

ONLINE RESOURCES



How can the PFMA's website help you (and your customers)?

Last month PFMA wrote a feature on how to source good quality information on pet food nutrition. The feature highlighted the importance of being internet-savvy. This issue, Nicole Paley, PFMA's communications manager, focuses on PFMA's own online presence.

Pfma.org.uk has recently undergone a face-lift and is now 'mobile-friendly' making it easy to access information wherever you are. Nicole explains how the new content can help retailers and other professionals in the workplace.

GOING THE EXTRA MILE

Pet owners often have a range of questions for pet retailers and other professionals. They may want to know the pros and cons of different diets or be looking for advice on weight management. Although it may be more appropriate to direct these owners to their vet, it adds so much value if you are able to offer additional support.

Therefore, if the query is on the subject of pet nutrition, *pfma.org.uk* can help you. In the toolkits area of the PFMA's website, there are downloadable pet nutrition fact sheets on numerous topics, weight management tools for all pet types and informative posters on pet health, the dangers of feeding scraps and much more.

So, if your clients ask some tricky questions, here is a summary of how the website can

help you to help them!

WEIGHT MANAGEMENT ADVICE

Many owners seek reassurance that their pet is the correct weight. Or, perhaps they are concerned that their pet may be over or underweight. A tool to help pet owners is the PFMA's Pet Size-O-Meter, which follows the five-point system. These are available for dogs, cats, rabbits, guinea pigs and birds. Each Size-O-Meter depicts images of very thin, thin, ideal, overweight, obese pets, making it easy for owners to see for themselves what sort of shape a pet is in. It also gives clear instructions on how to feel your pet's shape.

The downloadable Pet Size-O-Meter flyers look great as A3 posters in pet shop windows and vet waiting rooms but can also be printed off by owners at home. Another hard-hitting and important tool is the 'Did you know' poster, which highlights the human equivalents when feeding your pet scraps such as cheese, ham or crisps.

Owners should also be advised to download the weight log and food diary, which helps them keep track of their pet's progress.

PROS AND CONS OF DIFFERENT DIETS

With a growing trend for 'natural' foods, owners are frequently asking for advice on different diets. Should they feed organic? What about raw? Isn't all commercially prepared food full of additives? You may not



feel qualified to give a detailed response but – again – *pfma.org.uk* can help.

At the PFMA we represent over 90 percent of the market with over 60 members – including raw producers. All of our members adhere to strict regulations and owners can buy food from any of our members with the utmost confidence. A list of our members is available on our website.

For more information on home-made diets, ingredients, additives and labelling we have bespoke fact sheets on the subject.

BESPOKE TIPS FOR A PARTICULAR PET

In addition to our downloadable tools, the PFMA website can be visited for lots more advice. It has a section called Pet Care, which is split by pet type. Within each area there is information on nutrition for that pet, alongside feeding tips and advice on their other needs. Our news section is full of features written by our experts on subjects from puppy nutrition to obesity management. Any clients new to pet ownership should be directed to these sections for general advice.

STATISTICS TO SUPPORT YOUR WORK IN A PET AREA

In addition to queries from clients, you may need background information yourself on different pet populations. These trends may have an impact on your business. The Statistics section of our website is the most frequently visited area! Our data is highly regarded and referred to throughout the industry so please take a look and feel free to reference in any of your work!

ONGOING SUPPORT

At PFMA we are dedicated to providing good nutrition advice and our website is the professional's first point of call for all pet nutrition enquiries. However, if you don't find what you are looking for, please do get in touch at info@pfma.org.uk. 🐾

