



Italy: Pet Products Industry

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Summary

In 2011 the Italian market for pet food and care products continued to show an increase in turnover and volumes purchased, in spite of the crisis that affected the sector in the last few years. In particular, the Italian market for cat and dog food grew 2.1% to a turnover of \$2,139 million, respectively \$1,160 million cat food and \$867 million dog food, plus \$107 million dog snacks, representing a positive signal for the industry as well as for the quality of Italian pet life. Compared to other European countries (France, Germany, UK, Spain, the Netherlands), Italy's growth rate of 1.6% is higher than the European average. (Source SymphonyIRI, December 2011). Sales grew by 1% and equaled \$792.5 million in pet shops, whereas the Modern Grocery Distribution (MGD) channel, with a turnover of \$1,346 million, had a 2.7% increase and accounted for more than 62% of the total market size.

Pet products (care, toys, etc.) performed positively in the Modern Grocery Distribution (MGD) channel, registering a growth of 1.5% for total sales of \$80 million. Cat litter is confirmed as the strongest non-food sector in the MGD, with a \$82 million value, though it had a 1.9% downtrend. Overall market conditions indicate that Italian consumers are becoming better informed, demanding higher quality products, and are showing increasingly varied and complex needs, spurring ever greater opportunity and competition.

Trade Promotion Opportunities:

The U.S. Commercial Service in Milan is organizing a **U.S. Pavilion at Zoomark International**, which will take place **May 9-12, 2013 in Bologna, Italy**. The trade fair is the #1 pet products trade fair in southern Europe and the Mediterranean region and has been acknowledged with Trade Fair Certification by the U.S. Department of Commerce in 2012. At the last edition in 2011, Zoomark attracted exhibitors from over 35 countries as well as 20,000 qualified visitors, including agents, distributors and buyers from 65 countries. In 2011 nearly all exhibitors in the U.S. Pavilion saw immediate sales and/or agreements. The U.S. Commercial Service has supported U.S. exhibitors at this distinguished show for many years and can provide both exhibitors and other U.S. visitors a range of export-promotion services aimed at assisting your entry or to increase your presence in the Italian and international markets. For more information, please contact our pet products Commercial Specialist, Simonetta Busnelli in Milan (see Resources and Contacts Section below).

Market Demand

The market for pet products in Italy is robust and thus far has not been terribly affected by the international economic crisis and financial decline. In particular, sub-sectors like pet care, premium and super premium pet food continue to show strong market performance. The general trend continues to indicate that pet owners are more likely to treat their pets with greater care, for example choosing special foods tailored to the pet's specific nutritional requirements, i.e. pre-packaged food that ensures a healthy and correctly balanced nutrition specifically studied to meet nutritional needs.

Average pet life expectancy has increased in the last few decades. This increase is mainly a result of higher quality food products and improved medications and methods of disease prevention. In the past few years, this sector has seen a rise in the practice of owners treating pets as true members of the family. This trend also contributes to the increased use of veterinarians. In fact, vets in Italy not only grant medical treatment services, but they also often provide advice on the healthiest and most appropriate lifestyle for a pet.

With respect to other Western European markets, where industrial pet food accounts for the supply of nutritional requirements for approximately 80% of the pet population, Italy is still an attractive market for pet food manufacturers, standing at 57% of the nutritional requirements for dogs and 64% for cats.

The widespread use of industrial pet food comes from the following factors:

- Increased awareness of the importance for a balanced and proper nutrition for pet health and welfare.
- Increased confidence in industrial preparations, which guarantee complete and proper balance of nutrients, as opposed to home prepared food, which does not ensure the proper intake of all nutrients required, or, even worse, to kitchen leftovers, which, in the long run, can be harmful for pet health.
- Less time available to prepare meals both for family and pets, and preference for ready-made meals.

