

From: Brad Figel <brad.figel@effem.com>
To: Lt. Governor's OfficeLtGov@scstatehouse.gov
Date: 8/14/2018 10:00:04 AM
Subject: A Message from Mars – Mars, Incorporated August 2018 Newsletter

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Featured in Photo Above: Brad Figel, VP Public Affairs, North America, Mars; Tom Cochran, CEO & Executive Director, USCM; Hallandale Beach, FL Vice Mayor Michele Lazarow; Richmond, VA Mayor Levar Stoney; Jam Stewart, VP Corporate Affairs, Mars Petcare U.S.; Fort Worth, TX Mayor Betsy Price; Rochester Hills, MI Mayor Bryan Barnett; Burnsville, MN Mayor Elizabeth Kautz, and USCM President and Columbia, SC Mayor Stephen Benjamin.

Cities across the U.S. are joining the BETTER CITIES FOR PETS™ movement to make life better for people and pets. In partnership with the U.S. Conference of Mayors (USCM), Mars Petcare announced the three winners of the inaugural BETTER CITIES FOR PETS™ grant at the USCM Annual Meeting in Boston, Massachusetts:

The program is a result of Mars Petcare and USCM's ongoing partnership to raise awareness for the need to have more pet-friendly policies. These three were not the only winners. The BETTER CITIES FOR PETS™ grant program received nearly 50 applications from cities across the country that proposed ways to make communities more pet-friendly. Mars Petcare announced they wanted to celebrate all applicants, and will make a \$1 million NUTRO® food donation to support all the applicant cities.

Pinellas
County
Veterinary
Medical
Association
,
and
animal
welfare
agencies
to
assess

the city's current resources for pets and identify opportunities to make it an even better place for pets. The city is also developing a pet-friendly business program to encourage businesses to welcome pets.

To join the movement, get the “[Playbook For Pet-Friendly Cities](#)” and learn how to implement the BETTER CITIES FOR PETS™ program in your city by visiting [BetterCitiesForPets.com](#).

A 2018 survey conducted by Banfield Pet Hospital found [91 percent of pet owners are not prepared for the next natural disaster](#). In advance of hurricane season and to honor the Federal Emergency Management Agency's National Animal Disaster Preparedness Day on May 12th, Banfield Pet Hospital's charitable arm, the Banfield Foundation, launched a disaster-preparedness campaign to help pet owners prepare for the unexpected.

To
help
drive
the
preparation
and
donation
call
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the foundation teamed up with TV personality and Hurricane Harvey relief supporter, Sean Lowe, to produce a [Public Service Announcement \(PSA\)](#) – and also partnered with Texas A&M University's Veterinary Emergency Team to donate disaster preparedness kits to local Houston nonprofits.

All donations support the Banfield Foundation's Disaster Relief Grant program, which aids nonprofit animal organizations that help local communities impacted by natural disasters. In 2017 alone, the Banfield Foundation provided more than \$530,000 in disaster relief grants, and together with Banfield Pet Hospital, helped more than 26,000 pets in California, Florida, Puerto Rico, and Texas in response to the hurricanes and wildfires.

Rice farming has a large impact on the environment – from greenhouse gas (GHG) emissions to water usage, rice production uses approximately 40 percent of global irrigation water. As part of Mars' Sustainable in a Generation Plan, Mars Food partnered with rice farmers around the world to study and find solutions to make rice more sustainable.

One U.S. farmer, Jim Whitaker, shared that his farm conducts research testing Alternate Wetting and Drying (AWD), water quality, Normalized Difference Vegetation Index (NDVI) technology, and variable rate nutrient applications from an airplane, along with rice variety and fungicide trials. The farm has implemented AWD, which has been proven to reduce methane emissions in rice, along with using Pipe Planner, a technology that creates an efficient irrigation system for row crops. By using sustainable farm practices, his farm is using billions of gallons of water less (yearly) compared to ten years ago. He is also using less fertilizer and causing less erosion. He uses smart farm technology, whenever possible, to grid soil samples and apply nutrients, which he believes is the future of U.S. farming – as American farmers will have to continually farm more acres with less equipment every year.

Trinity Farms in McGehee, Arkansas. He is a second-generation

Rice Farmers Board, USA Rice Farmers Conservation Committee, USA Rice Sustainability Committee, and the Arkansas Rice Research and Promotion Board.

Mars Food is on track to hit its Global Health & Wellbeing Ambition, announced in 2016, to deliver One Billion More Healthy Meals Shared on Dinner Tables Around the World by 2021. In July, Mars Food was proud to report it delivered 400 million more healthy meals globally over the past two years!

Using the Mars Food Nutrition Criteria - based on World Health Organization (WHO) nutrition recommendations – 72 percent of Mars Food's global portfolio (by sales volume) now meet these strict targets for calories, added sugar, sodium, and fats, an increase from 65 percent last year. Mars Food has also reduced sodium by an average of 8 percent globally in its portfolio, along with meeting WHO's added sugar recommendations within 96 percent of its global portfolio. In addition, 35 percent of Mars Food's rice and grains portfolio includes at least one serving of whole grains or legumes per serving and all of the tomato-based cooking sauces deliver one serving of fruit/vegetable per serving.

dinner plate is just one component of Mars Food's Health and Wellbeing Ambition – Mars continues to invest behind programs that inspire healthy cooking and shared meals around the world. Mars Food is also progressing to advance health and wellness among its Associates – offering nutrition education and healthy canteen meals aligned with WHO nutrition recommendations at all sites. Over 90 percent of Mars Food facilities have kitchens accessible to Associates for shared meals, with 77 percent of sites offering fitness facilities.

Nancy Roman, President & CEO of Partnership for a Healthier America, commended Mars Food's progress on supporting healthier eating. "As one of the nation's top food companies, Mars' commitment to encourage and support healthier eating is vital to the health of the country," said Roman. "From improving the nutritional quality of its products to offering education classes to its Associates, these investments give more families more opportunities to live healthier lives."

The

[Elizabethtown](#)
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Pennsylvania
Secretary
of
Agriculture
Russell
Redding
visited
the
Mars
Wrigley
Confectionery
facility
in
Elizabethtown
,
PA
on

May 24th to learn more about Mars' presence in Pennsylvania and its impact on the Pennsylvania agriculture industry. Secretary Redding had the opportunity to meet with several Elizabethtown site Associates and learn how Mars produces its signature chocolate while touring the facility.

Featured in Photo Above: Pennsylvania Secretary of Agriculture Russell Redding tours the Mars Wrigley Confectionery facility in Elizabethtown.



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