



**MARS**

***PETFOODS - OPPORTUNITIES FOR ADDING VALUE TO BY-PRODUCTS***

***MIRIN2 MEAT INDUSTRY WORKSHOP***

***20<sup>TH</sup> OCTOBER 2008***

Market	Size	Growth	MARS Inc Market Share
United States	\$14330M	3.3%	11.7%
Western Europe	\$14351M	3.4%	24.8%
Latin America	\$3280M	9.3%	34.1%
Russia	\$953M	33.2%	63.5%
Australia	\$1219M	8.3%	43.5%
Japan	\$3087M	0.0%	14.1%
New Zealand	\$237M	5.3%	26.9%
<b>Total Global</b>	<b>\$40784M</b>	<b>4.7%</b>	<b>26.0%</b>

Company	Global Market Share
MARS Inc	26%
Nestle	24%
Iams	7%
Hills	6%
Private Label	12.7%
Heinz	0.1% (NZ Only)

## Wet Petfood

Can



Pouch



Tray



Dogroll

## Dry Petfood

Kibble



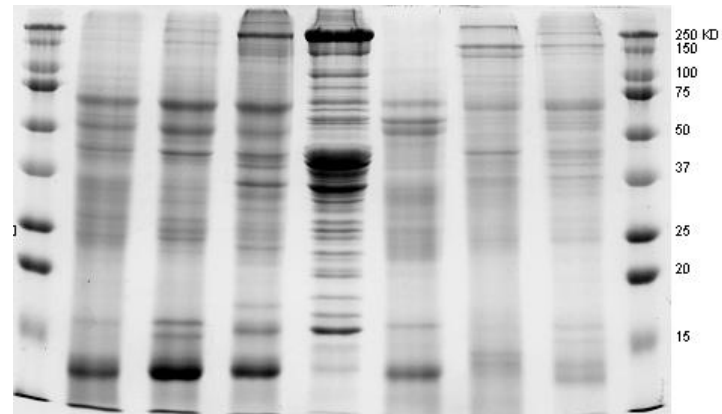
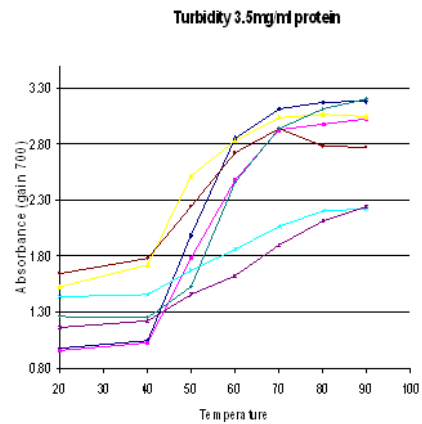
Biscuit

Snack/Treats



- Range of technical challenges specific to the industry, some key drivers are –

- Customer vs Consumer
- Nature of raw material streams
- Supply of raw material streams
- Required cost profile



**MARS**

Research Consortium



adding value through applied meat science



**LAUNCH**

- **6X ADULT 100G SKU'S AND 1X KITTEN 85G SKU**
- **LAUNCHED IN THE AUSTRALIAN MARKET IN MAY 2009**
- **ALREADY 13% OF TOTAL POUCH SALES, WITH TVC SUPPORT**

**ONLY HAVING STARTED IN SEPTEMBER.**

- **OVER \$2.8M OF ANNUAL BENEFIT TO NEW ZEALAND ECONOMY.**





- Utilisation of low value protein streams delivering economic and sustainability benefits.
- Utilisation of Added value process co-product streams.
- Bioactives Technology
- Key challenge is our raw materials still need to be safe, nutritious and palatable!



***THANKS FOR YOUR TIME.  
QUESTIONS?***