Based on the above, the role of veterinarians in the perception of pet owners has also considerably changed in the last few years, especially in the North of Italy: no longer seen only as a doctor to turn to in case of emergency, but more and more consulted with on a regular basis to ensure pet health throughout their life. The main topic for which Italians claim to consult with a veterinarian is represented by routine checkups and periodic injections (92%), whereas only 27% of cases are considered emergency. Nutritional consulting is the most sought after advice (66%), followed by disease prevention (55%). The three major diseases reported are food allergies and intolerances, kidney disease, and ageing problems. Consequently, 88% vets suggest industrial food for their clients' pets, since this is the safest and most complete food from a nutritional viewpoint to safeguard pet health and wellbeing. 40% recommend specific pre-packaged food, 25% generic pet food, and 23% premium or super premium food.

Market Data

According to Euromonitor, in Italy there are almost 7 million dogs, almost 7.5 million cats, almost 30 million fish, 13 million birds and almost 4 million other types of pets, including rabbits and rodents (1.8 million), reptiles (1.4 million) such as sea turtles, iguanas, and snakes.

Over three out of ten Italian families own a pet (about 10 million households), while 48.4% and 33.4% of them own respectively a dog and a cat. According to Eurispes, Italians owning a pet constitute 41.7% of the population, and they mainly live in the North-West (44.5%) and Center (44.4%) of the country. In many cases a family hosts one pet (29.8%), but in other cases more than one animal of the same or different species live together (about 11.9%). Among those families who own more than one pet, the highest percentage claim to host two (30.9%) to three (13%). Almost half of pet owners host a dog (48.4%), while one third have a cat (33.4%). Fish or turtles account for 4.9% and 4.7%, while birds (4.1%), rabbits (2.1%), hamsters (1.6%) and reptiles (0.8%) are not so common in Italian families.

In 2012, the Italian Association of Pet Food and Pet Products Manufacturers (Assalco), in cooperation with Adem Lab – University of Parma, Symphony IRI, a leading survey company, the Federation of Italian Professional Veterinary Associations (ANMVI), and Zoomark International conducted a joint in-depth survey of their members and a sample number of specialized shops, vets, and pet products companies. This survey is the only official document available in the Italian market that provides indications of overall performance and sector trends in the pet products industry.

The survey mainly focused on pet shops and the grocery channel, which, as a whole, grew by 2.1% in value and encompassed 95% of cat and dog food market value. In the modern grocery distribution channel, pet products (care, toys and other products) increased by 1.5% in value in 2011; cat litter, despite almost \$83 million in sales in 2011, registered a slight decrease in value of 1.9%.

According to Assalco members' data, the dog and cat food market in Italy was valued at \$2,139 million, a year on year increase of 2.1 percent. The data for other animals' food and pet care sectors (taken from a survey on hyper and super mini stores only) are valued at \$27.7 million showing a slight decrease of

0.7%. The grocery channel counted for 62.9% of the total market with sales valuing \$1,346 million and an increase of 6.5% over 2011, while the pet shops' share decreased by 1.8% and was worth \$1056.6 million.

Dry food (as opposed to canned or "wet" food) is the market leader for both dogs and cats, with growth rates of 2.1% and 2.7% respectively. The market for pet snack and treat products is experiencing substantial growth, posting an increase of 11.3% in 2011.

Private labels are also contributing to the success of the sector. In fact, by offering quality products at competitive prices, the private label sector grew over 25.1%, compared to a total reported market share of 17.1%. In terms of increased sales generated, the performance of the private label in the department is positive, with an increasing value trend (+7.5% in 2011 as compared to 6.1% in 2010). While private label producers in the pet care sector historically carved out an important role in those segments where producers were unable or unwilling to innovate and where products were largely undifferentiated, they progressively expanded their offering, proposing single serve packages, and raising product quality. In particular, premium and bio food increased respectively by 7.5% and 7.8%, representing 4.1% of the total turnover in this sub-sector.

