

# Dog Chow's Commitment to Dogs and Veterans

*By Joe Toscano, Vice President, Trade & Industry Development at Purina*

Since its founding in 1926, Dog Chow® has played a pivotal role in transforming the way Americans view dogs – not just as working animals, but as members of the family. By pioneering nutrition research and inventing modern kibble, Dog Chow made it practical and affordable for American households to welcome dogs as cherished companions, shaping the deep human-canine bond we treasure today.

From the “chow lines” that supported American troops after World War I to the pets we feed today, it is a 100-year legacy of care, confidence and commitment that spans generations – and we're proud to continue that mission.

A key part of that legacy is our Service Dog Salute™ program, launched in 2018 to support U.S. Veterans living with Post-Traumatic Stress Disorder (PTSD). PTSD service dogs are more than companions. They are lifesaving partners trained to reduce anxiety, stress and suicidal ideation while helping Veterans regain independence and confidence. Research shows these dogs can lower cortisol levels, improve sleep, strengthen family relationships and restore a sense of daily purpose. Yet the need far outpaces the availability of these highly trained dogs, and training them comes at a significant cost.

That's why Dog Chow is committed to action. To date, our Service Dog Salute program has donated over \$1.8 million to train and care for PTSD service dogs, advocate for supportive legislation, fund research and raise awareness about the critical role these dogs play in Veterans' lives. We partner with six incredible nonprofit organizations across the country to ensure that qualified Veterans receive these life-changing companions at no cost. Every donation, volunteer hour and act of support helps more dogs find their Veteran partners, and more Veterans find hope.



Dog Chow's commitment to Veterans reflects our broader belief that dogs change lives. Over the last century, we've been proud to support the men and women who serve our country and the dogs who stand by them. From supplying military chow lines and supporting explorers' sled dogs to pioneering the Service Dog Salute program, our mission has always been simple: provide the nourishment, care and respect that dogs and the people who love them deserve.

As Dog Chow celebrates its 100th anniversary, we invite dog lovers everywhere to join us in honoring this legacy. Whether it's learning more about PTSD service dogs, donating to one of our partner organizations or volunteering time to support Veterans in need, there are many ways to make a meaningful difference.

Dogs have lived alongside humans for 15,000 years, but it's the last century that

transformed them from animals into family members. And the Service Dog Salute program is proof that dogs can do even more. Dogs never waver in their devotion and neither does Dog Chow. A century of trust, care and partnership isn't just history. It's proof that, when we work together, we can change lives and families, one dog and one Veteran at a time.

Learn more about the Service Dog Salute program and how to get involved at [DogChow.com/Vets](http://DogChow.com/Vets).

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