



Layne Fortenberry

Rice Capital Inc

THE RISE OF RICE IN PET FOOD: OPPORTUNITIES FOR THE RICE INDUSTRY

Layne
Fortenberry

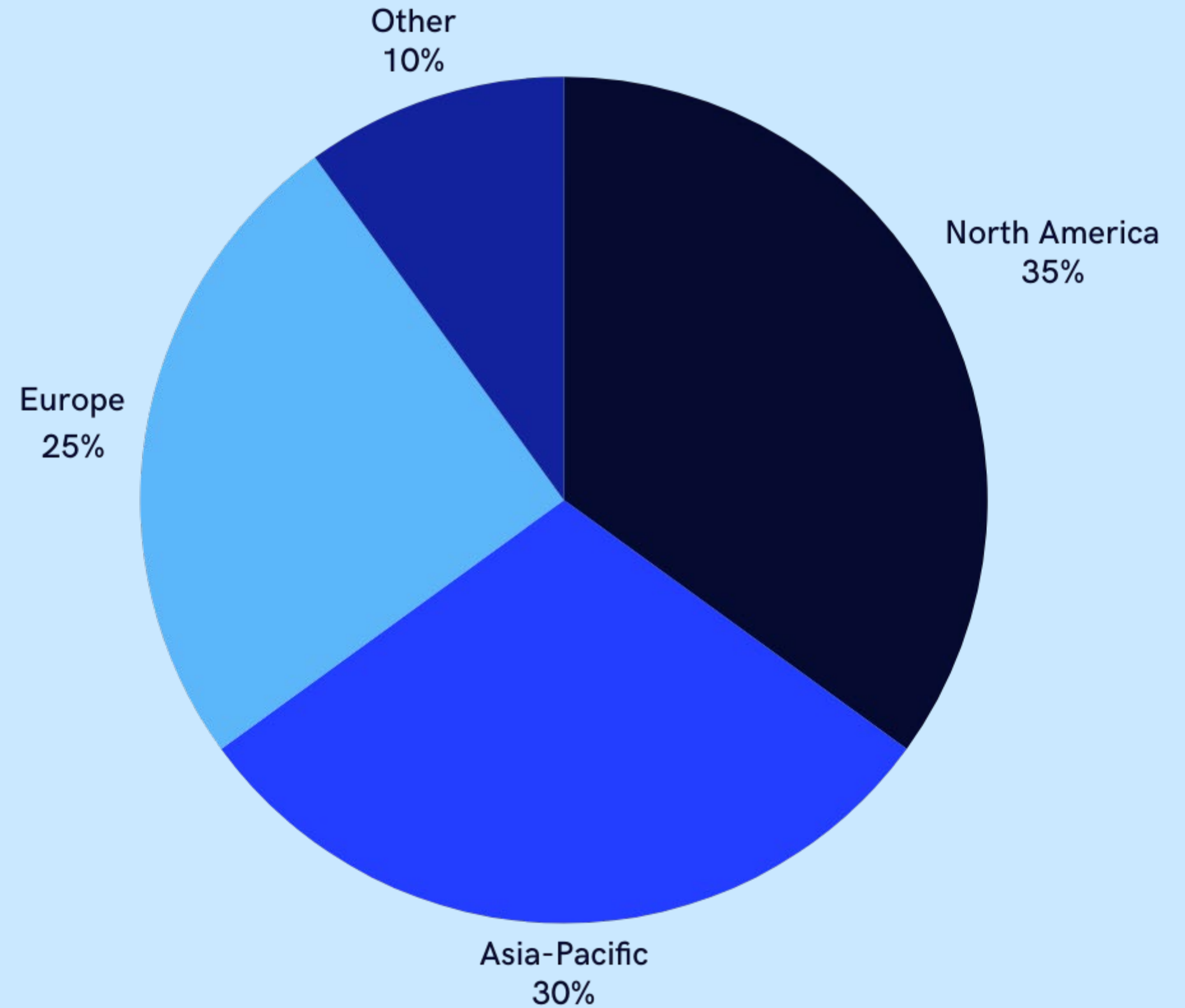
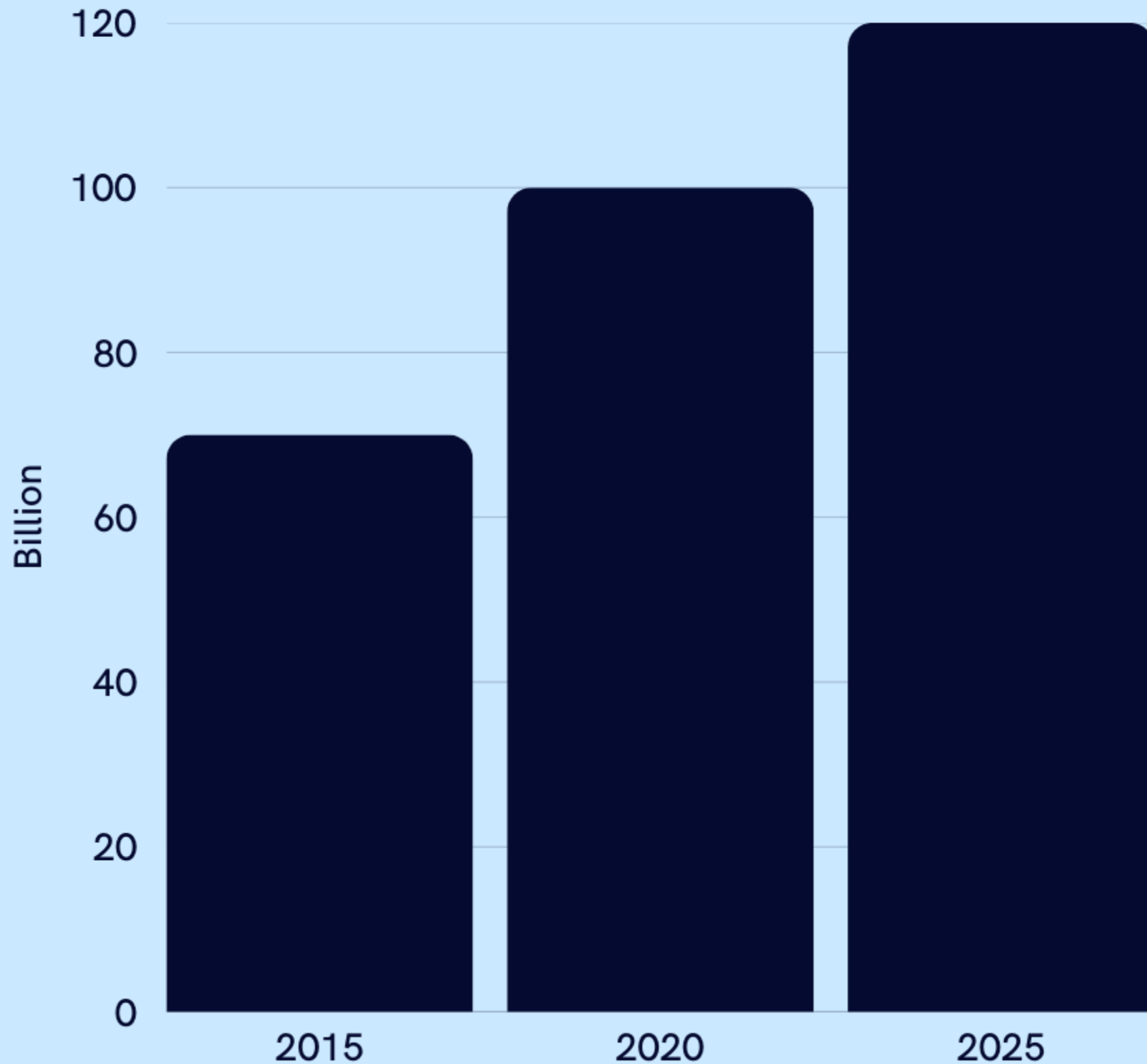


