

PFMA

PFMA Pet Food Vision – one year on

In 2018 the Pet Food Manufacturers' Association (PFMA) launched its Pet Food Vision, an ambitious three-year plan focusing on the core pillars underpinning PFMA and the pet food industry: animal welfare, nutrition and safety, standards and sustainability. Each year, PFMA focuses on a different pillar with a dedicated work stream bringing this vision to life.

WHAT INSPIRED THE PFMA PET FOOD VISION?

Brexit has made us look at where we want the UK pet food sector to be as a more global player. We consider the UK pet food industry to be world leading in the areas of animal welfare, nutrition and safety and standards – this is the story we want our members to go out and tell.

Throughout 2018, PFMA put the spotlight on animal welfare. The welfare of both farm animal and companion animals is important to us and PFMA became a co-sponsor of the All-Party Group for Animal Welfare (APGAW), joining other influential voices in the welfare sector to ensure animal welfare is a key consideration, particularly with Brexit discussions ongoing.

WHERE DOES THE UK CURRENTLY STAND ON ANIMAL WELFARE?

World Animal Protection ranks 50 countries around the globe according to their legislation and policy commitments to protecting animals. Countries are ranked from grade A to G on various indicators and the UK sits alongside Austria, Switzerland and New Zealand in achieving Grade A status. The second review is currently underway with results expected later in the year. Needless to say, PFMA is keen for the UK to maintain its position.

IS GOOD NUTRITION A KEY COMPONENT OF ANIMAL WELFARE?

We believe that animal welfare starts with great quality nutrition. Our members are responsible for feeding the 50 million plus pets in the UK and we take this responsibility very seriously. As an industry, we are committed to providing high quality, nutritious and safe pet food, and providing clear guidelines on how to responsibly feed pets. We work closely with the European Pet Food Association (FEDIAF), and other leading authorities continuously striving to raise the bar across the industry.

Not only what is fed, but how food is delivered to pets is central to ensuring their environmental and behavioural needs are met. We recognise a welfare-driven approach to feeding and the positive impact our members can make to the lives of pets. Welfare driven feeding includes:

- Understanding and respecting feeding guidelines
- The provision of not only appropriate calories, but exercise and activity outlets according to needs
- Responsible treating/rewarding and supplementary feeding
- Optimising feeding environment, respecting species-specific requirements and natural behaviours
- Responsible labelling and communication of nutritional data; ensuring pet owners are fully informed on products



WHAT ABOUT THE WELFARE OF FARM ANIMALS?

PFMA is dedicated to the welfare of all animals and is firmly committed to their wellbeing. We endorse the Five Freedoms laid down in the Animal Welfare Act 2006 and support the FAWC concept of a 'life worth living' for all farm animals.

We are proud champions of some of the highest feed safety and animal welfare standards in the world. We work to ensure these are maintained and that our high standards of raw materials are not undermined by imports with lower standards. We encourage our members to have responsible sourcing policies and traceability programmes in place to ensure high standards and maintain trust.

PFMA PET FOOD VISION YEAR TWO – NUTRITION

In 2019, we put nutrition at the heart of our agenda. There will be a focus on the science behind small animal nutrition and an educational push on healthy feeding and weight management. It will be the 10-year anniversary of PFMA's first obesity White Paper, and we will be developing an online Health Hub with all the tools pet care professionals need to help owners keep their pets fit and healthy.

PFMA PET FOOD VISION YEAR THREE – SAFETY, STANDARDS AND SUSTAINABILITY

PFMA will focus on traceability, sustainability and industry best practice. 🐾

USEFUL RESOURCES

PFMA Animal Welfare Framework:

www.pfma.org.uk/pfmas-pet-food-vision

All Party Parliamentary Group for Animal Welfare:

www.apgaw.org/

World Animal Protection Index:

www.api.worldanimalprotection.org/