

# Pets Connect Us

Mars Pet Nutrition North America 2023 Report



**MARS**



# The Power of Pet Parenthood

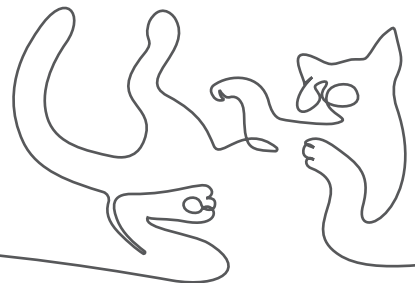
## Bringing People and Communities Together

During even the toughest of times, our pets provide support, bringing people together and offering companionship when we need it most. It's this unwavering love that fuels our purpose at Mars Pet Nutrition: A BETTER WORLD FOR PETS. Whether we're greeted with enthusiastic tail wagging or happy purring after a long day, we're never alone when we have our pets.

Beyond being loyal companions, pets also open the door to a world of connection and community. About 80% of pet parents meet neighbors through their pets and more than seven in 10 have formed unexpected friendships as a result.

There's a certain indescribable joy we feel talking about our pets, sharing photos and swapping stories. About nine in 10 adults say pets act as conversation starters or icebreakers, while more than half of pet parents who are employed talk about their pets often with their coworkers.

They even help us bridge differences: 73% of pet owners in the U.S. and Canada say they have connected with someone from a different generation, culture or racial/ethnic background through mutual affection for their pets.



While our love of our pets is beyond measure, these powerful stats make it clear:  
**The unbreakable bond we share with pets unites us all.**

Yet despite this and all the other benefits pets bring, millions of cats and dogs remain homeless. The State of Pet Homelessness Project, a global data initiative by Mars and leading animal welfare experts, estimates that 1 in 3 dogs and cats globally are living outdoors as strays or waiting in shelters to be adopted. In the U.S. and Canada, it's 1 in 5, amounting to nearly 50 million homeless pets.

At Mars, we take our responsibility to care for pets and pet parents very seriously. Now more than ever, there's a huge opportunity to harness the power of pets

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to bring people together, while at the same time helping get more pets into loving homes.

That's why we keep taking steps to help, like asking the FDA to provide clear guidance for dog-friendly outdoor dining, creating more pet-friendly offices with our CESAR® brand's Workplace Grants and spotlighting pet adoption while supporting programs that help keep people and their pets together.

Read on for more insights on how our shared love of our four-legged companions can make our communities better and how, together, we can help more dogs and cats find and keep loving, forever homes.

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# Connecting Communities

Nearly all pet parents agree that having pets makes a neighborhood feel more welcoming. By making more places pet friendly and helping people and their pets be together, communities support more interactions, more diverse friendships and more supportive connections among people.



**83%**

of adults say pets cause interactions with people they wouldn't have connected with otherwise.

**89%**

of adults say pets are one of the easiest conversation starters.

**60%**

of pet parents have given pet-related assistance, such as pet sitting, to a neighbor in need.

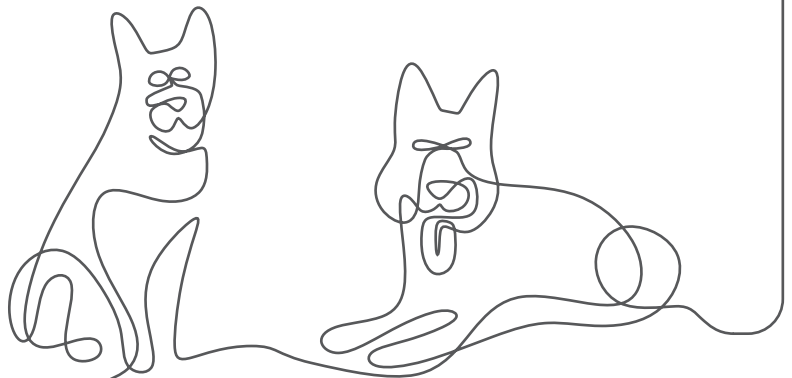
Read on to see how we help. >

# Welcoming Dogs into Workplaces

Step into a pet-friendly workplace, and the power of pets to bring people together is easy to see. In fact, a study by our CESAR® brand found that 93% of dog owners in pet-friendly workplaces reported that bringing their dog to work improved their attitude about going into the office.

That's why since 2022, the CESAR® brand has been working to make the world a more dog-friendly place, starting with the workplace. In 2023, it launched the CESAR® brand's Workplace Grants program, powered by the BETTER CITIES FOR PETS™ program, to help businesses make simple changes to welcome dogs into their offices or enhance their current dog-friendly offerings.

Nine businesses across the U.S. received 2023 grants, with a total of \$75,000 awarded to further the businesses' commitment to pet togetherness in the workplace. In addition to the monetary funding, the businesses were offered CESAR® Canine Cuisine for the canine coworkers, consultation from the Civic Design Center and dog training resources.







“We are so excited for this opportunity to welcome our dogs to our office, with the help of the CESAR® brand,” said Cheri Alvarez, CEO of Compeer Buffalo, a grant recipient. “As a mental health nonprofit, we understand the psychological benefits of pet interactions. Welcoming our pups into our office will provide emotional support, stress relief and comfort to our hardworking staff, allowing them to replenish themselves so they can better serve our community.”

Other recipients include a campus of office and working spaces, architecture and design firms, and more. To learn more about the CESAR® brand’s Workplace Grants program and the grant recipients, visit [Cesar.com/dog-friendly](https://Cesar.com/dog-friendly).



