

## Our aims and objectives

- Stimulate the growth and reputation of the industry by encouraging understanding and good working relationships amongst those associated with pet food
- Promote pet food products which are safe, of sound nutrition, palatable and which offer value for money
- Promote responsible pet ownership
- Raise standards in the pet food industry
- Represent members' views to UK and EU government departments and enforcement authorities
- Share knowledge on issues and keep members well informed on all industry wide matters
- Stimulate the growth and reputation of the industry by encouraging understanding and good working relationships amongst those associated with pet food

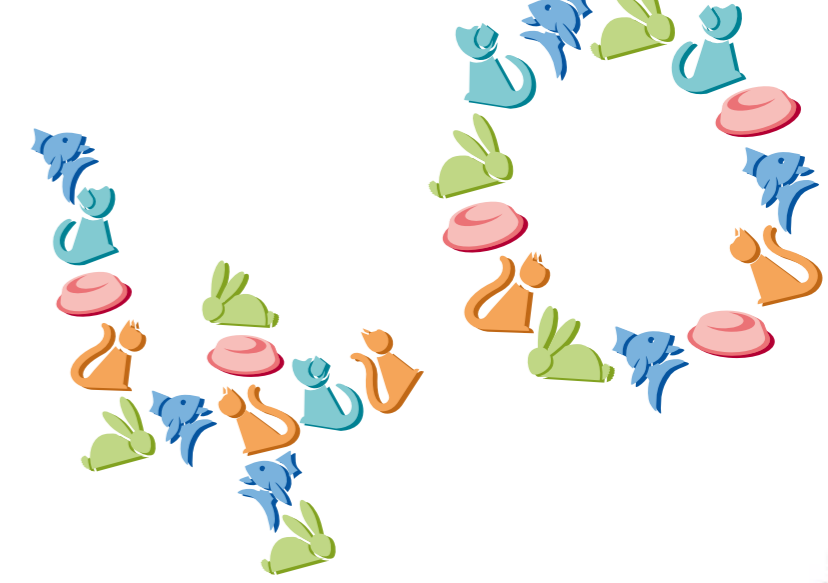
## Our mission statement

The 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. The PFMA aims to be the main resource for its members, public and others as well as playing a lead role in forming opinions in Europe through the European Pet Food Federation (FEDIAF).



The amount of nutritionally related problems we encountered 30 years ago was legion. We saw bad coats, poor teeth, poor digestion, rickets and shortened life spans. This was all as a result of inadequate nutrition. The widespread feeding of prepared pet foods and advancements in these diets has made a major difference. Pets are now living longer, healthier lives and we just don't see the nutritionally related conditions we used to.

John Foster MRCVS,  
Chairman of the Pet Health Council



### Growing together

Pet Food Manufacturers' Association  
Growing together for forty years



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## Growing together through cooperation and self-governance

After a period of industry consolidation, PFMA membership has grown to 60 – the highest in recent years. We were founded in 1970 by only 4 companies. Within the Association our members have worked together to conduct market research into our consumers' needs and to progress our Environmental Ambitions in areas such as waste, packaging, water usage and transport.

Feedback from surveys of our partners in the veterinary professions, the pet charities, the retail sectors and the regulatory bodies shows that we continue to become more effective in these areas too. In cooperation with our European federation FEDIAF, we have enhanced self-governance through the developments of Guides on nutrition and safe manufacture. We are currently working on a Guide for implementation of the new Regulation on the marketing and use of feed for the pet food sector – again in co-operation with our UK partners.

## Pets and their owners growing older together

Pets are living longer and healthier lives through continued advances in veterinary care and nutrition.

Health and nutrition remain a key trend in the prepared pet food sector, with consumers increasingly focusing on high quality premium products for their dogs, cats and other small pets. Pet foods are now available for particular lifestyles, lifestyles and even for specific breeds. "Senior" products have been developed to meet the particular nutritional needs of elderly pets.