A New Generation of Pet Owners



The Expanding Pet Food Industry

● Global Pet Food Market Growth

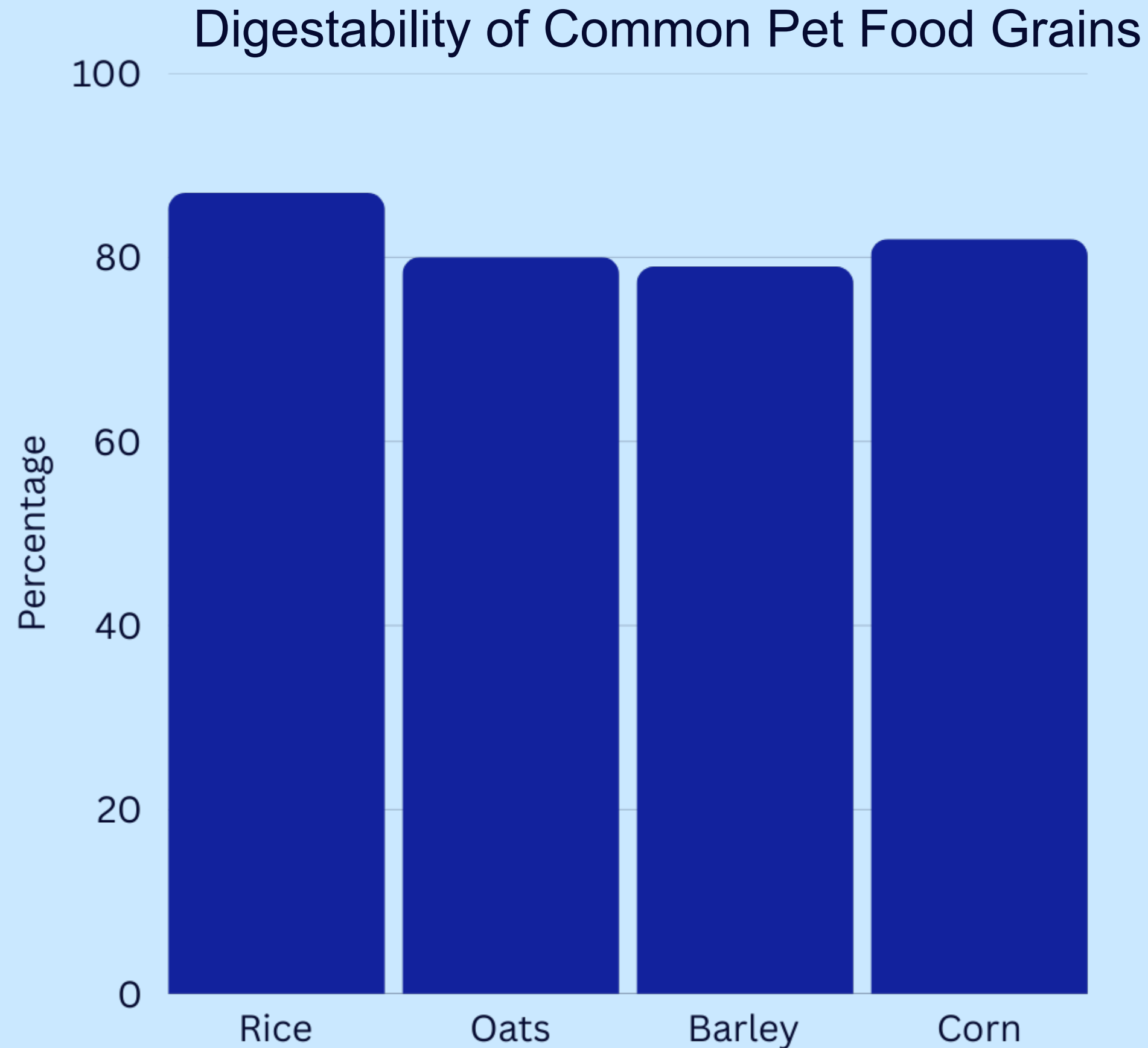


Rice's Role in Pet Food Formulations



- Rice is a staple in nearly 50% of dry dog and cat food recipes
- Featured in 30% of wet dog food and 23% of wet cat food recipes
- Used in multiple forms: White rice, Brown rice, Brewers Rice, Rice Bran, Rice protein
- Versatile; fits premium, specialty, and mainstream products

Why Rice Works for Pets



- **Highly digestible carbohydrate source, gentle on pets stomachs**
- **Naturally gluten -free and hypoallergenic**
- **Provides essential B vitamins and minerals like magnesium and selenium**
