Continued involvement as trustee of National Pet Month, a charity promoting responsible pet ownership, which ran this year under the theme ‘Your Pets & You: Companions for Life’. Launch of health and well-being campaign – Friends for Life – including the first ever Weigh In Wednesday, which was a huge success. The campaign achieved over 200 pieces of press coverage, including a live segment on ITV’s Daybreak, highlighting the critical issue of pet obesity.

Highlights key achievements in 2013:

- Michael Bellingham, PFMA Chief Executive, and Lana Horner, Technical & Regulatory Manager, managing the media relations and the work PFMA undertakes for the benefit of its members.
- SARAH HORMOZI, who has been managing the veterinary and nutrition issues since joining the PFMA team in May 2011. Sarah has a BSc in Biology and a MSc from King’s College London, researching Animal Assisted Therapy. As well as leading the PFMA Veterinary and Nutrition Committee, Sarah has editorial responsibility for the PFMA Secretariat, as well as running the Executive Committee. Michael is also Vice-Chairman of the PFMA Veterinary and Nutrition Committee, Sarah has editorial responsibility for the PFMA Secretariat, as well as running the Executive Committee. Michael is also Vice-Chairman of the PFMA Veterinary and Nutrition Committee, Sarah has editorial responsibility for the PFMA Secretariat, as well as running the Executive Committee. Michael is also Vice-Chairman of the PFMA Veterinary and Nutrition Committee, Sarah has editorial responsibility for the PFMA Secretariat, as well as running the Executive Committee. 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PFMA is the principal trade body representing the UK pet food industry. We have over 70 member companies which accounts for over 90% of the UK market. We aim to be the credible voice of a responsible pet food industry.

**Pet Food Market Data**

- **Total Market**
  - 412,000 tonnes (£1.2bn, up 4%)

- **Wet Food**
  - Dogs: 148,800 tonnes (£2.6bn)
  - Cats: 25,900 tonnes (£259m)
  - Other: 26,000 tonnes (£95m)

- **Dry Food**
  - Dogs: 53,000 tonnes (£53m)
  - Cats: 8,000 tonnes (£8m)

**UK Pet Population**

- Dogs & Cats: 17 million households
  - Dogs: 9 million
  - Cats: 8 million
  - Other: 20-25 million
  - 1.2 million householders

- Wet Food: 80% of raw materials used in pet food come from the UK

**Campaigns and Data**

PFMA body condition score charts are known as Pet Size-O-Meters. In 2013, PFMA distributed 192,250 copies of PSOMs to rehoming centres, veterinary practices and other animal charities, to include cat, dog, rabbit and bird size-o-meters.

**London Vet Show 2013 Statistics**

PFMA surveyed 178 vets and veterinary nurses over the two days at London Vet Show 2013.

- **45%** of vets feel all pets they see are overweight
- **77%** of vets believe that pet obesity is on the rise

**Key Findings from the ‘Pet Obesity: Five Years On’ Report**

- **63%** of owners don’t know how to check if their pet is overweight
- **68%** of pet owners use ‘instinct’ when deciding how much to feed
- **48%** of owners are treating more than twice a day
- **93%** of owners say they would be concerned to discover their pet is overweight

‘Pet Obesity: 5 Years On’ report is available to download from the website.

**Quality, Safety, Optimum Nutrition**

- Over 50 pieces of legislation governing the industry
- Five industry Codes of Practice
- There are four board certified veterinary nutritionists in the UK – the pet food industry works with them all
- Latest developments in the pet food industry – nutrition breakthroughs in 2013
  - FEDIAF Nutritional Guidelines for rabbits – details the nutritional needs of rabbits
  - Update to FEDIAF Nutritional Guidelines for Cats and Dogs – for complete and complementary foods
WHAT PFMA DID IN 2013:

**PFMA Media Coverage:**
- The press office produced a total of 30 articles on the industry and pet food nutrition
- Reaching an audience of 157,000 pet industry members and pet owners
- 41 pieces of coverage for our pet population & industry statistics (287,000 circulation)

In 2013 PFMA launched three campaigns:

1) Feed the Birds – a radio campaign promoting the feeding of wild birds to young urban dwellers, covered by 39 stations
2) ‘Weigh in Wednesday’ – over 200 pieces of coverage, reaching over 127 million including a live segment on *Daybreak*
3) National Pet Month (along with fellow trustee NOAH) – over 200 pieces of coverage, over 600 events held and £12,000 raised for 35 animal charities

**From March – December 2014, PFMA will be running its Get Pets Fit campaign which will throw the spotlight on good nutrition, healthy feeding and fitness. A highlight will be Weigh in Wednesdays throughout May and we’re calling on pet owners and pet care specialists to get involved. You can link with us on Facebook, just search for GetPetsFit and visit www.pfma.org.uk for more information and a supporter pack.**

