

## **Responsibility for our four-legged friends**

Corporate Responsibility is an undeniable aspect of company politics at Mars. Support of selected initiatives and projects is being achieved on all levels. Here is one of these projects by Mars Petcare Deutschland that the company feels very strongly about.

The long-standing cooperation of Whiskas and Pedigree with the German Animal Welfare Association (Deutscher Tierschutzbund e.V.) reflects the social responsibility of the company on multiple levels of human-animal interaction. The reasons for doing this are varied, but the primary motivation of this family-owned operation is their genuine concern for the well being of families with all their members – including their four-legged companions.

### **Cooperation with German Animal Welfare Association**

With its more than 800,000 members, the German Animal Welfare Association is the largest and most important animal protection organisation in Germany. For over 20 years now, both Whiskas and Pedigree have been helping to strengthen this association with activities such as supplying extensive food donations and supporting their national campaigns. Here, you will learn about 5 of these animal protection campaigns: The "Pedigree Initiative for the Nature of Dogs ", the campaign "You take my pet, I take yours", support for local animal shelters, the annual presentation of the German Animal Protection Award and the campaign "Adoption Drive".

### **PEDIGREE "Initiative for the Nature of Dogs"**

The basis for this initiative was a representative survey carried out at the beginning of 2007 among dog owners and people without dogs. Results showed that 88 percent of the dog owners believe that most politicians are not really interested in their needs and even 47 percent of people without dogs feel that the situation of dog owners has become worse in the last three years.

Pedigree founded the "Initiative for the Nature of Dogs" to counter this trend and is supported in this effort by the German Animal Welfare Association and the German celebrity and dog lover, Hardy Krüger Jr. By the end of 2007, Mars Petcare Deutschland will have donated a sizable amount for projects that are particularly dear to dog owners. Among the numerous propositions, of particular urgency is the severely limited roaming areas for dogs in urban areas. The first sponsoring projects were quickly found. A dog paddock designed for the needs of dogs will be designed over an area of 2,500 square metres in the densely populated neighbourhood of Berlin-Lichtenberg. Similar outdoor exercise areas in other cities will enable dogs to roam again without a leash – matching their true nature.

### **"You take my pet, I take yours"**

Since 1994, the German Animal Welfare Association is helping pet owners to make sure their pets are well taken care of while they are on vacation. This program continues to be actively supported by Pedigree and Whiskas. The animal shelters associated with the German Animal Welfare Association bring together pet owners willing to take care of another pet while its owner is on vacation and vice versa. Pet owners can now go on vacation feeling relaxed about their animal. To be on the safe side, all participants are required to ensure their own pet is vaccinated and covered by liability insurance. Pet lovers that are not members of a pet shelter may also participate in this campaign.

### **Support for local animal shelters**

Helping animal shelters on a local level is one of the main concerns of Mars Petcare Deutschland when contributing towards rescuing abandoned animals in need. Apart from extensive food donations, 30 special vehicles for member clubs of the German Animal Welfare Association were donated in the last six years. During the 2007 annual convention, and in the presence of Premier Kurt Beck, another 5 support vehicles were officially donated to pet shelters in Trier, Neustrelitz, Lauterbach, Sulingen and Löffingen. These vehicles facilitate the work of pet shelters enormously and are a big relief in the everyday activities of pet shelters.

### **German Animal Protection Award**

In 2008, the German Animal Protection Award will be presented for the third time. Whiskas and Pedigree, the German Animal Welfare Association and the magazine "Funk Uhr" started this initiative. With this award, animal welfare activists contributing long-term to the well being of animals are to be recognised for their work. Any specific and sustainable engagement benefiting animals is endorsed, irrespective if the animal protection is of a practical nature or sets policies, or whether initiated by associations or individuals. In 2007, the 1st prize was awarded to the LKS Löwenstein'sche Katzenstiftung (Cat Foundation). This organisation located in Kronberg near Frankfurt is helping cats in need while also supporting other pet shelters.

### **Campaign "Adoption Drive"**

With one donated cent for every product sold, Pedigree already supported the German Animal Welfare Association in 2007 in the course of this campaign. Altogether, several hundred thousand euro was contributed for the food, care and placement of dogs currently in re-homing centres. Due to its enormous success, the campaign will be renewed in the spring of 2008.