

KIBBLECON™

— AT KANSAS STATE UNIVERSITY —

OCTOBER 23-24, 2024

Welcome to 2024's premier pet food event!

Created by the Pet Food Program at Kansas State University, KibbleCon is the place to have honest conversations on the future of the industry with pet food visionaries and industry influencers.

If you have any questions or concerns while at the event, please visit the registration table in the lobby. A member of the KibbleCon event staff will be happy to assist you!

Visit KibbleCon.com for general event information.



Itinerary

WEDNESDAY, OCT. 23

5:00 – 7:00pm Registration & Welcome Reception

THURSDAY, OCT. 24

7:00 – 8:00am **Breakfast & Registration**

8:00 – 8:15am **Welcome, Introductions & Pet Food Program Update**

Dr. Jane Schuh, Associate Dean and Director for Research and Graduate Studies
Dr. Julia Guazzelli Pezzali

8:15 – 9:35am **Marketing, Economics & Consumer Behavior**

8:15–8:55: **Unleashing Pet Food Innovation: Trends and Strategies for 2024**,
Chris Storves

8:55–9:35: **Management Insights From Research on Pet Food Demand and
Consumer Preference**, Dr. Lonnie Hobbs, Jr. & Dr. Aleksan Shanoyan

9:35 – 9:55am **Break**

9:55 – 11:15am **Pet Nutrition & Innovation**

9:55–10:35: **From Kibble to Green: Sustainable Pet Ingredient Innovation
Pathways** – Dr. Michael Faurot

10:35–11:15: **Adding Value to Pet Food Products with the Inclusion of Sorghum
Ingredients**, Dr. Julia Guazzelli Pezzali

11:15 – 11:55am **Brainstorming Session 1**

11:55 – 12:05pm **Global Center for Grain and Food Innovation Update**

Dr. Joseph Awika, Department Head, Grain Science & Industry

12:05 – 12:50pm **Lunch**

12:50 – 1:30pm **Keynote Presentation**

Process Perspective: Challenges of Novel Ingredients and Innovative Products,
Will Henry

1:30 – 2:50pm **Pet Food Safety & Quality**

1:30–2:10: **Pet Food and Pathogen Contamination: What can be done to prevent
outbreaks**, Dr. Kaliramesh Siliveru

2:10–2:50: **Paw-some Preservation: Ensuring Long-Lasting Pet Food Quality**, Dr.
Melissa Weber

2:50 – 3:30pm **Brainstorming Session 2**

3:30 – 3:50pm **Break**

3:50 – 4:30pm **Student Research Presentations**

4:30 – 5:30pm **Industry Panel Discussion**

Dr. Greg Aldrich, Nulo Pet Food, Inc.

Will Henry, Extru-Tech, Inc.

Dr. Allison Millican, Zinpro Co.

Dr. Nicholas Rozzi, Hill's Pet Nutrition, Inc.

Dr. Melissa Weber, Wilbur-Ellis Nutrition Co.

5:30 – 5:35pm **Closing Remarks**

5:35 – 6:30pm **Student Poster Session & Networking Mixer**

6:45pm **Dine-Arounds (Optional)**

Our Speakers



**Dr. Aleksan
Shanoyan**

Associate Professor,
Kansas State University



Chris Storves

Director - North
American Retail,
NielsenIQ



**Dr. Julia Guazzelli
Pezzali**

Assistant Professor & Pet
Food Program Director,
Kansas State University



Dr. Lonnie Hobbs, Jr.

Assistant Professor,
Kansas State University



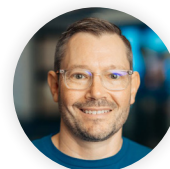
**Dr. Kaliramesh
Siliveru**

Associate Professor,
Kansas State University



Dr. Melissa Weber

Director of Technical
Services,
Wilbur-Ellis Nutrition Co.



Dr. Michael Faurot

Director — Global Clinical
Nutrition and Claims,
Hill's Pet Nutrition, Inc.



Will Henry

Director of Technology/
R&D,
Extru-Tech, Inc.

Industry Leader Panelists



Dr. Allison Millican

Global Technical Services
- Companion Animal
Nutritionist,
Zinpro Co.



Dr. Greg Aldrich

Chief Operating Officer,
Nulo Pet Food, Inc.



Dr. Melissa Weber

Director of Technical
Services,
Wilbur-Ellis Nutrition Co.



Dr. Nicholas Rozzi

Vice President, Product
Development,
Hill's Pet Nutrition, Inc.



Will Henry

Director of Technology/
R&D,
Extru-Tech, Inc.

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