Northern Italy accounts for more than half of sales of dog and cat food (53.1% in value) and, in particular, the North-West alone covers more than one third of the overall market value (32.3%). Central Italy and Sardinia cover 27.3% market value. The highest potential for development is the South of Italy, representing 13.7% of dog and cat food sales in value, and 15.6% volume.

The Italian Pet Products Market

Category	2011 Value in Millions of Dollars	Variation over 2010	Value Share
Dog Dry Food	495.8	+1.1%	23.2%
Dog Wet Food	373	+1.0%	17.4%
Cat Dry Food	402.4	+1.5%	18.8%
Cat Wet Food	757	+1.9%	34.4%
Dog and Cat Snacks and Treats	110.8	+10.8%	5.2%
Total Food Market Dog and Cat	2,139	+2.1%	100%
Other Animals Food*	27.7	-0.7%	-
Pet Care*	80.1	+1.5%	-
Cat Litter*	82.2	-1.9%	-

Exchange rate: 1USD\$ = Euro 0.75

Source: Assalco – Zoomark 2012 Report (SymphonyIRI data)

* Data related to the Hyper+Super+Mini stores only

At the end of 2011, the overall market for "other pet foods" (not cat/dog) performed very well with a turnover of \$27.7 million, but showed a slight decrease as compared to the previous year (-0.7%). Food for other pets, although still high, has a more limited penetration into the channel. Hypermarkets and supermarkets share the market rather evenly: about 49% of sales value passes through supermarkets, and hypermarkets account for 44%. Minimarkets have a modest market share (6.8%), and their sales are decreasing. A different degree of development between northern and southern regions also persists in this segment, with 62% of value sales produced in the North. Nevertheless, the South has a higher share in this segment, compared to the dog and cat food segment, and value share is higher than volume share (14% versus 13%). Moreover, the South is the only geographical area where sales grew during the year (+5.4% in value).

In the segment of food for other pets, the largest share in value is represented by birdseed (35.6%, in spite of a -3.4% turnover decrease with respect to the previous year). Food for rodents also shows a downturn (-1.5%), thus ranking second in terms of value share (28.9%). Sea turtles food grew

remarkably, by recording a +7.8% in value and reaching 16.2% of the total market. Fish food, on the contrary, making up the remaining 19.3% of the total turnover, recorded a downturn (-1%).

In recent years, however, the greatest market growth has occurred in the pet care market. This segment includes all types of accessories for pets as well as hygiene and beauty products, and has also not been strongly affected by the international economic downturn. Pet care products in the MGD (Hyper + Super + Minimarkets) performed very well in 2011, with a +12.7% increase in value and a +25.6% increase in volume, meaning that consumers do not want to put saving before their pets' wellbeing and care.

Hypermarkets and Supermarkets have a substantially aligned volume share, while the volumes traded by smaller stores are residual. As expected, value is higher for Hypermarkets, which, thanks to the availability of larger display areas can enrich the basic product range with different items and increase profitability. However, in 2011, supermarkets show the best performance (+9.2% in value). The North West develops 45% of total sales value, while the South and the Center + Sardinia highlight the strongest growth (+5.5% and +5.3% in value, respectively).

The pet care segment is worth \$80.1 million and increased by 1.5% in value. The modern grocery distribution (MGD) covers 98% of the sales, especially hypermarkets and supermarkets, although minimarkets showed an increase of over 40%. Shampoos, deodorants, brush products, pesticides, and chewing and teeth products, are just some of the most successful products in this segment.

However, it's the pet hygiene segment, and cat litters in particular, accounting one third of the pet products sector, which is worth more, reaching \$82.2 million in 2011 in the MDG (Hyper + Super + Mini). Despite the large importance that this sub-sector is covering, it is showing a slight decrease in sales of 1.9%. Classic packages between 5 and 8 Kg dominate the segment with a value share of 84%. However, the best performance is achieved by space saving compact packages below 5kg, typical of premium products, showing an increase of almost 39% in value, counting for 12.6% of the total cat litter sales with a \$10.4 million turnover. On the contrary, the most convenient size (over 8 kg) showed a definite downturn of 27.9% in value.