- **Low in ash and unwanted excess nutrients**

Rice Protein: A Rising Star

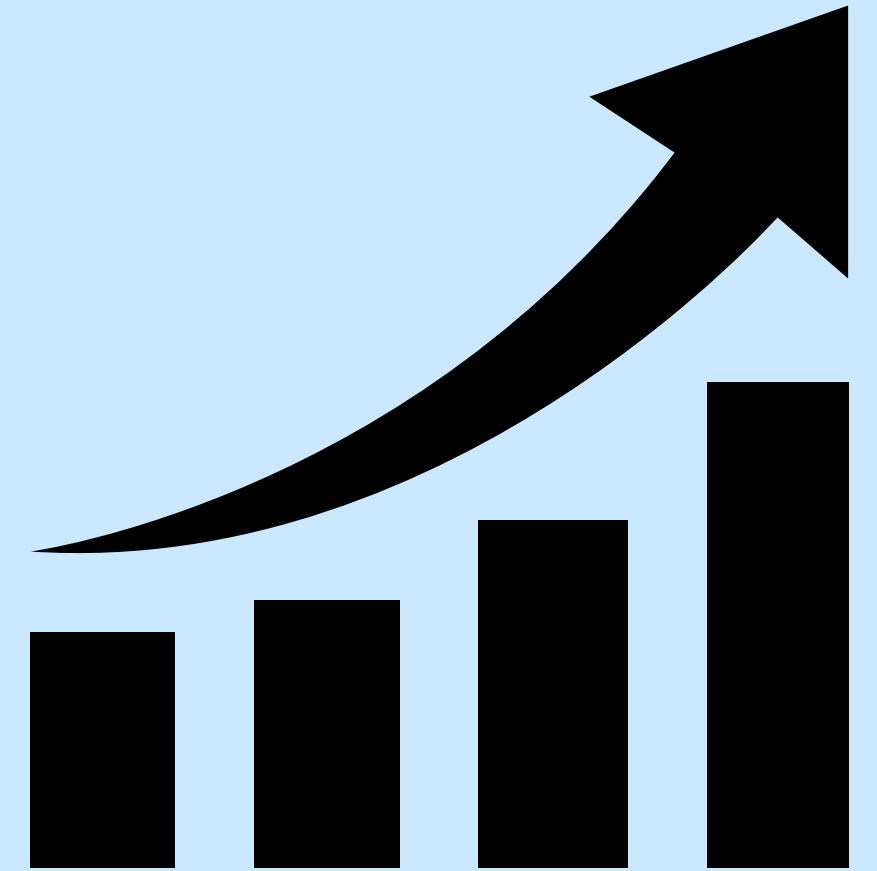
- Plant-based, highly digestible protein source for pets
- Hypoallergenic; ideal for sensitive or allergy-prone animals
- Rich amino acid profile comparable to animal proteins
- Supports trends in sustainable, plant-forward pet nutrition



**87% Digestibility
in Dogs**

Consumer Pet Food Trends

- Demand for clean label and recognizable, natural ingredients
- Increase focus on food sensitivities and hypoallergenic diets
- Sustainability and ethical sourcing gaining importance with pet owners
- Premiumization: pet owners seeking “human grade” quality for their pets