**Website statistics 2013**

- 90,073 visitors
- 269,418 page views

Visits up 26.73% on 2012
Page views up 15.66% on 2012

**Regional Pet Population**

Highest % of people owning these pets

**Events**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>APR 2013:</td>
<td>National Pet Month opens under the banner ‘Your Pets and You: Companions for Life’</td>
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<td>MAY 2013:</td>
<td>Cambridge University: Presentation for Veterinary Students on Pet Food Industry and Rabbit Nutrition</td>
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<tr>
<td>MAY 2013:</td>
<td>Nottingham University: Career Event for Veterinary Students – PFMA stand provided career advice</td>
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<td>MAY 2013:</td>
<td>‘Weigh in Wednesday’ launches with a live feature on ITV’s <em>Daybreak</em></td>
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<td>JULY 2013:</td>
<td>PFMA wins best Annual Report 2013 at the TAF (Trade Association Forum) Awards</td>
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<td>AUG 2013:</td>
<td>‘Weigh in Wednesday’ round 2 is held promoting ongoing weight management and good nutrition</td>
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<td>AUG 2013:</td>
<td>National Pet Month takes on Scratch Post and Park Bench communities, reaching new Facebook communities of over 100,000</td>
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<td>SEP 2013:</td>
<td>PFMA produces a ‘How to video’ for the Bird Size-O-Meter with Zara Boland</td>
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<td>OCT 2013:</td>
<td>PFMA attends the 15th International Companion Animal Welfare Conference (ICAWC) in Barcelona Spain, where over 80 pet organisations from across the world come together to discuss companion animal welfare</td>
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<td>NOV 2013:</td>
<td>PFMA hosts a regional meeting for members with a speed networking event</td>
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<td>NOV 2013:</td>
<td>PFMA attends the London Vet Show</td>
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<td>JAN 2014:</td>
<td>National Pet Month holds a reception at the Kennel Club to celebrate its 25th anniversary</td>
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<td>MAR 2014:</td>
<td>PFMA launches its boot camp for pets in Teddington, SW London</td>
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<tr>
<td>MAR 2014:</td>
<td>PFMA releases it’s ‘Pet Obesity: Five Years On’ report</td>
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**Get involved!**

[www.pfma.org.uk](http://www.pfma.org.uk)
Michael Bellingham, PFMA Chief Executive, highlights key achievements in 2013:

1. Launch of health and well-being campaign – Friends for Life – including the first ever Weigh in Wednesday, which was a huge success. The campaign achieved over 200 pieces of press coverage, including a live segment on ITV’s Daybreak, highlighting the critical issue of pet obesity.
2. PFMA wins Trade Association Forum (TAF) Best Practice Award ‘Publication of the Year’. Our annual report is praised for being easy to understand and browse contents. A downloadable version and limited printed copies make it environmentally friendly.
3. Our European Association (FEDIAF) adopts new Nutritional Guidelines for Feeding Pet Rabbits on 31 May. These were developed as a PFMA initiative, before being carried forward by FEDIAF.
4. PFMA radio campaign, working with the British Trust for Ornithology (BTO), promotes wild bird feeding, particularly to young urban families. The feature is carried by over 39 radio stations.
5. Continued involvement as trustee of National Pet Month, a charity promoting responsible pet ownership, which ran this year under the theme ‘Your Pets & You: Companions for Life’.

Welcome to the PFMA Annual Report for 2014. We have revised the format this year to make it even more graphic in appearance and hopefully easier to get the information you want. You will still find all the most up-to-date information on pet numbers and the pet food market.

Whilst we have seen the UK economy moving slowly out of recession, it has still remained a challenging trading environment. Having said that, the pet food market continues to grow and our latest sales data shows an increase of 2% in value in 2013. The pet food industry is now an impressive £2.6 billion.

Last year we launched our Weigh In Wednesday campaign to promote healthy pets through encouraging owners to properly assess their pets’ size and weight. That was a great success and this year we will be focussing on changing pet owners’ behaviour. In May we will be launching a pilot #GetPetsFit campaign. Pet experts will draw the community of Teddington together to enhance the lives of their pets. We hope more professionals, carers of animals and communities will join our mission to #GetPetsFit and win the battle against obesity.

John Walgate - Alpha Feeds

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. Michael is also Vice-Chairman of National Pet Month.

NICOLE PALEY Communications
Nicole Paley joined the PFMA in 2003. Nicole is the PFMA Communications Manager, managing the media relations and the work PFMA undertakes promoting responsible pet ownership.

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. Lana co-ordinates the technical working groups at PFMA, as well as the Review Committee.

SARAH HORMOZI Veterinary & Nutrition
Sarah has been managing the veterinary and nutrition issues since joining the PFMA team in May 2011. Sarah has a BSc in Biology and a MSc from King’s College London, researching Animal Assisted Therapy. As well as running the PFMA Veterinary and Nutrition Committee, Sarah has editorial and event management roles. Sarah is the first point of contact for the public, press and members of the association.
Mission Statement
PFMA aims to be the credible voice of a responsible pet food industry. 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 over 90% of the UK pet food market

Alba Protein
Alltech
Alpha Feeds
Arden Grange Pet Foods
Beaphar UK /Sinclair
Bern Pet Foods
Bob Martin
Burgess Pet Care
Burns Pet Nutrition
Butcher’s Pet Care
C&D Foods
Caledonian
Cambrian Pet Food
Countryside Products
Crown Pet Foods
Devenish Nutrition
Dodson and Horrell
DSM
Feedwell Animal Foods
Fish4Dogs
Fold Hill Foods
Frank Wright
G B Seeds
Gel Systems
Gladwell & Sons
Golden Acres
Henry Bell & Co
Hill’s Pet Nutrition
Interpet
John Pointon & Sons
Johnston and Jeff
Lily’s Kitchen
Marches Natural
Marriages Specialist Foods
Mars Horsecare
Mars Petcare
MPM
Natures Menu
New Era Aquaculture
Nose2tail
Oscars Pet Foods
P&G
Pacific Proteins
Pedigree Wholesale
Pet Project
Pets Choice
Pointers Pet Foods
Poortman
Premier Pet Nutrition
Probiotics International
Pro-Pet
Provimi
Purina
Rettenmaier (JRS)
Roger Skinner
RSPB Trading
Sarval
Saturn
Scanbio (Scotland)
Solus
Supreme
Tetra
Thompson and Capper
Town and Country
Vine House Farm
Vitakraft
Wafcol
Wagg
Westland Horticulture