Best Prospects

Italy is a big importer of pet food (in 2011 imports totaled 223,322 tons versus exports of 129,485 tons). Local production totals 444,432 tons, 97.5% of which account for dog and cat food, whereas the remaining 2.5% pertain other pet food. 40% of local production is being exported. 70% of volumes manufactured apply for dog food, and the reason for this is mainly due to a higher average per capita consumption. Imported pet food accounts for almost 211 thousand tons and exported pet food exceeds 132 thousand tons. Dog food products represent the largest import (100,086 tons), counting almost 50% of the total pet food imports.

The Italian pet food sector, besides the premium and super-premium type of foods, sells different products according to breed, size and age. On the one hand consumers search for quality and added value, on the other hand they focus on affordability, convenience and saving. This results in a higher demand for premium and super premium products, which increase the value of innovation and nutritional research, and at the same time economic products, in particular Private Label. We also see other food segmentations according to food allergies and intolerances. Most recent trends involve natural and holistic pet food products that guarantee their product contains either natural or biological ingredients and no artificial food coloring or preservatives. Among the most sought after ingredients are vegetables, healing herbs, fruit and cereals, along with wild caught meat and fish. Many consumers are showing a preference for snacks and treats that are preservative-free, and contain healthy ingredients such as fruit and cereals. Products such as these are now purchased for their functional role for pets, for example dental hygiene.

Wet cat food prevails over dry food (+1.9% vs. +1.5%), thanks to gourmet recipes and single-serve formats. Dry dog food exceeds wet dog food, and they both have an equal performance. In general, the

performance of wet food is therefore positive, both for cat and dog sectors, reaching a 52% market share in total sales of cat and dog food. Although based on market data dry dog food (93%) is expected to slow down, this sector continues to represent the main strength of the specialty distribution channel, and pet store owners rely on it for future sales. The same applies for wet dog food (12%), which also features a high-end segment. Medium-end and dietary markets have the same weight as dry dog food. Dry cat food (28%) is expected to grow less than wet cat food (77%), but still more than in the past.

Treats and snacks represent 5.2% of the total dog and cat food sales in 2011. Due to their relatively recent introduction into the Italian market with respect to traditional pet food, they have shown great performance (+10.8% in 2011 over 2010, the best performance in the entire sector).

Intended primarily for dogs, biscuits and snacks formulated with ingredients (or integrated with supplements) that provide specific benefits to health and wellness (e.g. oral hygiene, digestibility) are becoming increasingly popular.

As for packaging, in pet shops classic formats prevail both in volume and value: dry food bags (64.5% share of overall value) and wet food cans (24.4%). However, trays and pouches, still with modest volumes, highlight a positive trend (respectively +5.5% and +11%). In the modern grocery distribution (MGD) channel, bags and cans lead the market of dry and wet food. In this channel, however, where wet food is the leading segment, cans prevail (41% volume and 35% value) over bags (37% volume and 30% value). It is interesting to notice how pouches show a relevant increase in 16% volume and 21% value, which highlight a growing presence of single-serve premium packages in this channel. In MGD, the only growing packages within the leading segment of wet cat food, are those offering the convenience of small portions (pouches and trays up to 120 grams), also ensuring that food is always served fresh.

***Innovate to grow* is the catchphrase in the pet food market, which is evolving towards three emerging macro trends: science, nature, and taste.** **Science** is applied to researching functional and advanced products from a nutritional point of view; **nature** is represented by the research of products that offer superior nutrition naturally; **taste** in terms of increasingly refined and sophisticated recipes. Constant attention is devoted to the quality of ingredients, as well as to the practical and functional aspects of packaging in order to provide a higher service level.

