



## MARS STARTS PRODUCTION IN A PET FOOD FACTORY IN TIANJIN, CHINA



The Tianjin plant, located 150 km from Beijing, will supply Mars' pet portfolio nationwide.

Local media reports that the firm's dry food production lines are operational, and a snack production line is expected to launch in the second half of 2024. The factory's annual production capacity could exceed 250,000 tons once in full operation.

<https://bit.ly/4blm8GX>



## ENIFER RAISES €36 MILLION TO INTRODUCE FUNGI-BASED SOLUTIONS TO THE PET INDUSTRY



Enifer received a capital injection of €36 million (\$39M) for the construction of a facility to produce its proprietary mycoprotein PEKIL0, a sustainable fungi-based protein for human and pet food applications.

<https://bit.ly/4bl1LcT>



## NON-FOOD'S ROLE IN THE PET MARKET IS INCREASING



The initial results of a research conducted by Nomisma for Zoomark reveal the purchasing habits of pet owners in Italy for products in the non-food sector, including supplements, anti-parasite products, accessories, toys, hygiene products and cat litter.

<https://bit.ly/461ZM27>



## NEXT IBERZOO PROPET POSITIONS ITSELF AS A PLATFORM FOR SHOWCASING THE LATEST INDUSTRY TRENDS



The next edition of the professional fair for the pet sector is scheduled to take place from 26 to 28 February 2025, organised by IFEMA MADRID and supported by AMVAC (Madrid Association of Pet Veterinarians) and AEDPAC (the Spanish Association of Trade and Industry in the Pet Sector).

<https://bit.ly/4bl1CpR>