

As part of progress reported by the Consumer Perception and Sustainability Working Group, Sarah Hubler (Collings Nutrition Solutions) provided the group with an update on MoKnows, a soon-to-be-released effort to combat the lack of credible pet food information and misinformation about nutrition that causes pet owners to make poor decisions on pet food and ingredients. The quality and nutritional value of ingredients is an emotionally charged subject for many pet owners that are very protective of their pets. Marketing messages and bloggers often convince pet parents of something that is not true. There are commonly held beliefs that the rendering and pet food industries are only motivated by money rather than what's best for pets. Rendered ingredients are often misunderstood and not trusted to be of high quality. This new information source for consumers and veterinarians will be designed and managed by independent pet nutritionists not beholden to any specific company or industry. The PFA is encouraging and supporting this project as much as possible while respecting its independence for credibility. The Consumer Perception and Sustainability Working Group listed these items of progress on 2019 priorities and action plans for the future:

- Continued endorsement of the MoKnows platform.
- A student short course planned for Spring 2019 that will target undergraduate students. It will include tours of rendering and pet food facilities, as well as professional network building and career exploration.
- Work with the industries to create an informational video of rendering and pet food production.
- Develop a research literature database for rendering and pet food that will eventually include data from new sustainability and economic studies funded by NRA, the Pet Food Institute (PFI) and the American Feed Industry Association (AFIA).

The working group will begin immediately on plans to introduce an undergraduate short-course for Spring 2019. Be on the lookout for opportunities to participate in planning and coordination of this event!