## Encouraging Pet-Friendly Outdoor Dining

Ninety-three percent of pet parents say pets are a great icebreaker. That's a key reason today's pet parents want to bring pets with them wherever they go — including when they gather with friends at a restaurant, bar or café. To help, throughout the last few years, we advocated to the FDA to provide clear guidance for dog-friendly outdoor dining. Our team even attended the FDA's Conference for Food Protection.



**66%**  
of pet parents  
say they've met  
friends thanks  
to their pet



We were thrilled when the 2022 Food Code, published in February 2023, explicitly included allowances for dogs in outdoor dining areas. This means communities that want to be pet friendly can implement local guidelines quickly and easily, without added work by local authorities to determine best practices.

To further support pet-friendly communities, in 2023 our BETTER CITIES FOR PETS™ program published a Pets on Patios toolkit, with model legislation for cities; amenity, signage and safety considerations for businesses; and tips for pet parents who want to dine out with their pets. See the toolkit at [BetterCitiesForPets.com/PetsOnPatios](https://BetterCitiesForPets.com/PetsOnPatios).

## Helping Travelers with Pets

Now in the third year of Mars Petcare's pet-friendly travel partnership with Hilton, which spans thousands of hotels across the U.S. and Canada, our CESAR® brand celebrated International Dog Day in 2023 by giving a free CESAR® Canine Cuisine to dogs staying at participating U.S. and Canada pet-friendly Hilton hotels.

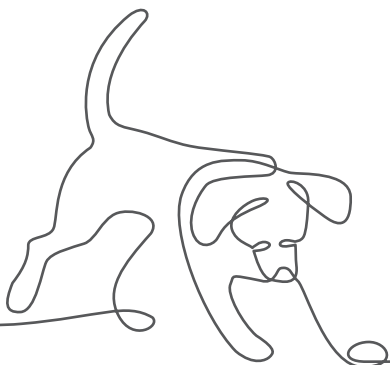
Research by Hilton from May 2023 showed that more than half of dog parents planned to travel with their pets in the next three to nine months. As we work with Hilton to make travel with pets more welcoming and worry-free, a free meal is just one example of how we celebrate and support dog and cat parents.

Guests at Hilton's pet-friendly brands in the U.S. and Canada also have access to Mars PET On-Demand, with expert advice on pet health, wellness and behavior provided by the Mars Pet Expert Team (PET) during their stay.



Free  
International Dog  
Day meals at

**5,000+**  
hotels





## Supporting Communities in Crisis

Food donations and adoption support are fundamental to our purpose: A BETTER WORLD FOR PETS. But in times of crisis, we see it as our responsibility to step up and offer additional help.

In 2023, this support focused on assisting some of the communities devastated by wildfires in the U.S. and Canada.

**Maui, Hawaii** – Following the wildfires that ravaged the island of Maui, our PEDIGREE® and SHEBA® brands donated \$70,000 to Greater Good Charities to help mobilize on-the-ground animal welfare support. PEDIGREE Foundation contributed \$30,000, helping deliver a total of \$100,000 in assistance.

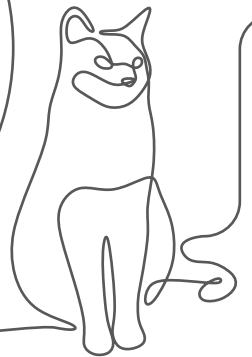
**Across Canada** – Now in its second year of expansion to Canada, PEDIGREE Foundation provided disaster relief grants to assist as the country faced a record year of wildfires. Recipients included Chiots Nordiques in Quebec, Nova Scotia SPCA, British Columbia SPCA and Alberta Animal Rescue Crew Society, with the grants assisting over 1,500 pets in need.

# Making Public Events Pet Friendly

Pet-inclusive activities help people enjoy their pet's companionship while connecting with their community. Yet fewer than half of pet parents say their neighborhood has events centered around pets. That's why we support pet-friendly events in our Mars backyard communities and educate about responsible pet ownership in public spaces.

In 2023, our second year sponsoring the Juneteenth celebration in our Mars Pet Nutrition North America hometown of Franklin, Tennessee, we were thrilled to provide a space for people and pets to cool off and celebrate together.

Similarly, we're the presenting sponsor of Nashville Humane Association's Dog Day, which supports our efforts to help homeless pets.



Since 2018, we've helped make the National Cherry Blossom Festival in Washington, D.C. pet friendly by providing comfort stations, pet owner education and a pop-up pet zone at the signature Petalpalooza event.

Plus, as a longtime sponsor of Pride events in both Franklin and Nashville, we join the community and our Associates in providing a fun, pet-friendly space where everyone is welcome and belongs.



# Helping Cities with Pet-Friendly Grants

In 2023, our BETTER CITIES FOR PETS™ program once again awarded grants to innovative city programs that are working to keep people and pets together. Since 2018, we've provided more than half a million dollars in city grants. Here are the 2023 recipients:

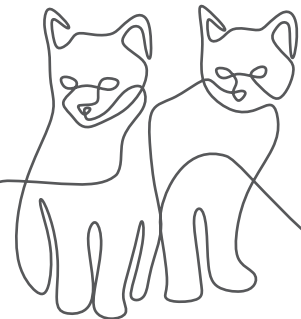
**Cheyenne, Wyoming** – creating a city-wide partnership program to increase the number of pet-friendly businesses and make it easier for pet parents to find them.

**Montclair, New Jersey** – expanding its program to provide safety net and fostering support for seniors in order to reduce surrenders and prolong the many benefits of pet ownership.

**Novato, California** – creating a buzzworthy take on pet inclusivity with a PR and education program spotlighting landlords and businesses that welcome pets in Marin County.