And pets are good for people. Previous research by the Society for Companion Animal Studies (SCAS) clearly demonstrated the benefits of pet ownership to families with growing children – including the benefits of learning responsibility through care and companionship and even through learning to cope with bereavement. More recent SCAS research has shown the enormous value of pet ownership and contact for the elderly – and in particular those who have lost a partner or who are in residential care. Unlike many other countries, there is no clear UK policy on the rights of the elderly in this area. We are working with SCAS, the Blue Cross and other organisations to foster informed debate – such as that brought to the House of Commons by Nick Palmer MP in his private members' 10 minute rule bill in July 2009.



## Exports growing again...

The BSE crisis and the resulting ban on the export of beef from the UK in March 1996 had a devastating effect on pet food exports. Despite the industry's voluntary ban on the use of so called Specified Bovine Offals in June 1989, and along with the meat industry, exports effectively stopped overnight.

For the next ten years, manufacturers who wanted to export had to either reformulate their products to remove beef or to source their raw materials from abroad following a complicated permit system. Measures taken under the European TSE Regulations finally lead to the lifting of the beef export ban in March 2006.

Pet food exports have been slowly growing since then (97 thousand tonnes in 2000, 153 thousand tonnes in 2007) but it will be many years before pre-1996 levels are achieved again.



## Obesity in pets – a growing concern

In 2009 PFMA focused on addressing pet obesity. The strategy focused on prevention, by encouraging owners to get hands on with their cat, dog or rabbit to assess its weight. Feeding to the pet's body condition, taking into account (and encouraging) exercise, should hopefully help to reverse the trend in pet obesity. PFMA produced a White Paper, numerous tools to help owners manage their pet's weight including a 'Pet Size O-Meter' and Pet Pledge.

The Rt Hon David Blunkett supported our campaign with the following thoughts: "This PFMA paper highlights the need for owners to take responsibility for our actions and to understand the consequences of kindness. It identifies the gaps that exist in owners' knowledge of the best methods of keeping their animals healthy. Above all, it provides a wake up call to us all to take note of the recommended methods of assessing their condition and to change our behaviour according to their true needs."

The coverage could have reached as many as 45 million people in the UK as our campaign was featured on GMTV, BBC Radio 4 Today programme, and a great number of publications such as the Daily Telegraph, Dogs Today and regional newspapers.



