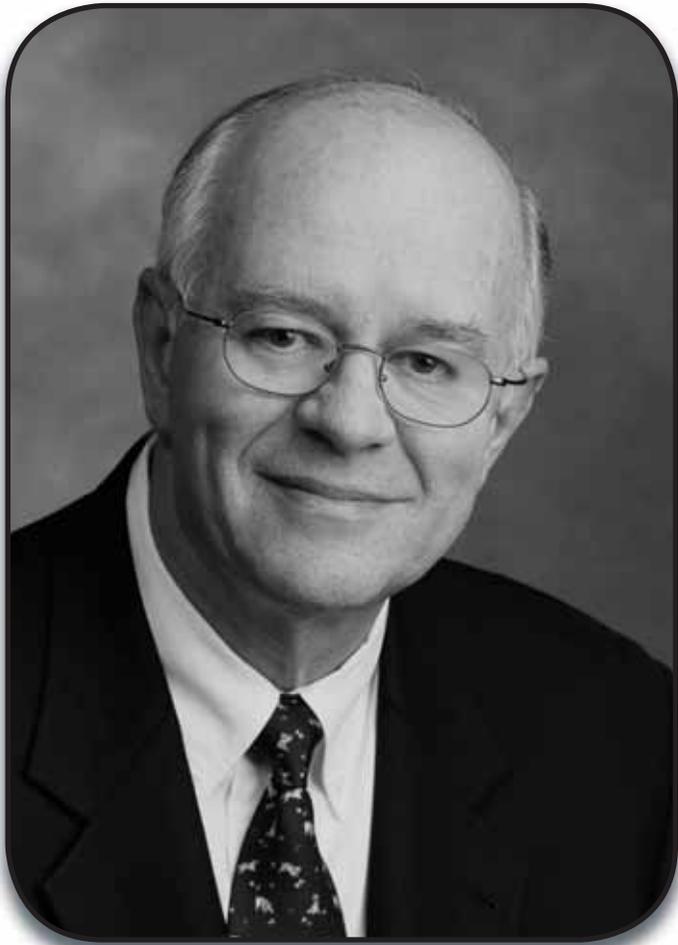


In Memory of

Mark L. Morris, Jr. D.V.M.



Shawnee, Kan. – Mark L. Morris, Jr. D.V.M. Ph.D. pioneer researcher, educator, mentor and worldwide authority on animal nutrition, died Sunday, January 14, 2007 at his home in Topeka, Kan. at the age of 72.

After receiving a D.V.M. from Cornell University, College of Veterinary Medicine in 1958 and a Ph.D. in veterinary pathology and nutrition from the University of Wisconsin in 1963, he returned to Topeka, Kan. to enter the family business and continue the work of his father, Mark L. Morris, Sr., D.V.M., who had formulated the first therapeutic diet for dogs and cats. Dr. Morris, Jr. went on to greatly expand this line of diets, as well as to develop the Science Diet[®] line of products and the ZuPreem[®] line of diets for zoo animals.

In 1964 Gary Clarke, then the director of the Topeka Zoo, made a phone call to Dr. Mark Morris, Jr. at Mark Morris Associates (MMA). He wanted to discuss developing better nutrition for animals at the Topeka Zoo.

“In the 60’s, at the Topeka Zoo, the concept that specific animals needed different nutrition had not gained acceptance and we had only a very basic idea of what different species required nutritionally. The animals were fed mostly unsupplemented meat and left-over produce from grocery stores, with very little consideration as to whether the diet was balanced for the species being fed,” says Gary Clarke, retired director of the Topeka Zoo.

“Little did I know, that my phone call would lead to the ZuPreem brand of products, dedicated to developing nutrition for zoo animals, or that Mark Morris and I would become lifelong friends,” he said.

What followed over the next seven years was a line of nutritionally complete diets for different species, including carnivorous mammals and birds, ratites, bears, passerines, reptiles and hoof stock. Clarke credits the new ZuPreem products with greatly helping to improve the reproduction of animals in the Topeka Zoo’s collection, resulting in the zoo winning the Beane Award in 1970 for the first captive reproduction of the American Golden Eagle.

“To a large extent, the ZuPreem diets were the first of their kind and what is most remarkable is the number of diets for a wide range of species that were developed during a relatively short period of time. The contribution to the body of knowledge about zoo animal nutrition was huge and is still relevant today,” says Clarke.

.Along with the Prescription Diet[®] and Science Diet[®] line of products, the ZuPreem[®] line of products was sold to Hill’s Pet Nutrition in 1968. However, through an innovative contractual relationship between MMA and Hill’s Pet Nutrition, Inc., MMA retained responsibility for product development and quality control until Dr. Morris retired in 1988.

In 1993, a company owned by David Morris, son of Dr. Mark Morris, Jr., assumed ownership of ZuPreem, and in addition to continuing the line of zoo diets, began to develop nutrition for pet birds, ferrets and other small animals. Dr. Morris remained involved with ZuPreem as senior consulting nutritionist, as well as a member of the ZuPreem Advisory Board until his recent death.

Dr. Morris, Jr. served as trustee and vice president of scientific activities for Morris Animal Foundation (MAF), a nonprofit foundation, which funds humane animal health studies to advance veterinary medicine. MAF is a major source of funding for veterinary science to expand the body of knowledge about zoo animals and wildlife health. In addition to its funded health studies at academic institutions, MAF operated the Mountain Gorilla Veterinary Project in Rwanda until its transfer to the Baltimore Zoological Society. MAF is the largest, non-governmental, nonprofit organization funding humane animal health studies in the United States with more than 1,300 studies since its founding in 1948 by his parents.

During his lifetime, Dr. Morris published widely and taught an entire generation of veterinarians about animal nutrition by lecturing at U.S. and foreign colleges of veterinary medicine, as well as speaking at hundreds of veterinary and zoological meetings around the world.

Dr. Morris was a founding member and on the board of regents of American College of Veterinary Nutrition. He was also a member of the American Association of Veterinary Nutritionists and most recently the Comparative Nutrition Society.

ZuPreem manufactures and distributes diets for exotic pets and zoo animals. For more than 40 years, ZuPreem has been committed to nutrition research and the development of proven effective diets. ZuPreem, whose parent name is Premium Nutritional Products, Inc. is located in Shawnee, Kansas and distributes products worldwide.

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