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### **Petfood Forum marks 20<sup>th</sup> year with record participation**

*Largest exhibit hall and increased attendance speak to strength of pet food industry*

Rockford, IL – April 25, 2012 – On April 2-4, *Petfood Industry* magazine hosted its 20<sup>th</sup> annual Petfood Forum at the Renaissance Schaumburg (Ill.). The event drew more than 1,250 attendees from 20 different countries, a 10% increase from 2011. These attendees participated in educational sessions and visited 236 suppliers to the pet food industry in the largest exhibition hall in Petfood Forum history.

“The record number of exhibitors and attendees at this year’s event attest to the vibrancy of our industry,” says Debbie Phillips-Donaldson, editor-in-chief of *Petfood Industry* magazine. “Perhaps even more striking was the number of people and companies new to the pet food market. I believe this bodes well for our industry’s continued growth and success.”

Petfood Forum 2012 featured many expert speakers, including keynote presenters Betsy Banks Saul, founder and president of Petfinder.com, and Michael Taylor, deputy commissioner of foods for the US Food and Drug Administration. Attendees created their own personalized educational tracks by choosing from additional sessions in three specific areas: nutrition, marketing/packaging, and processing/safety/regulatory.

Following the success of Petfood Forum, the *Petfood Industry* staff begins preparations for [Petfood Forum China](#) in Shanghai on October 12, 2012. This one-day conference extends the Petfood Forum portfolio of events into the exciting, fast-growing China market. Petfood Forum China will be co-located with the 15th annual Pet Fair Asia, a trade show for the pet industry.

For more information on upcoming *Petfood Industry* events, visit [www.petfoodindustry.com/petfoodforum.aspx](http://www.petfoodindustry.com/petfoodforum.aspx).

### **About WATT**

*Established in 1917, WATT— parent company of Petfood Industry — is a content company that provides business-to-business knowledge and solutions to the agribusiness industry. WATT brings buyers and sellers in the poultry, pig, feed and petfood industries together with leading content distributed through a wide array of media channels. [www.wattnet.com](http://www.wattnet.com)*

For more information on Petfood Forum, contact: Stacy Kiejko, [skiejko@wattnet.net](mailto:skiejko@wattnet.net), +1.815.966.5575

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