

CASE STUDY



Promote transparency across our product portfolio

Opening our factories' doors to our stakeholders

As part of Purina's transparency journey, we have not only created an online platform to answer consumers' questions but also begun opening our factory doors to our stakeholders across all Europe to show what we do and how we do it.

In **France**, we set up an 'immersive' three-month programme with four social media influencers, giving them the chance to explore our **Noisiel** head offices and our **Veauche** factory, and to chat to Purina's experts. At our **Montfort** factory, we trained 20 employees to tell visitors about nutrition, while at our **Marconnelle** factory, our customers, including vets, breeders and pet shop owners, came in to hear about our factory's history, how we care for and train employees, and ensure health and safety along with product quality.



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In **Germany**, we opened the doors of our **Euskirchen** plant to our most important influencers and bloggers for a factory tour, presentations, workshops and Q&A. We wanted to show how we produce our food and what we do to be more sustainable. During the tour we explained the production process, showed where the raw materials come from and what “zero waste” means to us. Visitors were pleasantly surprised about everything we already do. The factory tour was publicised on social media and internally, helping us to generate a media reach of over 1.9 million.

In **Italy**, we have been opening our Portogruaro plant's doors to external stakeholders since 2011, and we doubled visitor numbers in 2017, widening our stakeholder range to include vets, different retailer types, social media influencers and consumer organisations. But we really wanted to challenge the myths surrounding pet food and how it is made, creating a credible, reliable source of information for consumers and pet owners. So, in collaboration with the Unione Nazionale Consumatori (National Consumers' Organisation) we produced an educational guide on pet food. It is instrumental in combatting the fake news that proliferates around this topic, offering reliable information for pet lovers who want to learn more about the food they feed their pet.

