

PET FOOD SOURCING STANDARDS

In March 2023, The American Society for the Prevention of Cruelty to Animals (ASPCA) commissioned a national web-based survey of 1,000 American adults conducted by Ipsos. This survey gauged public opinions about many topics, including the degree to which respondents are interested in pet food with higher farm animal welfare standards. Survey results demonstrate that most Americans are motivated to find pet food brands with more humane sourcing standards and are willing to spend more to ensure more compassionate practices.

Q1. Do you currently buy cat or dog food for your household?

• 63% reported buying cat or dog food, and 37% reported not.







Q2. Pet food is typically procured from the cheapest sources (both low-quality and from factory farms). How likely would you be to switch to another brand of pet food if you knew they put more care into where they source their ingredients?



- Nearly nine out of ten (87%) of those buying pet food reported being likely to switch
 to another brand of pet food if they knew they put more care into where they source
 their animal-derived ingredients.
- 92% of respondents who seek out higher-welfare animal products when they shop
 for meat, eggs and/or dairy said that they would be likely to switch to another brand
 of pet food if they knew more care went into sourcing the ingredients (77% for those
 who do not seek higher-welfare meat, eggs or dairy).





Q3. How much more would you be willing to pay for pet food if you knew they treated the animals in their supply chain more humanely?



Most Americans (82%) who purchase pet food are willing to pay up to 10% more, and more than half (52%) are willing to pay 15% more to ensure the animals raised for that pet food were treated better.