Although pet ownership is relatively stable in developed markets, the average expenditure for pet products in 2010 continued to increase at an average rate of 3-4%. The general trend toward "humanization" of pets is fostering sales in both the pet food and pet products sectors. Today pet owners tend to invest more time and money to ensure they are purchasing the highest quality products for their pet.

In the market for pet accessories, the best prospects for penetrating the Italian market include: cat beds and pillows, beauty and grooming products, health and anti-parasitic agents and leashes. Hypoallergenic and biodegradable dog shampoos and conditioners, cologne and beauty products show signs of strong performance in the market, especially those formulated with organic extracts. In the hygiene sub-sector, the largest demand is again for all-natural, recycled and ecological types of litter that can be disposed of as fertilizers or ecological fuels.

The market for luxury pet products has grown by 28% over the past 6 years. The sale of clothes, jackets and raincoats, cushions, hairclips and collars, carriers and fashionable hats for pets contributes to the growth of the market in general. Both in Italy, as in other countries, these products are usually sold in pet boutiques. Seasonal fashion trends in the entire accessories market tend to follow current fashion trends. The classic style is always in fashion in the pet sector too. Leather collars, dog wool and cotton coats are always popular choices for consumers. For the Italian pet luxury market in particular, it is crucial that products are innovative and are of original and aesthetic design.

Key Suppliers

Consumers are becoming better informed, are demanding higher quality products, and are showing increasingly varied and complex needs, spurring ever greater competition in the sector. The sector is likely to become more and more concentrated due in part to sophisticated marketing strategies implemented by major companies that use mass-marketing tested for decades on large-scale distribution efforts.

By looking at the top twenty pet-food brands, apart from Hill's and Royal Canin, which lead the list with a single brand, there are only four Italian companies (Gran Bontà owned by Monge, Miglior Cane owned by Morando, Crancy owned by Conagit and Trainer by Nova Foods), while Procter & Gamble, Mars and Nestlé have found success with multibrand strategies. Mars successfully markets ten brands: Kitekat, Pedigree, Sheba, Whiskas, Cesar, Chappi, Perfect Fit, Nutro, Frolic and Greenies. Valpet, a new, dynamic company that has recently entered the Italian pet food industry, has acquired the companies Progeo and Ravasi and created the new dog food brand Dado.

In the pet-care segment, companies such as Ferplast, Nestlé, Rinaldo Franco and Vitakraft, as well as Camon, Croci, Ferribiella, Fop and Gimborn Italia produce and/or distribute a wide range of accessories (bowls and kennels in various materials, litter, cages, beds, leashes, collars, clothing, carriers, games, hygiene and dental products and repellents) for dogs and cats as well as for other animals, including birds, rodents and ferrets. Other companies also offer the same range of accessories, in addition to food supplements for the dog and cat segment. On the other hand, some food suppliers also distribute a narrower range of products and concentrate on certain categories of animals. For example, Wonderfood (which besides distributing Eukanuba petfood, sells kennels and beds for cats and dogs as well as dog chews and coat care products) and Monge and Morando (which only offer cat litter).

Prospective Buyers

The Italian distribution channel for pet products is generally distinguished between grocery and specialized channels. The first category includes large distribution centers, such as hypermarkets and supermarkets, small supermarkets, discount stores, and traditional retail. The specialized channels include pet shops, garden centers, agricultural supply stores, direct sales and vets. Consumers sometimes prefer specialized shops for purchases of medicinal products, accessories and pet care (toys, hygiene products and litters), while they may prefer supermarkets when purchasing pet food products. There are about 4,800 pet shops in Italy, in addition to over 13,400 supermarkets and almost 1,000 hypermarkets.

In the last few years, grocery stores have seen a progressive increase in pet food sales and tend to devote more shelf space for differentiated products. In this channel, which accounts for about \$1,346 million in sales, supermarkets enjoy a predominant market share: 31.1% in value and 36% in volume. The hypermarket segment follows and accounts for 11.6% in volume and 14.5% in value. Minimarkets (stores measuring up to 400 square meters of space) follows with respectively 8.5% and 9.2% in value and volume.