**Schenectady, New York** – establishing the Pets Are Family Too assistance program, providing food and support to help families keep their pets in times of crisis and homelessness.

**Sherwood, Arkansas** – developing a “calm room” at the local shelter for lower-stress engagement between pets and potential adopters and to support those with sensory issues.





## Bringing Wellness Support to Pet Parents

Keeping pets happy and healthy for life starts with a holistic approach to pet wellness, including exercise, nutrition, grooming and vet checks. In 2023, our IAMS™ brand set out to bring pet parents together and highlight these important activities with a mobile pop-up tour through communities in Ontario, Canada.

The IAMS FOR LIFE™ Caravan, which welcomed dogs and cats, made stops from May through July in six cities including Toronto, St. Catherine's, Caledon, London, Woodstock and Kingston.

Along with making connections with each other, pet parents and pets who visited the caravan enjoyed a play area with a ball pit and dog run; coupons from the IAMS™ brand; preventative health tips and a coupon for a free checkup from VCA Animal Hospital; and a mobile spa with free nail clipping, tooth brushing, ear cleaning and more.

Connecting  
with pet  
parents in  
*6 cities*

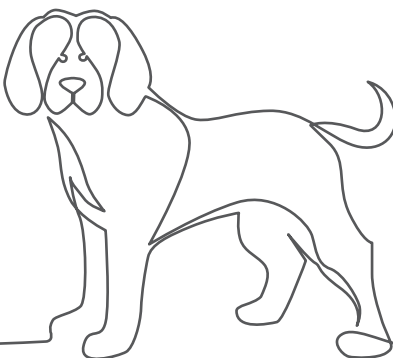


# Takeaways for Pet-Friendly Cities

Nearly all pet parents say pets contribute to a stronger sense of community. With policies and programs that welcome pets, cities can help support and encourage these neighborly connections.

89%

of pet parents say they're more likely to remember someone they meet if they have a pet with them.



88%

want more pet-friendly places in their neighborhood to connect with other pet lovers.

## Policy Spotlight

Local legislation, like our “Pets on Patios” model ordinance for pet-friendly outdoor dining, can help make it easier for businesses to provide a place for people to connect.





**2 in 3**

pet parents have made a new friend through their pet.

## Resources to Try

- Pets Welcome toolkit
- Pets on Patios toolkit
- PETS WORK AT WORK™ toolkit

Find them at [BetterCitiesForPets.com](https://www.bettercitiesforpets.com)

## Innovations from Our Certified Cities...

### Fort Wayne, Indiana

Fort Wayne provides community education about pet body language and behavior to reduce dog and other bites and help keep people safe when gathered with their pets in the community.

### Caledon, Ontario

To launch its pet-friendly business registry and celebrate its certification in 2023, Caledon created a video of pet-friendly places in town from a dog's eye view. The city received an Excellence in Economic Development Bronze Award for the promotion.





# Helping Homeless Pets

Beyond helping millions of homeless cats and dogs, connecting people with pets brings benefits for people too. As experts warn of an epidemic of loneliness and isolation, pet adoption brings love and companionship to pet parents and helps increase connections between neighbors.



**87%**

of pet parents say they have an easier time connecting with someone if they have a pet.

**85%**

of pet parents say pets have made them feel more familiar with their neighbors.

**76%**

of adults say they tend to see pet owners as kinder or more trustworthy than others.

Read on to see how we help. >

# Our Largest-Ever Adoption Weekend

With the State of Pet Homelessness Project estimating a total of over 45 million homeless cats and dogs across the U.S., the need for support is greater than ever. That's why in 2023, we hosted our largest-ever annual Mars Pet Adoption Weekend, helping more than 1,100 pets find loving, forever homes.

The event took place in 15 cities across the U.S., in celebration of our 15 years of finding shelter pets forever homes. It included shelters in communities where Mars Associates live and work, cities certified in the BETTER CITIES FOR PETS™ program, and cities home to important Mars brand programs.

Our family of Petcare brands, including ROYAL CANIN®, covered cat and dog adoption fees, while PEDIGREE Foundation also covered dog adoption fees in select cities.





**1,143**  
pets adopted



Adopters went home with a Mars starter kit that included items such as pet food and treats, an opportunity for a complimentary first health exam, fun swag, and tips to help new pet parents build a strong bond with their cat or dog.

## 2023 Adoption Weekend Cities:

Bentonville, AR  
Chicago, IL  
Denver, CO  
Honolulu, HI  
Kansas City, MO  
Las Vegas, NV  
Los Angeles, CA  
McLean, VA  
Nashville, TN  
Newark, NJ  
Phoenix, AZ  
St. Charles, MO  
Tampa, FL  
Vancouver, WA  
Washington, D.C.



## Inspiring Adoption with Innovative Programs

Our PEDIGREE® brand continued its commitment to help homeless dogs with innovative programs in 2023 that shined a spotlight on dog adoption.

### FOSTERVERSE™ Program

In January, the brand launched its FOSTERVERSE™ program, a first-of-its-kind initiative enabling real-life rescue dogs to be virtually fostered in the Metaverse. Users could interact with dogs virtually and then adopt them in real life through the ADOPT A PET™ website.

The program also offered a way for participants to learn about how to support dogs in need across the U.S., with the PEDIGREE® brand offering to match donations to support the PEDIGREE Foundation annual grant program.



