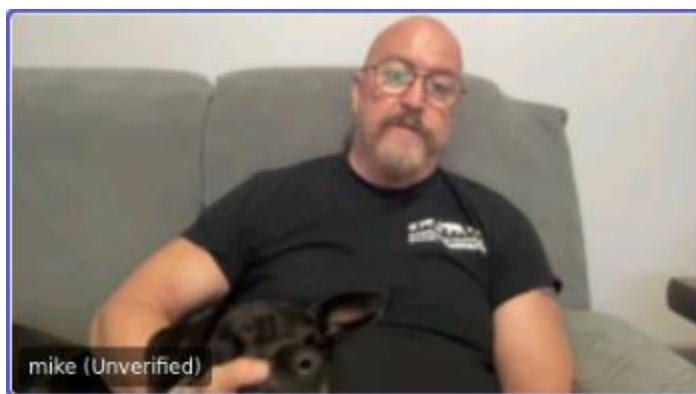


Inside the Conversation: Deepening Support for PUPS4PATRIOTS

Highlights from the FPSA Pet Food Council Meeting



At a recent FPSA Pet Food Council meeting, members welcomed representatives from the American Humane Society for a powerful discussion about their continued collaboration and shared mission. Guests included Molly Jackson, Director of Corporate Partnerships; Rich, a representative from the farm program; and Mike, a U.S. veteran joined by his service dog, Justice.

Molly provided an overview of American Humane's 150-year legacy, emphasizing their work in animal rescue, farm animal welfare certification, and ensuring the humane treatment of animals in media and entertainment. She highlighted the ongoing success of the PUPS4PATRIOTS program, which pairs shelter dogs with veterans facing PTSD and other service-related challenges.

Mike shared his personal experience receiving Justice through the PUPS4PATRIOTS program after medically retiring from the Air Force and law enforcement. He spoke candidly about how Justice helped him regain his mental health, reduce his dependence on medication, and reclaim his quality of life.

Rich detailed the organization's science-based farm certification process, underscoring their commitment to rigorous animal welfare standards.

The group also discussed planning an October walkathon fundraiser to benefit the PUPS4PATRIOTS program. Molly expressed enthusiasm for building on the Council's support, and Mike offered additional insight into the extensive training process for service dogs and the life-changing impact on veterans.

The meeting concluded with gratitude for American Humane's partnership and a renewed commitment from the Council to champion the mission of PUPS4PATRIOTS – a program that continues to make a lasting difference in the lives of veterans and shelter animals alike.

This is just one example of how FPSA Councils bring members together to share expertise, stay ahead of industry changes, and collaborate on real-world solutions.