

CHRISTIE & CO

FROM DREAM TO MAINSTREAM

PRESS RELEASE

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Columbia Grain™
CULTIVATING GROWTH™

Columbia Grain International, Leading Pulse Supplier to the Pet Food Industry, Celebrates World Pulses Day on February 10, 2023

CGI is uniquely positioned to fuel a growing demand for premium pet food ingredients with their wide variety of pulses for use in grain-free formulas.

Portland, OR (FEBRUARY 2023) — People are treating their pets as family member more than ever before. The increasing focus on quality pet food is where this phenomenon is most apparent. Current pet food trends include recipes designed to deliver health, nutritional and functional benefits as well as fresh food options.¹ In one 2021 survey of 2,000 dog and cat owners, 52 percent of respondents said they spend more money on their pets each year than themselves, with food being the top expenditure.² As such, pet food producers are seeking higher-quality ingredients to support what experts are calling ‘the humanization of pet food’. As one of the largest producers and exporters of pulses in the United States, working with over 20 major pet food manufacturers domestically, [Columbia Grain International \(CGI\)](#) is uniquely positioned to fuel this growth.

“Now more than ever we are seeing a demand for high-quality inputs for pet food,” says CGI’s VP of Pulses, Tony Roelofs. “People are seeking out the purest, most nutritious food for their furry family members. Quality pet food starts with quality ingredients. We have been supplying top pet food manufacturers with nutritious pulses for more than a decade and we are ready to support the industry and their growing needs.”

The United Nations has designated February 10th as World Pulses Day to recognize the importance of these plant-based powerhouses. Pulses, such as dried beans, lentils and peas, are nutritious, affordable and support soil microbiomes — making them an important contribution to a healthy human diet, too. A deeper look will demonstrate that pulses are also featured in a number of top of the line pet foods. Pulses are often a key ingredient in grain-free dog foods, which are projected to make an economic recovery following



¹ Hunter Williams Partner at Oliver Wyman Melissa Tischler et al. (2022, October 30). *Covid fur babies expand pet health, Wellness Market and Investment Opportunities*. BRINK. Retrieved from <https://www.brinknews.com/pet-health-wellness-market-expands-investment-opportunities/>

² DigitalHubUSA. (2021, November 15). *More than half of Americans worry about their pet's health more than their own*. digitalhub US. Retrieved from <https://swnsdigital.com/us/2021/11/more-than-half-of-americans-worry-about-their-pets-health-more-than-their-own/>



a December 2022 FDA announcement that they cannot find a causal relationship between grain-free dog food and DCM³⁴

As a global leader in the origination, processing, logistics, and distribution of high-quality bulk grains, pulses, edible beans, oilseeds and organics for U.S. domestic and worldwide export markets, CGI is a trustworthy source for high-quality, U.S. grown pulse ingredients. Their vertically integrated operation allows CGI to offer reliability in the supply chain for dry green peas, dry yellow peas, lentils, and chickpeas, which are commonly found in premium pet food. Increasingly, CGI is supplying manufacturers with flax, a popular seed amongst humans, that is high in plant-based omega-3 fatty acids that are for mobility and helps to produce a healthy coat in animals. No matter the pet food ingredient, CGI is focused on bringing clean, safe, plant-based, protein-packed pulses from U.S. farmers to manufacturers and people and pets around the globe.

To learn more about CGI's pulses in pet food or to set up an interview with CGI's VP of Pulses, Tony Roelofs contact christina@christieand.co

About Columbia Grain International

Since 1978, Columbia Grain International™ (CGI) has been *Cultivating Growth™* as a global leader in the origination, processing, logistics, and distribution of high-quality bulk grains, pulses, edible beans, oilseeds and organics for U.S. domestic and worldwide export markets. Headquartered in Portland, OR, CGI's reliable supply chain spans the western region of the US, ensuring abundant ingredients for all of its partners, thanks to their trusted relationships with their farmers throughout the fertile croplands of Washington, Idaho, Montana and North Dakota, well known for its high-quality wheat, feed grains, canola and pulses. CGI is an owner of Montana Specialty Mills, who operates an organic and non-GMO oilseed crushing facility in Great Falls, Montana, a mustard seed facility in Conrad, Montana, and most recently Montana Craft Malt —providing specialty malt barley from Montana farmers to the craft brewing world. Today, they are vertically integrated, operating assets including grain elevators, processing plants and agronomy centers to support their farmers, which stretch the northern tier of the United States. With multiple touchpoints across the food supply chain, CGI provides trusted solutions and cultivates high-quality ingredients from their local farmers for a farm to table philosophy that nourishes the world, safely.

For more information, visit [Columbia Grain International](https://www.christieand.co) online, For media inquiries, contact Christina Madrid at Christie & Co, www.christieand.co, by phone (805) 576-7102 and/or email christina@christieand.co.

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³ Fact.MR – grain free dog food market by flavor (duck, fish, lamb), by sales weight (5-9.9 pound, 25-40 pound), by form (dry, wet), by sales channel (supermarket, online sales) & by region - global market insights 2021 to 2031. Fact.MR, Market Research Company. (n.d.). Retrieved February 1, 2023, from <https://www.factmr.com/report/grain-free-dog-food-market>

⁴ Medicine, C. for V. (n.d.). *FDA investigates potential link between Diet & Heart Disease In Dogs*. U.S. Food and Drug Administration. Retrieved February 1, 2023, from <https://www.fda.gov/animal-veterinary/outbreaks-and-advisories/fda-investigation-potential-link-between-certain-diets-and-canine-dilated-cardiomyopathy>