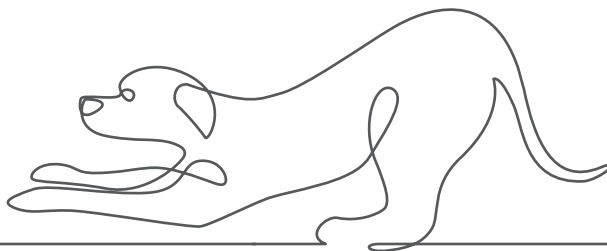
## Special Adoption Events

As the hockey season reached its championship series, the PEDIGREE® brand teamed up with local shelters to cover adoption fees for all available dogs named Stanley in the cities where the two final teams faced off. The shelters promptly renamed EVERY dog Stanley, helping over 100 dogs find loving homes.

Throughout the month of July, in gratitude for their service, the PEDIGREE® brand also covered adoption fees for active military and veterans at Washington D.C.'s Humane Rescue Alliance.

## PEDIGREE® SHELTER SUNDAY

Then, as the year came to a close, the PEDIGREE® brand turned one of the most shoppable weekends of the year into one of the most adoptable weekends too. As Americans started shopping for loved ones, the PEDIGREE® brand inspired them to consider adopting a loved one with its innovative PEDIGREE® SHELTER SUNDAY initiative. (cont.)



Along with helping to combat pet homelessness and increase adoption at a time when shelters across America faced capacity crises, the PEDIGREE® SHELTER SUNDAY program honored PEDIGREE Foundation and its 15th year of giving grants to help dogs find loving homes.

Pet parents nationwide who adopted a dog on Sunday, November 26, 2023, could submit their adoption receipt and the PEDIGREE® brand reimbursed their adoption fees up to \$200. Thanks to the program, 288 dogs were adopted across the U.S. The brand also urged those who wanted to participate but couldn't adopt to contact their local shelter about ways to volunteer or donate.



**Pedigree SHELTER SUNDAY**

**On November 26th, PEDIGREE® is reimbursing dog adoption fees nationwide.\***

Turn the most shoppable weekend of the year into the most adoptable weekend of the year. Help end pet homelessness by adopting from a local shelter on PEDIGREE® Shelter Sunday.

Scan the QR code to learn more.

**288**  
dogs adopted

\*Eligible dogs only. Adoption must be completed by November 26, 2023. Reimbursement is limited to \$200. ©2023 PEDIGREE. All other trademarks are the property of their respective owners. Pedigree is a registered trademark of Mars, Incorporated. Pedigree and Pedigree Shelter Sunday are trademarks of Mars, Incorporated. All other trademarks are the property of their respective owners.

## Feeding Pets in Need

Getting meals to hungry pets is one of the most critical animal welfare needs, but shelters and foodbanks can't do it alone. That's why throughout the year, we donate meals to shelters and food banks to feed pets in need.

A key part of this is our partnership with Walmart on the Extend a Paw program, in which we donate a meal for each participating product sold by our brands such as CESAR®, GREENIES™, IAMS™, NUTRO™, TEMPTATIONS™, WHISKAS® and PEDIGREE®.

The 2023 Extend a Paw program in the U.S. provided meals to Greater Good Charities for distribution to animal welfare organizations to feed shelter pets. The Canada program provided meals to Humane Canada Foodbank Network for food assistance programs and food banks.

Together, our U.S. and Canada brands donated 3.5 million pet meals as part of the Extend a Paw program. Our total 2023 donations across North America amounted to nearly 14 million pet meals.



# Giving Back to Help Pets

Our Mars Volunteer Program provides an opportunity for Mars Associates to give back to their communities. For the Mars Pet Nutrition North America team, this most often takes the form of helping animal shelters care for pets in need and find forever homes. These are just a few scenes from 2023.

Volunteers from our team in Bentonville, Arkansas.



Assembling care packages for local families in need.



Helping with adoptions at Arizona Humane.



Bathing dogs to get them adoption-ready.

Covering adoption fees at local shelters in Canada through a Giving Tree program.



Visiting with and socializing adoptable pets in Franklin, Tennessee.



Volunteers at Williamson County Animal Center.



Packing up food for care packages.



## Offering Support for Community Cat Care

The State of Pet Homelessness Project estimates nearly 38 million stray cats across North America. Effective cat-focused programs are key to help cities reduce overpopulation and improve outdoor cats' quality of life.

That's why in 2023, for the second year in a row, we awarded grants to animal shelters to support their innovative cat-related programs. The funds, awarded to LA Animal Services in Los Angeles; KC Pet Project in Kansas City, Missouri; Caledon Animal Services in Bolton, Ontario; and Arizona Humane Society in Phoenix, are helping support community cat care, fostering, trap-neuter-return and a "working cats" program.

The grants came on the heels of another initiative that took place in Mars Pet Nutrition North America's hometown community of Nashville. The company celebrated Global Cat Day with Nashville's Pet Community Center by funding spay/neuter surgeries for over 70 community cats. Associates also built winter shelters for cats and handed out food to community cat caregivers.



# Celebrating 15 Years of PEDIGREE Foundation

In 2023, PEDIGREE Foundation celebrated its 15th anniversary by awarding more than \$1 million in annual grants to shelters and rescues across the U.S. and Canada. The grants, which focus primarily on foster, transport and behavior programming, will help over 75,000 dogs.

Since its founding in 2008 to help increase dog adoption rates, the Foundation has given grants totaling more than \$12 million and helped over 800,000 dogs through its annual grant program. The Foundation expanded its grant program to Canada in 2022.

Beyond its financial support, PEDIGREE Foundation also shares best practices as it continues working to find a solution to the problem of the millions of homeless dogs across North America.

In 2023, this included providing two toolkits and interactive webinars for shelters: *Build Your Dog Adoption Super Highway* and *Bark to Basics: Creative Adoption Ideas for Dog Adoptions*. Find them at [PedigreeFoundation.org](https://PedigreeFoundation.org).