The specialty store channel is worth \$792.5 million and counts for 22.1% market share in volume and 38.3% in value. Finally, the remaining share is divided among traditional shops and discount stores.

According to the Assalco survey carried out among pet stores and garden centers, dog dry food and cat wet food, both premium and super premium, are among the market segments in the pet shop distribution channel featuring the best growth expectations in the next few years. As for pet care, store owners highlighted the fact that pet owners preferably purchase health and anti-parasitic products essential to guarantee their pets' health and wellbeing, and tend to save by choosing primary care items, such as cat litter or anti-parasite agents.

Garden centers mainly sell pet care accessories. To attract pet owners, almost 80% of garden centers offer services regarding pet ownership and care, such as grooming. Among additional services worth mentioning are home delivery (47.8%), pet boarding (31.9%), and pet sitting while shopping (23.2%).

Market Entry

The most convenient and practical method of selling in the Italian market is to appoint a local representative, either on a commission basis or under a distribution agreement. Wholesale distributors usually absorb the cost of registering the trademark. Because Italy is a highly competitive market, it is important to find a distributor with a well-developed marketing network. Reliability, marketing assistance, punctual delivery and after-sales service capabilities are key factors in maintaining an edge over competitors and sustaining successful business relationships in Italy. Moreover, distribution contracts with foreign suppliers often call for promotional support, which may vary according to annual sales levels.

U.S. manufacturers of pet accessories are well-positioned to enter the Italian market, owing to the originality and design of their products and growing demand for such products in the marketplace. **Commercial success in the Italian market is dependent on four critical factors: innovation, quality, technology and price.** In fact, several U.S. pet food and pet care producers have been very successful in Italy because American companies enjoy a strong reputation with respect to nutritional and care quality. According to local market analysts, U.S. pet food and pet care manufacturers are expected to increase their market share in the near term.

Market Issues & Obstacles

On the whole, the Italian pet products market welcomes foreign imports. There are no specific limitations to the importation of foreign (including American) pet products. Import procedures are governed by international trade regulations.

A very important distinction is made between pet food containing products of animal origin and those which do not. The former is subject to the European regulation on animal by-products. The new EU Animal By-products Regulation 1774/2002 came into force on May 1, 2004.

U.S. manufacturers, wishing to export pet food to the EU, must plan in advance. It's recommended they source ingredients from approved suppliers, and produce the materials under stringent EU requirements and specific processing parameters. The first step is to contact the U.S. Department of Agriculture APHIS Area Office for the state in which the production facility is located for more information.
<http://www.aphis.usda.gov/>

All pet food imported from the United States into the European Union has to meet requirements relating mainly to health and labeling standards. These requirements are generally harmonized throughout the 27 EU member states but they are scattered among different pieces of EU legislation. Detailed information is available at: [EU Feed and Pet Food Labeling Requirements Regulation 767/2009](#), which went into effect on September 1, 2010 and sets out new rules for the labeling and marketing of feed and pet food in the EU. The main objective of this regulation is the harmonization and simplification of feed legislation by setting out general and specific labeling requirements for feed materials, compound feed and medicated or dietetic feed for both food and non-food producing animals. The new rules will not only apply to on-pack labels but also to other information systems such as the Internet and advertising. Feed and pet food not complying with [Regulation 767/2009](#) and with the provisions on feed additives listed in [Regulation 1831/2003](#) and [Directive 90/167/EC](#) will not be allowed on the EU market.

[Regulation 767/2009](#) also applies to other Community provisions applicable in the field of animal nutrition such as the GM Food & Feed Regulation ([Regulation 1829/2003](#)), the Organic Production & Labeling Regulation ([Regulation 834/2007](#)) and the Animal By-Products Regulation ([Regulation 1774/2002](#)) as of March 4, 2011 [Regulation 1069/2009](#)).