“
Consumers want what’s best for
their pets - and that starts with
ingredients they trust
”

Specialized Diets Featuring Rice

Fresh Ingredients

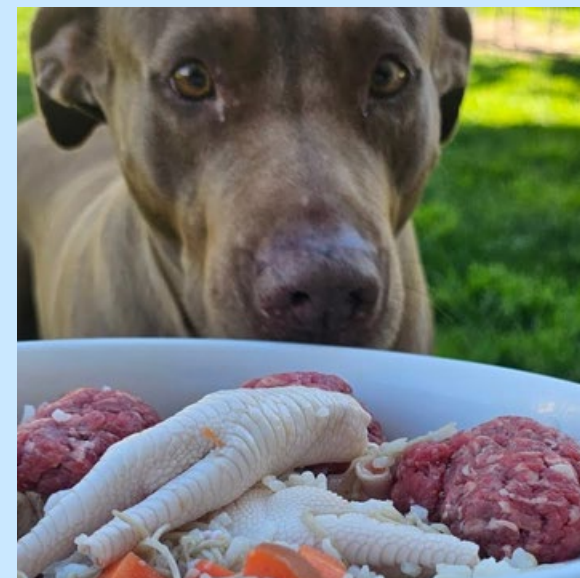
Water, Chicken, Rice, Carrots, Spinach, Apples, Safflower Oil, Salt, Rice Starch, Dicalcium Phosphate, Cod Liver Oil, Potassium Chloride, Calcium Carbonate, Choline Bitartrate, Zinc Amino Acid Chelate, Taurine, Ferrous Fumarate, Magnesium Oxide, Copper Amino Acid Chelate, Vitamin E Supplement, Selenium Yeast, d-Calcium Pantothenate, Manganese Carbonate, Thiamine Mononitrate, Riboflavin, Niacin, Pyridoxine Hydrochloride, Vitamin B12 Supplement, Potassium Iodide, Folic Acid

- Core ingredient in limited ingredient and hypoallergenic diets
- Commonly used in veterinary prescription and therapeutic diets
- Ideal for sensitive digestion, weight management, and recovery nutrition
- Supports pets with food allergies or food intolerances