Helping  
**75,000**  
dogs with 2023  
grants



# Takeaways for Pet-Friendly Cities

Most pet parents say pets bring people in a neighborhood together. With programs to help more pets find loving homes, cities support animal welfare while helping people and communities enjoy the benefits of pet ownership.

70%

of pet parents say owning a pet makes them more invested in their community.



83%

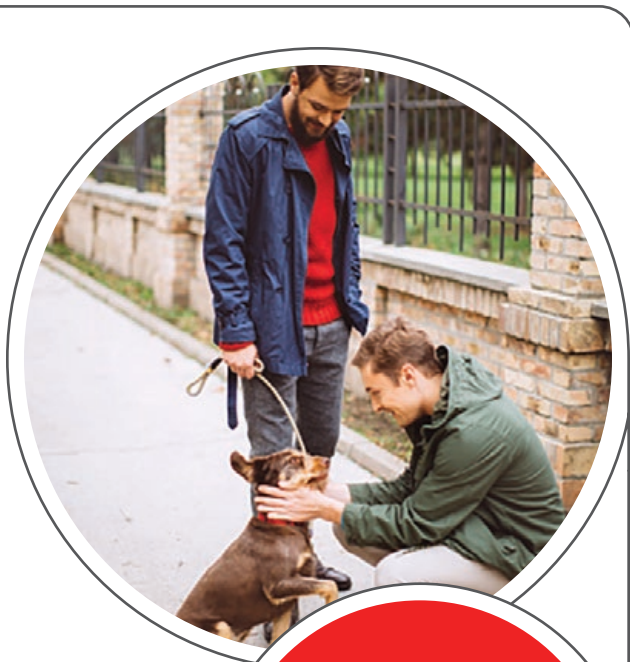
say their neighbors are proactive about looking out for each other's pets.

## Policy Spotlight

Local legislation, like our microchipping and shelter reunification ordinances, can help address common barriers that lead to people being separated from pets.







**79%**

of pet parents have met neighbors through interactions related to pets.

## Resources to Try

- Pet-Friendly Housing toolkit
- Helping Homeless Pets toolkit
- Community Cat toolkit

Find them at [BetterCitiesForPets.com](https://www.bettercitiesforpets.com)

## Innovations from Our Certified Cities...

### Bentonville, Arkansas

Bentonville has been working to increase reunification of lost pets with their families by expanding low-cost microchipping and providing local organizations with chip scanners so they can help identify and return found pets.

### Miami Beach, Florida

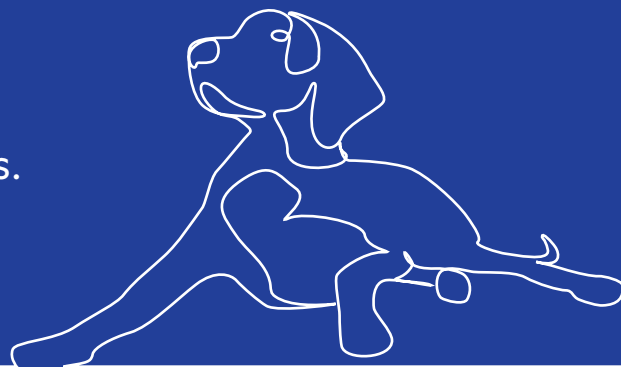
Miami Beach has a Cat Program Coordinator to support its trap-neuter-vaccinate-return, registered feeder and adoption programs, which help care for the city's 30,000 unowned cats.





# Supporting a Better World

At Mars, we believe the world we want tomorrow starts with how we do business today. This inspires our ongoing work to reduce our environmental impact, support a more equitable and inclusive world, and make an impact in our local communities.



Joining the global  
Mars initiative  
to restore

**185,000**

square meters of  
coral by 2029.

Committing

**\$5 million**

from our NUTRO™  
brand in North America  
to support healthy  
soil practices.

Providing  
scholarships to

**increase**

opportunities for  
minority students  
in our hometown.

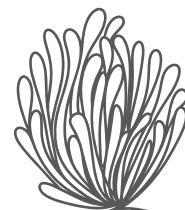
Read on  
to see  
how we  
help. >

# More Coral Today, More Fish Tomorrow

This year brought more progress on our SHEBA® brand's Sheba Hope Grows™ program, which is committed to restoring more than 185,000 square meters of coral reefs around the world by 2029.

According to sources like the National Ocean Service<sup>1</sup> and the Smithsonian Ocean Portal<sup>2</sup>, scientists predict 90% of the world's tropical reefs will be gone in 20 years, threatening 25% of the world's marine life and devastating coastal communities. The Sheba Hope Grows™ program is working to help, powered by meaningful partnerships with a global community of reef builders and ambassadors.

In 2023, our U.S. SHEBA® team partnered with Kuleana Coral Reefs, a nonprofit organization helping to restore and protect Hawaii's coral reefs and native ecosystem.



<sup>1</sup> [https://oceanservice.noaa.gov/facts/coral\\_bleach.html](https://oceanservice.noaa.gov/facts/coral_bleach.html)

<sup>2</sup> <https://ocean.si.edu/ecosystems/coral-reefs/coral-reefs-need-you>

The brand's support is helping scale up Kuleana's work across the Hawaiian archipelago, increasing from 10 to 30 restoration sites across O'ahu and Maui.

We also drove progress in Canada in 2023, celebrating the introduction of the SHEBA® brand to Canada with a partnership with The Maldives Coral Institute to support community-led reef restoration efforts in the Maldives.