Mandatory labeling information must be given in a clearly legible and indelible way, in the official language(s) of the Member State where the product is marketed. Feed and pet food marketed in bulk or in unsealed packages and containers must be accompanied by a document containing all mandatory labeling information established by [Regulation 767/2009](#). In addition to the general labeling requirements, [Regulation 767/2009](#) also establishes specific labeling requirements for feed materials, compound feed, dietetic feed, pet food and contaminated feed. See section "Resources and Contacts" for details information on how to reach the Foreign Agricultural Service in Italy.

Trade Promotion Opportunities:

In Italy, trade fairs are very important arenas for successful product marketing. U.S. companies seeking to penetrate the Italian market are encouraged to visit or exhibit at a specialized Italian fair. Exhibiting at fairs can bring direct sales, but more significantly, can be one of the best ways to test the market's receptivity to a firm's products and to assess the strength and scope of the competition. It also helps companies establish contact with others "in the trade" and, from these contacts a U.S. firm can gather valuable information about marketing pet products in Italy and Europe.

The U.S. Commercial Service in Milan organizes a [U.S. Pavilion at Zoomark International](#), which will take place **May 9-12, 2013 in Bologna, Italy**. The trade fair is the largest show for pet products in southern Europe and the Mediterranean region. For the first time, it has also been acknowledged with Trade Fair Certification by the U.S. Department of Commerce in 2012. Zoomark draws exhibitors from over 35 countries as well as 20,000 qualified visitors, including agents, distributors and buyers from 65 countries. In 2011 nearly all exhibitors saw immediate sales and/or agreements. The U.S. Commercial Service has been organizing a very successful U.S. Pavilion at Zoomark since 1997, in cooperation with the American Pet Products Association (APPA) and always counted on the counseling of the U.S. Department of Agriculture. The CS staff based in Milan can provide both exhibitors and other U.S. visitors a range of export-promotion services aimed at assisting your entry to or increase your presence in the Italian and international markets.

Zoomark International 2013 official show organizer is Piesse: piesse@zoomark.it
- <http://www.zoomark.it>

Opportunities for Pet Food Companies at Zoomark 2013

Food Export - Midwest and Food Export - Northeast's Branded Program is a cost-share funding program that supports the promotion of branded and private label food and agricultural products in foreign markets. It provides 50% cost reimbursement for international marketing and promotional activities, among which fees for exhibiting at some overseas tradeshow (including Zoomark) and advertising. It is only for companies that meet the Small Business Administration's guidelines (typically, having less than 500 employees) and are incorporated in the United States. Companies' products must contain 50% or more of U.S. agricultural ingredients (excluding water and packaging) and must be clearly labeled as a "Product of the USA." Moreover, products must be value-added agricultural products, such as: food ingredients, consumer food products, foodservice products, feed ingredients and some wood products. Companies with a corporate office, production facility, or those that source products from the Midwest or Northeast region may be qualified to participate.

Food Export Association of the Midwest USA (Food Export-Midwest) and Food Export USA-Northeast (Food Export-Northeast) are non-profit organizations composed of 22 Midwestern and Northeastern state agricultural promotion agencies that use federal, state, and industry resources to help U.S. suppliers increase product sales overseas. For more information, please visit their website at: <http://www.foodexport.org/>

Resources & Contacts

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The major U.S. Trade Associations in the pet sector are:
American Pet Products Association (APPA): <http://www.americanpetproducts.org>
World Pet Association (WPA): <http://www.worldpetassociation.org>
Pet Food Institute: www.petfoodinstitute.org

Italian Trade Associations include:

- Assalco (National Association of Pet Food and Pet Products Manufacturers): <http://www.assalco.it>
- A.M.M.V.I. (Federation of Italian Professional Veterinary Associations): <http://www.anmvi.com>
- Scivac (Italian Association of leading veterinarians): <http://www.scivac.it/en>
- AIVPA (Italian Small Animal Veterinary Association): <http://www.aivpa.it>

For More Information

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