



Food Recommendation Tip Sheet

→ High-quality, properly fed nutrition matters—for your shelter pets AND for you. Adopters trust you and look to you for guidance during the adoption process. Learn why recommending consistent nutrition is so important, and how to make your recommendation to all of your adopters.

Consistent nutrition matters

FOR YOUR PETS, IT HELPS

- Keep them looking and feeling their best
- Support healthy maintenance from muscles to coat to energy
- Increase their chances of being adopted

FOR YOU, IT CAN LEAD TO

- Better stool quality for easier cleanup
- Smaller likelihood of digestive upset
- Happier, healthier pets

→ The benefits of consistent nutrition continue through the adoption process, which is why Purina asks our shelter partners to make food recommendations to help their adopters and pets transition home as easily as possible.

RECOMMENDING NUTRITIONAL CONSISTENCY HELPS

Minimize digestive upset and the messes that come with it

Minimize stress for the pet

Simplify feeding for the adopter

Your recommendation matters

→ Based on a recent survey, adopters agree you are a trustworthy source for info on pet care, including nutrition, second only to a veterinarian¹. This means your recommendation truly impacts their decisions on what to feed their new pets.

EXPERIENCE PURINA WITH YOUR PETS

We want you to feel confident in recommending Purina products, so we encourage you to use them at home with your own pets.



Purina for Professionals (P4P) allows you to buy select Purina food at professional pricing* and have it shipped directly to your home

*based on suggested clinic price



Register at purinaforprofessionals.com



Once you see how your pets thrive, you can share your confidence with adopters

Recommending Purina

No. 1
IT'S BEST TO RECOMMEND NEW ADOPTERS CONTINUE FEEDING WHAT THEIR PET WAS EATING WHILE IN YOUR CARE.

Be sure to distribute food recommendation cards and fill out the food each pet has been eating.

Provide the recommendation card with a sample bag to help them keep nutrition consistent, starting with their first meal at home.

No. 2

WHEN MAKING YOUR RECOMMENDATION, BE CONVERSATIONAL AND ASSURE THE ADOPTERS THAT THEIR NEW PET HAS BEEN ENJOYING AND DOING WELL WITH THEIR PURINA DIET WHILE IN YOUR CARE.

“Dottie has been enjoying Purina® Dog Chow® here, and is doing great!”

“We believe in Purina nutrition and our pets have been doing great with Purina ONE®, including Lucky. You can find it in most grocery and big-box stores where pet food is sold.”

“Purina feeds all of our adoptable pets. Maizey has been doing great and loves her Purina® Pro Plan® diet.”

No. 3

ASK QUESTIONS TO GET TO KNOW THE ADOPTER'S SITUATION MORE.

“Will you continue feeding Lucky Purina ONE at home?”

“Do you have other pets at home?”

“What do you feed your other pets?”

¹ Pet Welfare Purina ONE Feeding Program / ROI Assessment, June 2015



BE PREPARED TO DISCUSS THEIR PLANS FOR FEEDING, ESPECIALLY IF THEY HAVE OTHER PETS AT HOME.

Switching current pets in the home to Purina will help them simplify feeding time. There are many reasons why adopters may be hesitant to switch foods (like below), so be ready to offer reassurance of your confidence in Purina products and offer to help them find answers to any questions they may have.

“I’ll use the same brand of food I’m already feeding my other dog.”

“I never had problems with the brand I use, so there’s no reason to try something else.”

“I’ve had animals before, so I’m familiar with food brands.”



WHETHER THEY PLAN TO CHANGE THEIR OTHER PETS TO A PURINA DIET, OR SWITCH THEIR NEW PET TO ANOTHER FOOD AFTER 6 WEEKS, ENCOURAGE THEM TO DO SO RESPONSIBLY.

Digestive upset and accidents can lead to pets being returned, so encouraging proper transitions can help prevent this.

“If you change Lucky’s food abruptly, it can cause dietary upset, which can lead to accidents.”

“We recommend a slow food transition, increasing the amount of new food while slowly decreasing the amount of current food over the course of 7-10 days until Lucky is exclusively eating the new food.”



KEEP THE CONVERSATION POSITIVE.

Adopters may say no to transitioning other pets to Purina, and may want to switch their new pet to another food once they get home. Simply remind them of the full range of Purina offerings, and encourage them to keep things consistent during the transition home.

“If Purina ONE isn’t right for you, Purina offers many other food options to meet your needs. We believe in their quality, and recommend transitioning to another Purina product.”

“If you plan to change Lucky to a new food, we suggest keeping him on this food for 6 weeks, just to help him settle in with you, and then transition his food responsibly.”



ASSURE ADOPTERS THEY WILL BE SUPPORTED THROUGHOUT THEIR TRANSITION HOME.

Encourage adopters to opt in for Purina communications so they receive our Home Forever Home email series through Petfinder.

This series helps answer the most commonly asked questions and addresses the top reasons pets are returned, helping adopters transition to life with their new pet successfully.

WE’RE HERE TO SUPPORT YOU!

Shelter Champions program questions

sheltercustomerservice@purina.nestle.com

Consumer product questions

1.800.7PURINA

Veterinarian support

1.800.222.VETS