



**Renewable Diesel
Campaign Toolkit
Updated June 2022**

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Renewable Diesel Campaign

Your members and stakeholders need to know and understand this issue, as it could potentially impact the availability of pet food, as well as the cost. The Renewable Diesel Campaign Toolkit has been prepared to give your company the tools to promote the advocacy campaign and encourage consumers to sign the petition to the US Congress. Some suggested uses of the toolkit include:

- Include the suggested email text in customer newsletters or an email blast to customers.
- Post the suggested blog content.
- Post the suggested social media posts on your social channels.
- Send the suggested letter to the editor to local media outlets.
- Use the print-ready half-page infographic at your register or in customer shopping bags.
- Place the suggested website text on your site.
- Encourage your employees to sign the petition and share the social media posts on their own channels.

Issue

US pet food makers are being severely impacted by government incentives to expand renewable diesel production. In the interest of addressing climate change, state and federal lawmakers have enacted policies that mandate the use of plant- and animal-based oils and fats for the creation of renewable diesel, and they are providing tax credits that favor these ingredients being used for fuel production instead of food for humans and pets. These state and federal policy mandates and incentives promoting renewable fuel growth have created unintended consequences in supply and demand for plant- and animal-based oils and fats.

These incentives create an unfair government-driven market advantage to the energy sector and a disadvantage to companies purchasing ingredients for pet and human food. Tax credits that favor fuel production over food production create market distortions. While other industries reap tax credits for their commodity's use in renewable fuel, US pet food and human food makers bear the brunt of this disadvantaged domestic supply.

Renewable diesel demand has recently caused prices for plant- and animal-based oils and fats to double or even triple, drastically increasing the cost of critical ingredients needed for pet food makers to provide dogs and cats with safe, high-quality and complete nutrition. In addition to price spikes, increased renewable diesel demand has caused alarming shortages — even rationing — of crucial ingredients that will continue until these market distortions are addressed.

Suggested Website/Blog Content

Consider adding to your website or blog a post discussing the renewable diesel issue. Here is some suggested opening text you can use:



Like us, I bet when you think of your pets, you smile. They bring so much joy and unconditional love to our lives and deserve the very best we can give back to them. That's why it's critical that pet lovers understand the current supply issues facing pet food makers that could threaten the availability of their cherished pet's favorite food.

Pet food makers are facing supply issues with certain pet food ingredients due to government mandates and tax credits that promote the use of renewable diesel. State and federal actions have created unintended consequences in the supply and demand for animal and plant-based oils and fats, which are critical parts of human and pet nutrition and health. Pet food makers are facing prices double and triple their market cost due to unfair competition for fats and oils with fuel producers. In addition to higher prices, there are alarming shortages of these ingredients that could lead to price increases for consumers, difficulty finding common pet foods, or alterations in pet food recipes.

Ask Congress not to advance additional mandates and incentives for renewable diesel that use or include the fats and oils that are historically used in human and pet food. [Sign this online advocacy petition](#) now to make your voice heard.

Tell Congress to feed people and pets first!

As with social media posts, the more authentic and personal of a voice you use, the more effective it can be in getting across the message. Add personal thoughts to the blog post so that it resonates with your members and stakeholders.

Sample Email Text

<Insert Name of Company> knows that your pets are valued members of the family and is committed to providing the very best products for pet nutrition. We feel that it's important that stakeholders are aware that there is an issue that could potentially threaten the availability of their pets' favorite food and provide you an opportunity to take action.

Pet food makers are facing supply issues for critical pet food ingredients due to government mandates and tax credits that promote the use of renewable diesel. State and federal actions have created unintended consequences in the supply and demand for animal and plant-based oils and fats, which are critical parts of human and pet nutrition and health. Pet food makers are facing prices double and triple their market cost due to unfair competition for fats and oils with fuel producers. In addition to higher prices, there are alarming shortages of these ingredients that could lead to price increases for consumers, difficulty finding common pet foods, or alterations in pet food recipes.

Ask Congress not to advance mandates and incentives for renewable diesel that use or include the fats and oils that are historically used in human and pet food. [Sign this online advocacy petition](#) now to make your voice heard.

Tell Congress to feed people and pets first!

Sample Social Media Posts

Facebook

Recent state and federal policy mandates and incentives promoting renewable fuel production over food production are severely affecting ingredient supply and demand, in both pet and human food. Understand how these unintended consequences can potentially impact your pet's food availability. #FoodBeforeFuel #PeopleAndPetsFirst → bit.ly/petfoodact

U.S. pet food makers need your help reaching Congress! Ask Congress to pause further mandates and incentives for renewable diesel that use or include the essential fats and oils historically used in pet food, as they are significantly affecting pet food ingredient supply. As a pet lover, make your voice heard. #FoodBeforeFuel #PeopleAndPetsFirst → bit.ly/petfoodact

What does renewable diesel have to do with pet food? U.S. pet food makers are being severely impacted by government incentives to expand renewable diesel production. Learn how this situation is affecting America's cats and dogs and their food availability. #FoodBeforeFuel #PeopleAndPetsFirst bit.ly/petfoodact

