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FOR IMMEDIATE RELEASE

Petfood Industry unveils interactive pet nutrition course

New online course provides examination of the science of companion animal nutrition for the global petfood marketplace

Rockford, IL – July 18, 2011 –*Petfood Industry* magazine recently launched its first online petfood nutrition course, [*Building Blocks of Companion Animal Nutrition*](#), through WATT eLearning, the company’s online educational portal for petfood professionals, at www.wattelearning.com.

The six-module online course, developed by Linda P. Case, M.S., owner of AutumnGold Consulting, provides thorough examination of the science of companion animal nutrition and practical feeding management for dogs and cats. The course also includes an accompanying textbook and certificate of completion for participants.

This specific course is ideal for petfood professionals in the global marketplace who work in nutrition, R&D and food science, quality assurance, quality control, senior level management, vendor assurance, companion animal veterinary practices, etc., and seek or are professionally required to have a scientific understanding of basic nutrients and their functions, companion animal nutrient needs and feeding behaviors.

Petfood professionals can log on to www.wattelearning.com to learn more or to sign up and gain immediate access to the course. For more information on instructor Linda Case, visit www.autumngoldconsulting.com.

About WATT eLearning

WATT eLearning provides the convenience of on-demand education for petfood professionals without the added expense of travel. Users simply browse the online catalog of petfood course offerings, choose a session and select a payment method. Once payment is approved, the session is available for viewing at any time from any internet-based computer or smart phone. For more information, visit www.wattelearning.com.

About WATT

Established in 1917, WATT is a business information and marketing services company that provides knowledge and solutions to the agrifood and petfood industries, to buyers and sellers of goods and services within these industries, as well as others that need such vital information to conduct commerce successfully. This information is shared through a variety of media channels: business-to-business print publications and corresponding digital editions, e-newsletters, websites, webcasts, RSS feeds, blogs, streaming video, podcasts, digital white papers, custom publishing, in-person and virtual events, and consulting. For more information, visit www.wattnet.com.

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