Chairman’s Welcome

Welcome to the PFMA Annual report for 2016. This past year we have focused a great deal of activity on dispelling many of the myths around the manufacture of pet food. We created a short film to explain how pet food is made and this allowed us the opportunity to cover such topics as ‘what’s in your pet food’ as well as ‘what’s on the label’. We also produced a range of myth busting fact sheets and took part in a number of small animal nutrition seminars throughout the UK. It is critical that we work with those at the front line of pet care to help pet owners understand the manufacturing process and reassure them that they are doing the best for their pets when they feed them a safe, quality prepared pet food.

This vital education will be ongoing in 2016. PFMA will be teaming up with Moulton College (Northampton) to hold its first ever Companion Animal Nutrition Conference in June. We are also looking to strengthen our relationship with the UK veterinary schools to see how small animal nutrition education can be enhanced. These are exciting projects that we are proud to be a part of. We continue to support the work of National Pet Month and take part in forums such as the All Parliamentary Group for Animal Welfare.

PFMA members put pets at the centre of everything we do and I would like to thank the PFMA Committees and Working Groups who make this activity possible. These groups regularly come together to exchange information and science which enables us to produce the range of resources we do. Mary Sharrock – Nestlé Purina PetCare

Membership Benefits – acting on your behalf

PFMA strives to represent its members by promoting the good nutrition of pet food products. Knowledge is shared online, via committee meetings, in topic papers and tailored articles for trade and hobby press. PFMA also lobbies government on issues and monitors the wider media environment.

- 1 dedicated online portal for members
- 400+ member queries answered
- 25 pet food articles for trade and hobby press
- 200+ media mentions of PFMA
- 60 pet food topic papers reviewed or developed
- 10 working groups and committees
- 32 working group meetings
- 30 meetings with government bodies
- 48 editions ‘Your News’ sent to members
PFMA Statistics

PFMA is the principal trade body representing the UK pet food industry. Our 73 member companies account for over 90% of the UK market. We aim to be the credible voice of a responsible pet food industry.

Pet Food Market Data

- **£1.3bn 826,000t**
- **£1bn 405,000t**
- **£196m 143,000t**
- **£72m 73,000t**
- **£69m 3,000t**
- **£20m 19,000t**
- **£2.76bn 1,464,000t**

80% of the raw materials used in pet food comes from the UK

UK Pet Population

- **8.5M**
- **7.5M**
- **700,000**
- **600,000**
- **600,000**
- **600,000**
- **400,000**

- **11m HOUSEHOLDS HAVE PETS**
- **57m TOTAL PET POPULATION**

- **15-20M**
- **20M**
Campaigns & Data

Vet and Petcare Professional Research

PFMA visits the London Vet Show every year and surveys veterinary professionals. Topics include awareness of organisations such as PFMA, opinions on different feeding formats, obesity levels and feedback on nutrition teaching. Latest findings include:

- 78% agree that commercially prepared pet food provides optimum nutrition when fed correctly
- 91% agree that pets are living healthier lives and advanced nutrition played a key role
- 81% believe the issue of pet obesity is getting worse over time
- 95% think vet students would benefit from more pet nutrition teaching
- Awareness of PFMA has grown among vets to 36% from 16% in 2012

Weight Management Tools

Pet obesity remains a concern for PFMA and we are active in developing and promoting tools to help professionals access information on good pet nutrition and healthy feeding – all are downloadable from pfma.org.uk/tool-kits.

- Pet Size-O-Meters for dogs, cats, rabbits, guinea pigs and birds
- Food Diary, Weight Log and Posters
- Adult Dog Calorie calculator

Educational Tools

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Educational Tools

Pet Food Film

www.pfma.org.uk
Michael’s 2015 Highlights

1. The launch of the ‘Truth about Pet Food’ campaign, which provides more education on pet food nutrition & pet food production.
2. Membership increased 9%.
3. PFMA established the ‘Raws Group’; a dedicated group in membership for commercial raw pet food producers.
4. PFMA website is optimised for mobile use making our films, tools, factsheets and statistics easy to access on the go.
6. PFMA was awarded runner up in the ‘Best Event’ category for our Annual Lunch & Seminar by the Trade Association Forum.

PFMA Secretariat

MICHAEL BELLINGHAM – Chief Executive
Michael joined PFMA in 2004. He has worked in the trade association world for a number of years. Michael looks after the Small Animal and Bird Groups, as well as running the Executive Committee.

NICOLE PALEY – Communications
Nicole Paley has been with PFMA since 2003. As the communications manager, Nicole oversees the association’s internal and external communications activities and manages the PFMA press office.

LANA OLIVER – Technical & Regulatory
Having joined PFMA in 2009, Lana is responsible for dealing with all technical and regulatory issues, acting as an intermediary between government and the industry, and providing advice to members.

SARAH HORMOZI – Veterinary & Nutrition
Sarah has been managing the veterinary and nutrition issues since joining the PFMA team in 2011. Part of her role is to keep abreast of developments in areas such as veterinary medicine/science and animal nutrition and represent the PFMA to veterinary associations and universities.
Mission Statement

PFMA aims to create a credible and responsible industry by placing pets at the centre of everything we do. While striving to achieve a balanced regulatory environment for the production of nutritious and safe food, PFMA also encourages responsible pet ownership, working in partnership with relevant pet bodies. It aims to be the main resource for its members, the public and others, as well as playing a lead role in forming opinions in Europe through the European Pet Food Federation (FEDIAF).

PFMA Members

Representing 90% of UK pet food Market

- Alba Protein
- Alltech
- Arden Grange Pet Foods
- Beaphar
- Benyfit Natural Pet Food
- Bern Pet Foods
- Bob Martin
- Burgess Pet Care
- Burns Pet Nutrition
- Butcher’s Pet Care
- C&D Foods
- Caledonian
- Cambrian Pet Foods
- Countryside Products
- Crown Pet Foods
- Devenish Nutrition
- Dietex International
- Dodson and Horrell
- DSM
- Durham Animal Feeds
- Eden Holistic Pet Foods
- Feedwell Animal Foods
- Fish4Dogs
- Fold Hill Foods
- G B Seeds
- GA Pet Food Partners
- Gel Systems
- Gladwell & Sons
- Grove Pet Foods
- Happy Pet Products
- Henry Bell and Co
- Hill’s Pet Nutrition
- Honey’s Real Dog Food
- Interpet
- John Pointon & Sons
- Johnsons Veterinary Products
- Johnston & Jeff
- Lily’s Kitchen
- Marches Natural
- Marriage’s Specialist Foods
- Mars Petcare
- MPM Products
- Natural Instinct
- Natural Vetcare
- Natures Menu
- Nestlé Purina PetCare
- Nutriment
- Oscar Pet Foods
- Pacific Proteins
- Pedigree Wholesale
- Pets Choice
- Pointer Pet Foods
- Premier Pet Nutrition
- Probiotics International
- Pro-pet
- Provimi
- Ralf C Hagen
- Rettenmaier (JRS)
- Roger Skinner
- RSPB Trading
- Sarval
- The Scotts Company (UK)
- Spectrum Brands
- Suffolk Group
- Supreme Pet Foods
- Thompson &Capper
- Town & Country Petfoods
- TPMS Animal Feeds
- Trouw Nutrition GB
- Wafcol
- Wagg
- Westland Horticulture
- World Feeds