

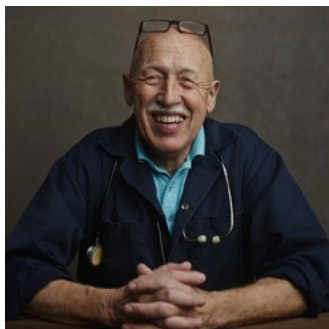


Alltech®
one

VIRTUAL EXPERIENCE

PET SESSION

Our furry friends have proven their loyalty and value over the course of 2020, and pet owners have become increasingly more aware of their pets' health and the quality of their pet food. How can pet food manufacturers continue to provide premium products that meet demand? Join us for an in-depth look at what's on the horizon for the pet market.



WEDNESDAY, SEPTEMBER 30

8:00 a.m. Superfoods for Super Pets

DR. JAN POL, Veterinarian

With over 45 years of experience as a veterinarian, Dr. Pol has created recipes using real meats and nutrient-rich superfoods that all of our furry friends will love! Having treated horses, dogs, cats, sheep, alpacas, goats, chickens and even the occasional reindeer, Dr. Pol shares his perspective on the vital role of quality animal nutrition and why he chose to launch a high-end line of feed products and pet food.

VISIT [ONE.ALLTECH.COM](https://one.alltech.com) FOR MORE INFORMATION



9:00 a.m. A Balanced Microbiome: The Key to Your Pet's Health and Longevity

DR. RICHARD MURPHY, Research Director, Alltech and
DR. REBECCA DELLES, Research Scientist, Alltech

Can maintaining a balanced microbiome ensure a longer, healthier, allergy-free life for your pet? Go beyond digestion and nutrient absorption to uncover the latest microbiome research and how it applies to companion animals, as well as the links between gut dysbiosis, obesity and diabetes.



9:30 a.m. Making the Ecological Pawprint of Pet Food More Planet-Friendly

CAITLYN DUDAS, Executive Director of the Pet Sustainability Coalition

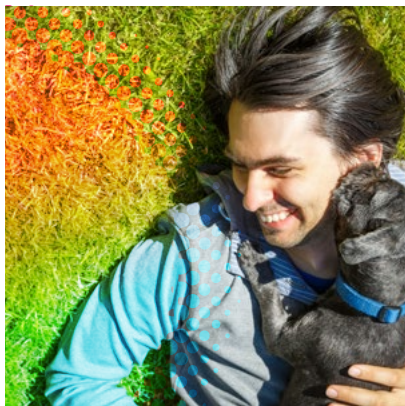
Sustainability is not just a buzzword — it's driving the decisions of conscientious pet owners who want to protect the Earth for humans and animals alike. How can we look beyond recyclable bags to ensure a more environmentally sound — and profitable — future? Join us as we outline some sustainability goals and build a road map for reaching them that aligns with our vision for a Planet of Plenty™.



10:00 a.m. A World of Opportunity: Emerging Pet Care Markets

IVAN FRANCO, Founder of Triplethree International, and
IRINA MUNARO, Innovation Executive at Hercosul

With the global pet industry expected to exceed \$200 billion by 2025, BRIC markets are looking to expand and tap into the growing demand for animal companion care. What are the newest trends influencing emerging markets, and what do local consumers want out of pet care? Join us for an in-depth look at what's shaping the industry internationally.



10:30 a.m. Puppy Love: The Psychological Effects of Pet Ownership

DR. KATE HODGSON, Veterinarian

Are pet owners happier, healthier and better adjusted than non-pet owners? Pets play a significant role in their owners' lives and can provide a sort of support that other humans may not. Many people realized this during the social isolation brought on by COVID-19, and pet sales and adoptions have soared. Learn about the benefits of owning a furry companion and how they offer more than just a soft snuggle.

**Please note that all times are in ET/GMT -4.*