



The Chompery™ Brand Fact Sheet

- Cargill is offering a new brand of butcher-quality dog treats that are all natural, single-ingredient and both sourced and produced in the U.S. The Chompery dog treats can be found in the meat aisle in grocery stores across the U.S.
- With an expansive portfolio of high-quality, natural dog treats, The Chompery offers products for multiple usage occasions and purposes. Pet owners have four main motivations for treat purchases – functional, entertainment, training and bonding¹.
- For long-lasting entertainment, The Chompery product portfolio features:
 - **Savory slow-roasted bones** for maximum flavor, including:
 - Beef Knee
 - Beef Marrow
 - Beef Foreshank
 - Beef Ribs
 - Pork Femur
 - Beef Femur
 - **Natural and slow-roasted full pig ears and bully sticks** that offer a satisfying chew
- For rewards, training and nutrition, The Chompery offers:
 - **Jerky** and **windpipes** for taste and health benefits
 - Coming soon, **lung bites**
- By offering natural, single-ingredient products; delivering a variety of uses; and informing consumers where the products are sourced and made, The Chompery addresses the latest key consumer trends.
- Pet treat buyers are most concerned with pet health and treat origin.
 - Cargill consumer research revealed that the most important product claims for American treat buyers were that pet treats are easily digestible, made in the USA, chewing promotes healthier teeth and gums, and natural².
 - More than half of dog owners seek out pet treats that are made in the USA¹.
- While working from home, pet owners are counting on treats to keep their pets occupied and lessen the guilt when they are unable to give their dog attention.
 - Last April, 18% of dog owners said they were giving their dog more treats, and 12% said they were giving their dog more chews and bones².
 - As of last July, 90% of dog owners reported spending the same or more on their pet, despite financial concerns².



Sources

1. Packaged Fact "Pet Treat and Chews in the U.S., 3rd Edition" September 2019
2. Cargill proprietary research