Have you heard about PFI's recent advocacy campaign? We're asking Congress not to advance mandates and incentives for renewable diesel that use or include the fats and oils that are historically used in human and pet food. These mandates may be directly influencing your cat or dog's food recipe and availability. #FoodBeforeFuel #PeopleAndPetsFirst bit.ly/petfoodact

Did you know that pet food makers use the same animal- and plant-based oil and fat ingredients in pet food used to produce renewable fuel? Currently, pet food makers are facing prices 2-3x their market cost due to unfair competition with fuel producers. Learn what this means for our pets' food availability. #FoodBeforeFuel #PeopleAndPetsFirst bit.ly/petfoodact

Twitter

State and federal policy mandates and incentives promoting renewable fuel production over food production are affecting ingredient supply and demand, in pet and human food. Understand how this can potentially impact your #petfood availability. #FoodBeforeFuel #PeopleAndPetsFirst → bit.ly/petfoodact

#PetLovers, US pet food makers need your help reaching Congress! Ask Congress to put #PeopleAndPetsFirst and pause further mandates and incentives for renewable diesel that use the essential fats and oils used in #PetFood, as it affects ingredient supply. #FoodBeforeFuel → bit.ly/petfoodact

What does renewable diesel have to do with #petfood? The pet food ingredient supply chain is being impacted by government incentives to expand renewable diesel production. Learn how this is affecting America's 🐱 and 🐶 and their food availability. #FoodBeforeFuel bit.ly/petfoodact

#ICYMI PFI is asking Congress not to advance mandates and incentives for renewable diesel that use or include the fats and oils that are used in human and #petfood. These mandates may be directly influencing your 🐱 or 🐶 food recipe and availability. #FoodBeforeFuel bit.ly/petfoodact

#DYK that #petfood makers use the same animal- and plant-based ingredients used to produce renewable fuel? Pet food makers are facing prices 2-3x their market cost due to unfair competition with fuel producers. Learn what this means for #PetFoodAvailability. #FoodBeforeFuel bit.ly/petfoodact

Social Media Images
Facebook/Twitter Graphics



Instagram Graphics



Printable Half-Page Infographic

This infographic provides a concise summary of the problem, the impact to the consumer, and what they can do. Suggested uses:

- Place by cash register and instruct cashiers to direct customers' attention to the infographic and encourage signing the petition.
- Place a printed copy of the infographic in customers' shopping bags.
- Include the digital copy of the infographic in customer emails/newsletters or on your company's website.

Make Your Voice Heard: Feed People And Pets First



Promoting long and healthy lives since 1958.



THE PROBLEM

Pet food makers are facing supply issues with pet food ingredients due to government mandates and tax credits that promote the use of renewable diesel.

State and federal actions have created unintended consequences in the supply and demand for animal and plant-based oils and fats, which are critical parts of human and pet nutrition and health.

THE IMPACT

Pet food makers are facing prices double and triple their market cost due to unfair competition for fats and oils with fuel producers.

In addition to higher prices, there are alarming shortages of these ingredients that could lead to price increases for consumers, difficulty finding common pet foods, or alterations in pet food recipes.

WHAT YOU CAN DO

Ask Congress not to advance mandates and incentives for renewable diesel that use or include the fats and oils that are historically used in human and pet food. Sign this online advocacy petition now to make your voice heard.

Tell Congress to feed people and pets first!



petfoodinstitute.org  @USPetFood  Pet Food Institute

SCAN THE CODE TO ACT NOW>>

[Download the printable file](#)

[Download the digital file](#)

Sample Letter to the Editor

[Use company letterhead]

Contact: [Company Contact Name]
[Contact Phone Number]; [Contact Email]

[Insert Date]

Dear Mr. / Ms. [Insert last name of publication's editor],

Pet food makers and America's consumers have a problem: pet food makers are experiencing ingredient marketplace disruption due to government mandates and tax credits promoting the expansion of renewable diesel.

State and federal actions have created unintended consequences in the supply and demand for animal- and plant-based oils and fats, which are critical ingredients for pet nutrition and health.

The impact of this is that pet food makers are facing prices two and three times their market cost due to unfair competition for fats and oils with fuel producers. In addition to higher prices, there are alarming shortages of these ingredients that could lead to price increases for consumers, difficulty finding common pet foods, or alterations in pet food recipes.

The Pet Food Institute has developed an advocacy petition for your readers to sign to tell Congress not to advance mandates and incentives for renewable diesel that use or include the fats and oils that are historically used in human and pet food. You can learn more information about the campaign at <https://bit.ly/3LB1EUw>. For questions, please contact PFI's Director of Communications Kelly Kanaras at kelly@petfoodinstitute.org.

Sincerely,
[Insert first and last name]

Other Renewable Diesel Resources

[Policy Backgrounder - Renewable Diesel Impacts on Pet Food Ingredients](#)