

Fromm Pet Food: A Celebration of Family

Of the many wonderful products made in Wisconsin, there is one that stands above the rest: Fromm Family Pet Food. Fromm is a fifth generation family-owned company that has three manufacturing facilities located in Mequon, Columbus, and Eden, Wisconsin. They make around 130 different products for both dogs and cats of all ages—everything from dry food to canned food to treats—and are dedicated to ensuring that their products are of the utmost quality. Only real meat and vegetables are used in Fromm’s food; all ingredients used are also locally sourced, meaning that no aspect of their products comes from China. This is likely a relief for many pet owners after the 2007 pet food recalls due to contaminated Chinese ingredients. In addition to utilizing local ingredients, which supports Wisconsin farmers, Fromm has implemented Hazard Analysis & Critical Control Points (HACCP) programs as well as Approved Supplier programs. These measures allow the company to go above and beyond when it comes to safety: all ingredients are tested by Fromm’s suppliers, packaged food and treats are lab tested for pathogenic bacteria, and the temperature and pressure of canned food are recorded throughout the cooking process. Fromm also performs regular inspections of its procedures and records in addition to the standard Animal and Plant Health Inspection Service (APHIS) and Food and Drug Administration (FDA) inspections. This company’s exemplary adherence to safety sets it apart from other pet food manufacturers and demonstrates its devotion to the customers it serves, which I find to be particularly admirable.

Fromm has a long history as a Wisconsin business; it is the brainchild of the four Fromm brothers, who began what they referred to as “The Company” in 1904. Their goal was to breed the world’s most attractive silver foxes, though they diverged from this original mission to produce breakthrough vaccinations for both canines and felines and to develop the first balanced

dry dog food through scientific feeding tests. From there, Fromm grew into the impressive pet food company it is today. Though I was unable to find the exact number of people Fromm employs, it is evident that they care for and give back to their workers. As Bryan Nieman, Fromm's brand director and a fifth generation member of the family, says, "[Community] is pervasive in our company. I mean, we really feel like our employees are our family—we know their kids, we know their pets. It's not about the almighty dollar; it's about impacting communities" (Kalaygian). Though some pet food companies may only be interested in the money, Fromm truly cares about the people and animals it works with. As a dog owner, this gives me confidence that their product is of high quality and something that I can feel good about feeding my pet. Fromm also emphasizes partnerships with local pet supply businesses and supports the community through an event called Fromm Petfest, an annual celebration held at Milwaukee's Henry Maier Festival Grounds. The event is free for everyone and provides an opportunity for people and their furry friends to bond through pet-friendly activities, shows, and contests. Additionally, many local businesses are featured at the festival, which gives them an opportunity to grow and connect with the people of Wisconsin.

Though Fromm's outstanding product and community values are commendable on their own, the true reason I find this company to be so "cool" is because of my own pet. As I mentioned previously, my family has a dog; he is a thirteen-year-old dachshund named Barry, and he absolutely adores Fromm pet food. Given that he is rather old, Barry often moves slowly and whiles away the hours snoozing or watching lethargically as we go about our business. But as soon as he hears the ringing of Fromm's Pork and Peas dry dog food being dumped into his bowl, he springs up, spinning wildly in circles like he thinks he is a puppy again. Barry is such a sweet dog, and he has brought me comfort many a time when I find myself in a dark place. He is

a true member of our family, and I cannot imagine life without him. It is all thanks to Fromm that Barry is still happy and healthy, too. Just as Fromm prizes family, their food nourishes my dog, which in turn makes my family complete. And if that is not “cool”, then I do not know what is.

Works Cited

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