<p><b>1970</b></p> <p>Rabies ban on British pet imports.</p> <p>Heathrow welcomes first jumbo jet.</p> <p>The PFMA is established, comprising 4 members</p>	<p><b>1972</b></p> <p>3 Day Week</p>	<p><b>1973</b></p>	<p><b>1974</b></p> <p>The US National Research Council (NRC) publish their first recommendations on the nutritional requirements for cats and dogs.</p>	<p><b>1975</b></p> <p>Dog population 5.7 million, Cat Population 4.5 million.</p>	<p><b>1977</b></p> <p>The first Blue Peter dog Petra dies.</p>	<p><b>1978</b></p> <p>The TV programme 'All Creatures Great and Small' airs and runs until 1990.</p>	<p><b>1979</b></p> <p>Margaret Thatcher becomes Prime Minister.</p> <p>The Pet Health Council is formed to promote the health and welfare of companion animals.</p> <p>SCAS is established to research the benefits to humans of animals and the scientific nature of the bond that develops between them.</p>	<p><b>1980</b></p> <p>Moscow sees the largest Olympic boycott.</p> <p>John Lennon is shot.</p> <p>Dog population 5.6 million, Cat population 4.9 million</p>	<p><b>1981</b></p>	<p><b>1982</b></p> <p>The introduction of Diet Coke takes the world by storm.</p> <p>Taurine, an amino acid only found in materials of animal origin, is found to be crucial for the healthy functioning of a cat.</p> <p>The first specific legislation for pet food is introduced: the Feedingstuffs Regulations – covering labelling, additives and contaminants.</p>	<p><b>1985</b></p> <p>Dog population 6.3 million, Cat population 6.1 million.</p> <p>NRC Guidelines for nutrition of dogs are revised.</p>	<p><b>1986</b></p> <p>NRC Guidelines for cats are revised.</p>	<p><b>1987</b></p> <p>PFMA launches a campaign to remove VAT from pet food and highlight the injustice of the tax to government.</p>	<p><b>1988</b></p> <p>National Pet Week is established to promote responsible pet ownership.</p>	<p><b>1989</b></p> <p>The Berlin Wall comes down.</p> <p>The film K-9 is released.</p> <p>The PFMA responsibly adopts a voluntary ban, ahead of legislation, on the use of specified bovine offal (SBO) in pet food, in the wake of BSE.</p>	<p><b>1990</b></p> <p>Dog population 7.4 million, Cat population 6.8 million.</p> <p>The Government incorporates the PFMA voluntary ban on SBOs into legislation.</p>	<p><b>1991</b></p> <p>Dangerous Dogs Act comes into effect.</p>	<p><b>1992</b></p>	<p><b>1993</b></p> <p>The cat population exceeds the dog population for the first time.</p>	<p><b>1995</b></p> <p>Dog population 6.55 million, Cat population 7.23 million.</p>	<p><b>1996</b></p> <p>Micro chipping for companion animals is developed.</p> <p>The European Union bans the export of farmed beef from the UK as the UK Government announces a possible link between BSE and nvCJD in humans.</p> <p>UK legislation brings pet food labelling into line with Europe.</p>	<p><b>1997</b></p> <p>First Labour government in 18 years.</p>	<p><b>1999</b></p>	<p><b>2000</b></p> <p>Pet food packaged in pouches goes on the market.</p> <p>The PFMA comprises 65 members, with a market value of £1473.8bn, and volume of 1,296,700 tonnes per annum.</p> <p>PFMA launches their website www.pfma.com</p> <p>Pet passports are introduced. Cats, dogs and ferrets become citizens of the EU.</p> <p>Food Standards Agency launches April 1.</p>	<p><b>2001</b></p> <p>Proud owner, George W Bush, moves Barney the dog into the White House!</p> <p>Wandsworth Council permits pets in sheltered housing schemes.</p> <p>Establishment of DEFRA.</p> <p>Outbreak of foot and mouth disease.</p>	<p><b>2002</b></p> <p>Euro coins and banknotes enter circulation.</p> <p>New Animal By-Products Regulation.</p>	<p><b>2003</b></p> <p>The National Canine Defence League becomes the Dogs Trust.</p> <p>New Feed Additives Regulation.</p>	<p><b>2004</b></p> <p>HRH The Princess Royal unveils the Animals in War Memorial near Hyde park.</p>	<p><b>2005</b></p> <p>Hunting is banned.</p> <p>PFMA conducts Market Research into pet food buyers' needs on pet food labels, in anticipation of the revision of the Marketing Directive.</p> <p>SCAS report on Pets and Older People, supported by PFMA.</p> <p>New PFMA logo and website.</p>	<p><b>2006</b></p> <p>The Animal Welfare Act is passed, following PFMA's briefing of MP's and is followed by PFMA's assistance in drawing up Codes for cats, dogs and rabbits.</p> <p>Publication of the Fediaf Guide to Good Practice for the Manufacture of Safe Pet Food, with reference in the Official Journal of the EU.</p>	<p><b>2007</b></p> <p>National Pet Week becomes National Pet Month, a record 694 events are held and over £65,000 is raised for pet charities through activities such as Wet Nose Day.</p> <p>The first animal blood bank is set up for injured pets.</p>	<p><b>2008</b></p> <p>PFMA begins collecting small animal population data.</p> <p>Rabbit population 1.4 million.</p> <p>Publication of the Fediaf Nutritional Guidelines for cats and dogs.</p>	<p><b>2009</b></p> <p>WRAP publish report on food waste.</p> <p>Publication of new labelling rules.</p> <p>Publication of the European Regulation 767/2009 on the marketing and use of feed – the first major revision of the rules on the labelling of pet food since the 1979 Marketing Directive and the extension of those rules to cover advertising and internet activity. PFMA is extensively involved in the consultations leading up to this. PFMA White Paper on Obesity.</p>	<p><b>2010</b></p> <p>Dog population 8.3 million, Cat population 8.6 million.</p> <p>The PFMA comprises 60 members, with a market value exceeding £2bn</p>
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