The Canadian team also brought to Toronto a multisensory exhibit called The Sheba Hope Grows™ Experience, which allowed visitors to see an underwater simulation of Hope Reef, the first reef restoration project within the Sheba Hope Grows™ program.

Since work began in 2019 on Hope Reef off the coast of Sulawesi, Indonesia, coral growth there has increased from 2% to 70%, fish populations have increased by 260% and there's been a 64% rise in the number of fish species.



Supporting  
**40**  
restoration sites  
across **11**  
countries



## Healthy Soil Feeds Our Future

Growing nutritious ingredients starts with soil, yet some estimates warn that by 2050, 90% of the world's soil could be degraded.

That's why in 2022, our NUTRO™ brand launched the GREATER GROUND™ program to help increase awareness of the importance of healthy soil and encourage the adoption of healthy soil practices.

Growers are the ultimate protectors of soil. Unfortunately, farming practices that support healthy soil are only used on a small amount of farmland. Even growers who are interested in adopting more of these practices face barriers.

Through our GREATER GROUND™ program, we've made a \$5 million commitment to provide growers in our supply network with training, support and funding to help with the implementation of healthy soil practices over the next five years.

The NUTRO™ brand also believes it's important to increase pet parents' awareness of healthy soil practices.

In 2023, the brand set out to engage pet parents with the premiere of a new modern fable — *Tail of Two Farms* — that shows how a farm can be transformed using healthy soil practices.

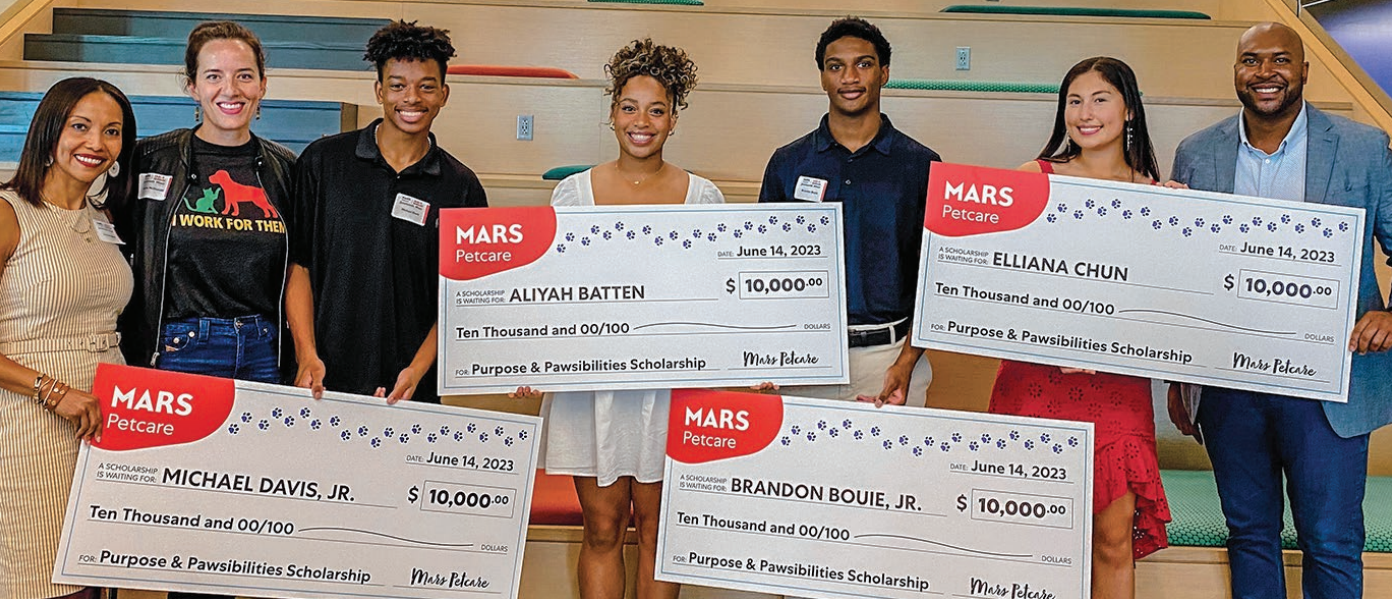


For each view, the NUTRO™ brand committed that \$1 would go to its 2024 Greater Ground Soil Growth Grants, up to \$300,000, to help select growers implement healthy soil practices. Pet parents viewed the film 300,000 times in just a week, ensuring the goal was achieved.

The NUTRO™ brand has also partnered with nonprofit organization Kiss the Ground to create a series of short films, *Stories of Regeneration*, that spotlight the work growers are doing across the U.S. to care for and nurture healthy soil.

**300,000**  
views in just  
a week





## Supporting Student Purpose and Pawsibilities

At Mars, we want to help create an inclusive world where everyone has the opportunity to reach their full potential. That means, in part, helping make sure the next generation can share their talents, voice and purpose for a better future for people and pets.

In 2023, we invested in that future by creating our “Purpose and Pawsibilities” scholarship to give underrepresented minority students in our hometown community of Williamson County more educational opportunities.

We awarded five \$10,000 scholarships to help local students cover the cost of tuition and other educational expenses while enrolled in a four-year degree program in a business- or pet-related field. The students are also eligible for an internship during their junior year of college.



# Supporting and Celebrating Inclusion for All

We're committed to a world where everyone feels valued and can thrive as their authentic self. That's why across Mars there are more than 90 Associate Resource Group (ARG) chapters that aim to educate, engage and encourage allyship.

