

## DU Recognizes Nestlé Purina for Environmental Stewardship Pet Care Leader Receives Corporate Conservation Award

MEMPHIS, Tenn. – Oct. 14, 2020 – Nestlé Purina, a global leader in pet care, was awarded the Ducks Unlimited Corporate Conservation Achievement Award at this year's first-ever virtual Ducks Unlimited National Convention.

The award recognizes corporations from the U.S., Canada or Mexico that have made remarkable contributions to wetland conservation and environmental stewardship in North America.

"Ducks Unlimited is grateful for the support and partnership provided by Purina," said DU Chief Executive Officer Adam Putnam. "From investing in our conservation and sustainability efforts across the Midwest, strengthening our partnership with agriculture through the support of the Rice Stewardship Program, to taking such good care of our pet companions for nearly a century, we are honored to present DU's highest corporate award to Purina."

Purina has been making high-quality, trusted pet food brands for more than 90 years.

Purina's Pro Plan brand dog food is the official performance dog food of DU, and the company joined the corporate relations program in 2015 to support conservation work happening in the regions where they source ingredients for their pet foods.

"Purina and Ducks Unlimited share a passion for dogs, the high-quality nutrition that fuels their activity and protecting the environment that we share with them," said Nestlé Purina Chief Executive Officer Joe Sivewright. "Ducks Unlimited has a proven track record and a collaborative approach to conservation, bringing together farmers, ranchers, sportspeople and companies for highly effective partnerships. Together, we are making a positive impact. Purina is proud to support Ducks Unlimited to make the planet a better place for people, and for their pets, now and for future generations to come."

Purina supports several key initiatives that preserve critical ingredients and conserve soil, water and wildlife habitat. Because rice is a key ingredient in many of Purina's pet food recipes, and it's a critical dietary staple that billions of people depend on, Purina joined the USA Rice-Ducks Unlimited Rice Stewardship Program. The initiative keeps working ricelands healthy, preserves wetlands and creates habitat for waterfowl and other wildlife.

Purina also partners with DU to improve wetlands and lakes across Iowa's Prairie Pothole Region. Purina, which operates three pet food manufacturing facilities in Iowa, committed to *DU's Living Lakes Initiative* in Iowa to help restore and protect 1,600 acres of wetland and grasslands across the state. Restored wetlands can remove 70 percent of nitrates and 20 percent phosphorous from an upstream watershed. Restored grasslands filter runoff, reducing nitrates by up to 90 percent and phosphorus by up to 55 percent.

Follow DU's Twitter feed – [@DUNews1937](https://twitter.com/DUNews1937) – to get the most up-to-date news from Ducks Unlimited.

### **About Nestlé Purina PetCare**

Nestlé Purina PetCare creates richer lives for pets and the people who love them. Founded in 1894, Purina has helped dogs and cats live longer, healthier lives by offering scientifically based nutritional innovations

has helped dogs and cats live longer, healthier lives by offering scientifically based nutritional innovations. Purina manufactures some of the world's most trusted and popular pet care products, including Purina ONE, Pro Plan, Fancy Feast and Tidy Cats. Our more than 8,000 U.S. associates take pride in our trusted pet food, treat and litter brands that feed 49 million dogs and 66 million cats every year. More than 500 Purina scientists, veterinarians, and pet care experts ensure our commitment to unsurpassed quality and nutrition.

Purina promotes responsible pet care through our scientific research, our products and our support for pet-related organizations. Over the past five years, Purina has contributed more than \$150 million towards organizations that bring, and keep, people and pets together, as well as those that help our communities and environment thrive.

Purina is part of Nestlé, a global leader in Nutrition, Health and Wellness. For more information, visit [purina.com](http://purina.com) or subscribe [here](#) to get the latest Purina news.

### **About Ducks Unlimited**

Ducks Unlimited Inc. is the world's largest nonprofit organization dedicated to conserving North America's continually disappearing waterfowl habitats. Established in 1937, Ducks Unlimited has conserved almost 15 million acres thanks to contributions from more than a million supporters across the continent. Guided by science and dedicated to program efficiency, DU works toward the vision of wetlands sufficient to fill the skies with waterfowl today, tomorrow and forever. For more information on our work, visit [www.ducks.org](http://www.ducks.org).

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