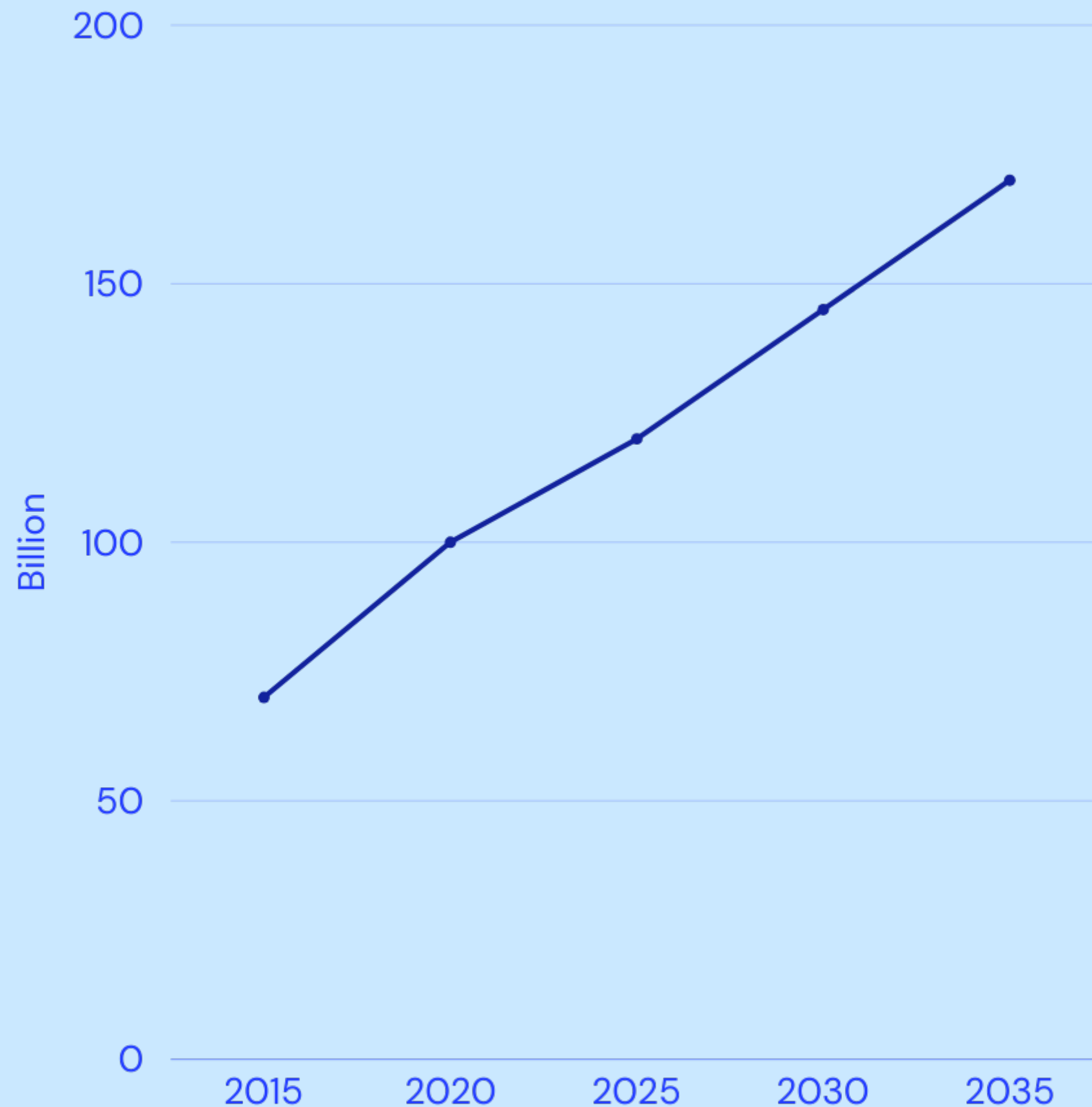
Innovation Opportunities

- New pet food formats: fresh, freeze - dried, and raw options featuring rice
- Functional rice ingredients: prebiotics from rice bran, rice -based supplements
- Rice as a foundation for personalized and breed -specific nutrition
- Potential in treats, toppers, and non - traditional products

“Rice Supports next - generation pet nutrition!”



Market Outlook and Growth Potential



- Pet food market projected to reach \$120B+ globally by 2025
- Premium and health -focused segments driving fastest growth
- Emerging markets (Asia -Pacific, Latin America) present new opportunity for rice in pet food
- Increased collaboration potential between rice growers and pet food manufacturers

Fastest - Growing Regions (2025 - 2035)

Region	Projected CAGR (%)
Asia-Pacific	8
Latin America	6
N. America	3
Europe	3

Key Trends and Opportunities (2025 - 2035)

- Urban pet ownership up 30% in Asia-Pacific and Latin america
- >50% of new pet food launches will be premium/functional
- Sustainable ingredient demand up 70% (global)

Challenges and Considerations



- Competition from other grains and novel plant proteins (e.g., peas, barley, oats)
- Misconceptions and marketing around “grain -free” pet food
- Importance of maintaining sustainable and responsible rice sourcing
- Navigating regulatory and labeling requirements for pet food ingredients

AFLATOXIN!

POSITIONING RICE FOR SUCCESS

Performance

Rice delivers on
nutrition, versatility,
and sustainability
for modern pet
food

Connection

Collaboration
across the rice
and pet food
industries is vital

Innovation

Now is the time to
innovate and capture
emerging opportunities
in new markets



THANK

YOU