

Engaging and sharing nutritional expertise with vets

Veterinarians are key influencers for pet owners, often providing the initial, most trusted advice they receive. So Purina engages with them in diverse ways, supporting sponsored lectures, poster presentations, research awards and more. We likewise establish strategic alliances, as we have with the World Small Animal Veterinary Association (WSAVA). In 2018, we reached **3,500 vet professionals from 50 nationalities including via strategic alliances and attendance at various conferences and events.**

One of these was **ECVIM**, Europe's biggest internal medicine symposium, where leading experts discuss internal medicine and the importance of pet diets. We decided this was the perfect venue to launch the **Purina Institute** in Europe.

We believe science is more powerful when shared, and the **Purina Institute** does exactly that – a global professional forum aimed at sharing our latest scientific findings in pet nutrition with other professionals. Its mission is to advance nutrition to help pets live happier, healthier and longer lives. **More than 500 scientists and pet care experts worldwide** share our ground-breaking research, helping veterinarians talk about pet nutrition to pet owners, giving them science-based, user-friendly facts. For more information on the Purina Institute, visit: [\[link\]](#)



CASE STUDY

In **Russia**, Purina Partners is an educational programme for veterinarians, providing free conferences and so far attracting over 20,000 vets. Our 2nd International Veterinary Conference, PURINA Partners, in Moscow was attended by almost 3,000 pet professionals, with speakers from the US, Canada and Europe discussing the latest trends in therapy and veterinary medicine.

In 2018, in collaboration with the Innovation Veterinarian Center of Moscow Veterinarian Academy (**IVC MVA**), our company took part in 11 joint conferences, including organising a major student conference. Also, Purina and neurologist Maxim Lapshin produced an integrated report on our new product, PURINA® PRO PLAN® Neurocare NC™, for which Maxim delivered more than 15 seminars across Russia.

In **Poland**, through the Purina Academy (now 10 years old!), we are providing education programmes on good nutrition for different stakeholder groups and tailoring content to attendees' needs, whether veterinary surgeons, behaviourists, vet nurses, pet owners or pet shop employees.

In the **Baltics**, we held three full-day training seminars for customers, vets and pet shop staff in Latvia.



Innovate to improve pets' health and wellbeing



Conferences organised across Europe from May to September 2018 included the European Society of Comparative Gastroenterology (ESCG, Rome), International Society of Feline Medicine (ISFM, Sorrento), European Society of Veterinary and Comparative Nutrition (ESVCN, Munich), European Society of Veterinary Neurology (ESVN, Copenhagen) and the European Society of Veterinary Dermatology (ESVD, Dubrovnik).