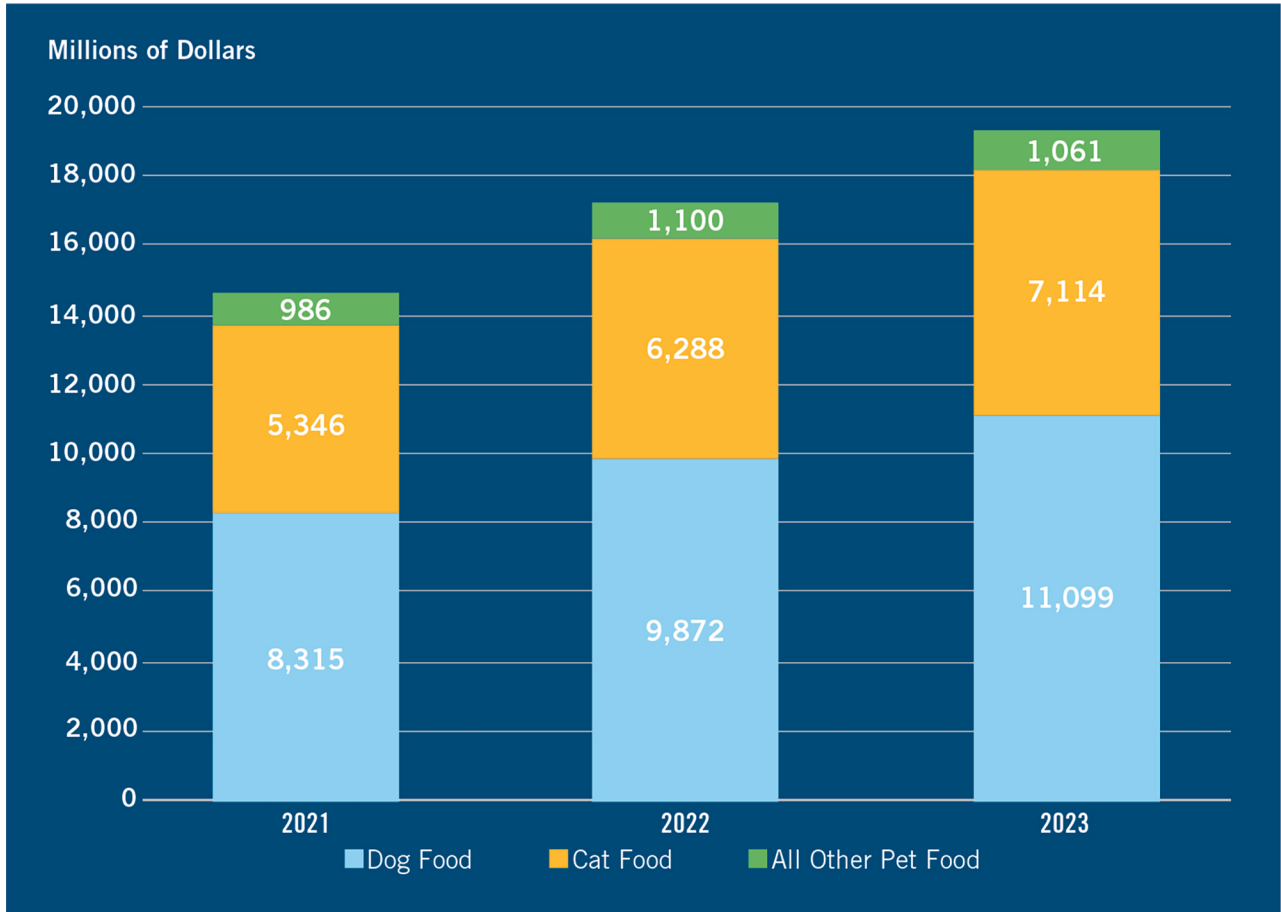


EXHIBIT 3: U.S. Pet Food Dollar Sales, by Segment



Source: Circana, CoBank. Data includes multi-outlet operators, does not include pet stores or natural food stores. Multi-outlet operators include grocery and supermarket chains, mass merchandisers such as Walmart and Target, warehouse and club stores, dollar stores, convenience stores and military outlets.