Within our Mars Pet Nutrition North America team, 2023 actions by our local ARGs spanned efforts from sponsoring Juneteenth activities and the festival in our hometown community of Franklin, Tennessee; to participating in PRIDE events in various cities across the country; to hosting learning opportunities and introducing scholarships for local students; to partnering with local community nonprofits on a wide range of efforts that positively impact diverse youth.

Below are just a few of the organizations that helped us take action in 2023 and keep learning to increase equity, inclusion and diversity. We're grateful for their partnership.



## Our 2023 local ARGs include:

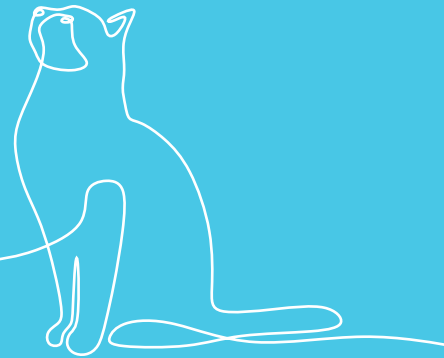
- Dog Tags
- Women of Mars
- Unify
- The Village
- PRIDE
- Mars Gen
- Diversability
- Women of Engineering



**MARS**  
Petcare

# Get to Know Mars Petcare

Mars Petcare's 100,000 Associates around the globe are united by one purpose: A BETTER WORLD FOR PETS. This report reflects the work of Mars Pet Nutrition North America, which serves the nutrition needs of millions of pets with our trusted brands including PEDIGREE®, IAMS™, SHEBA®, NUTRO™ and GREENIES™.



**100,000**

Associates  
around  
the globe.

**Partnering**

across the Mars  
Petcare ecosystem of  
nutrition, health and  
research expertise.

Helping  
communities help  
pet parents with our  
**BETTER CITIES  
FOR PETS™**  
program.

Read on  
to see  
how we  
help. >

## Meet Mars Petcare

Everything we do at Mars Petcare is connected by our purpose: A BETTER WORLD FOR PETS. Our pet care ecosystem serves the health and nutrition needs of pets in more than 130 countries.

It includes pet food brands like PEDIGREE®, NUTRO™, GREENIES™, SHEBA®, CESAR®, IAMS™ and ROYAL CANIN®, as well as the Waltham Petcare Science Institute, which has advanced research in the nutrition and health of pets for over 50 years.

We are also a leading veterinary health provider with over 2,000 pet hospitals and diagnostic services including BANFIELD™, BLUEPEARL™ and VCA™.

We are active in innovation and technology for pets, with WISDOM PANEL™ genetic health screening and DNA testing for dogs, the WHISTLE™ GPS dog tracker, and LEAP VENTURE STUDIO accelerator and COMPANION FUND™ programs that drive innovation and disruption in the pet care industry.

We're part of Mars, Incorporated, a family-owned business driven by the belief that the world we want tomorrow starts with how we do business today.





## The BETTER CITIES FOR PETS™ Program

Our BETTER CITIES FOR PETS™ program is a way for our business to act on its purpose and help address issues that keep people and pets apart.

The program was created in partnership with experts in city planning and animal welfare, and government stakeholders. It includes a playbook for cities, city and airport certification programs, grants, best practice research, policy advocacy and free online resources.

Nearly 150 cities and six airports have been certified through the program, and it has awarded over half a million dollars in grants to support pet-friendly initiatives.

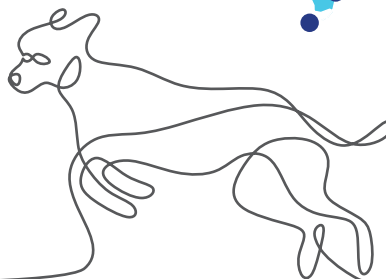
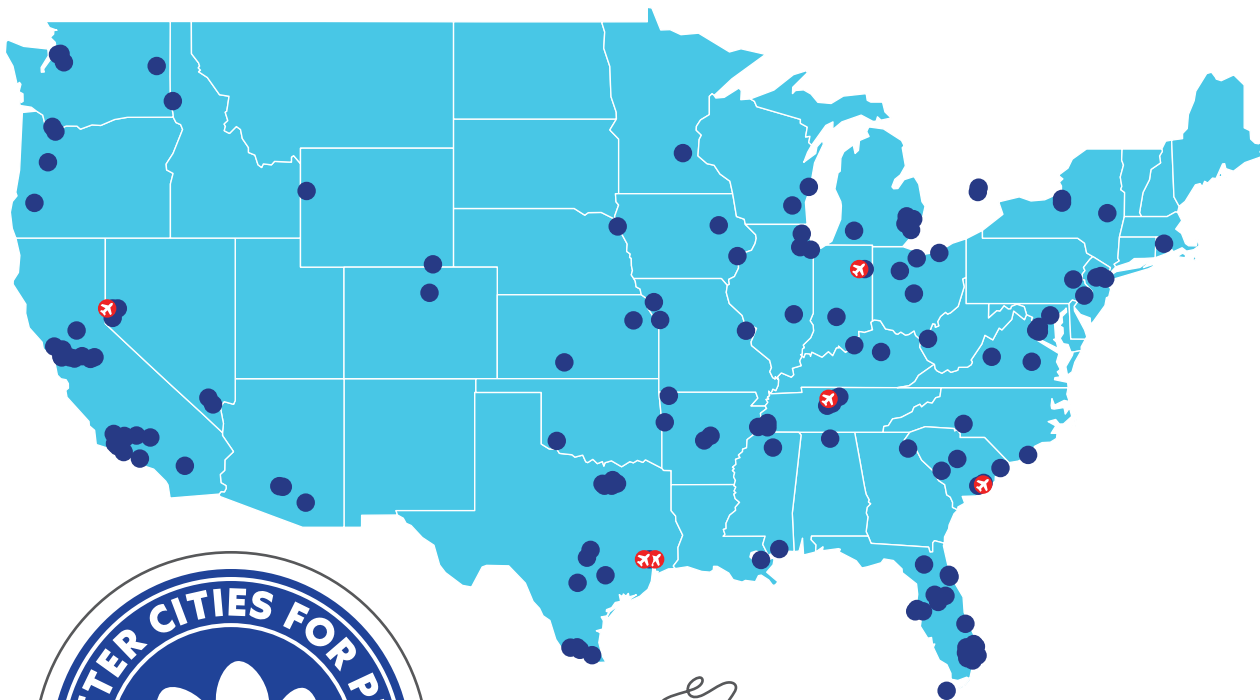
# Certified Cities (AS OF DECEMBER 2023)

