (28.8%) and other pet foods (3.1%). Many of the major trends that have been seen in the North American pet food markets are being driven by the humanization of pets. More and more, North American pet owners are considering pets to be part of the family and are viewing their pet's health and diet in the same light.

Please confirm your participation by completing the following.

- I would like to join the Petfood Forum CONNECT.**
- I have questions about this VTM. Please contact me.**

Company Name: _____

Contact Name and Title: _____

Telephone: _____ Email: _____

Please submit your form by **Tuesday, August 11, 2020**

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