Agoura Hills, CA  
 Aiken, SC  
 Alameda, CA  
 Alexandria, VA  
 Allentown, PA  
 Altus, OK  
 Arlington, TX  
 Arlington, VA

Austin, TX  
 Baltimore, MD  
 Bartlett, TN  
 Bellevue, OH  
 Benton, AR  
 Bentonville, AR  
 Beverly Hills, CA  
 Bloomington, IN

Bolingbrook, IL  
 Bound Brook, NJ  
 Brentwood, TN  
 Caledon, ONT  
 Calumet City, IL  
 Camuy, PR  
 Carmichael, CA  
 Carson City, NV

Central Falls, RI  
 Charlotte, NC  
 Cheyenne, WY  
 Cibolo, TX  
 Clay, NY  
 Cleveland, OH  
 Columbia, SC  
 Cuero, TX



Dallas, TX  
Dania Beach, FL  
Daytona Beach, FL  
Dearborn, MI  
Downey, CA  
Dublin, CA  
Edinburg, TX  
Elsa, TX  
Emeryville, CA  
Erie, CO  
Everett, WA  
Farmington Hills, MI  
Findlay, OH  
Fort Smith, AR  
Fort Wayne, IN ✖  
Fort Worth, TX  
Franklin, TN  
Fremont, CA  
Gainesville, FL  
Germantown, TN  
Gresham, OR  
Gulfport, MS  
Hallandale Beach, FL  
Harlingen, TX  
Henderson, NV  
Hendersonville, TN  
Hollywood, FL  
Houston, TX ✖ ✖  
Hughson, CA  
Huntington, WV  
Independence, IA  
Jackson, WY  
Jersey City, NJ  
Kansas City, MO  
Key West, FL

Kitchener, ONT  
Laguna Niguel, CA  
Lakeland, FL  
Lake Stevens, WA  
Largo, FL  
Las Vegas, NV  
Lavonia, GA  
Lewiston, ID  
Lexington, VA  
Livermore, CA  
Louisville, KY  
Madison, AL  
Manhattan Beach, CA  
Margate, FL  
Mattoon, IL  
Memphis, TN  
Miami, FL  
Miami Beach, FL  
Miami Lakes, FL  
Mission, TX  
Montclair, NJ  
Moreno Valley, CA  
Mount Pleasant, SC ✖  
Mundelein, IL  
Muscatine, IA  
Myrtle Beach, SC  
Nashville, TN ✖  
New Orleans, LA  
Nicholasville, KY  
North Charleston, SC ✖  
North Lauderdale, FL  
Novato, CA  
Oakland, CA  
Oakland Park, FL  
Oconomowoc, WI

Orion Township, MI  
Ormond Beach, FL  
Oxford, MS  
Palm Springs, CA  
Philadelphia, PA  
Phoenix, AZ  
Plano, TX  
Portage, MI  
Port St. Lucie, FL  
Pratt, KS  
Redmond, WA  
Reno, NV ✖  
Reynoldsburg, OH  
Rialto, CA  
Richmond, VA  
Rochester, MI  
St. Charles, MO  
St. Joseph, MO  
St. Petersburg, FL  
Sanford, FL  
San Marcos, TX  
Santa Clarita, CA  
Santa Monica, CA  
Savage, MN  
Schenectady, NY  
Sheboygan, WI  
Sherwood, AR  
Southport, NC  
South Sioux City, NE  
Sparks, NV  
Spokane, WA  
Sunrise, FL  
Surfside, FL  
Sutherlin, OR  
Sweet Home, OR

Syracuse, NY  
Tamarac, FL  
Tempe, AZ  
Topeka, KS  
Tracy, CA  
Treasure Island, FL  
Tucson, AZ  
Union City, CA  
Vancouver, WA  
Washington, D.C.  
Waterford, CA  
Webster, FL  
West Hollywood, CA  
Wylie, TX



✖ indicates cities with a pet-friendly airport certified in the BETTER CITIES FOR PETS™ program



MarsPetcareUS

## BetterCitiesForPets.com

### DATA SOURCES

To learn about the State of Pet Homelessness Project and explore the data, visit [StateOfPetHomelessness.com](https://StateOfPetHomelessness.com).

Data on page 6 from KRC Research online survey of 1,500 U.S. office workers who work in person on average at least 2 days a week and 300 employers, conducted May 2 to 9, 2023 for the CESAR® brand.

Unless otherwise noted, other data in this report comes from KRC Research online surveys of 1,000 pet parents each from the U.S. and Canada conducted October 30 to November 6, 2023, and KRC Research online surveys of 1,000 adults each from the U.S. and Canada conducted December 15 to 17, 2023.