

LOOKING AHEAD



What does the future hold for the pet food industry? The PFMA's **Michael Bellingham** investigates

As we settle in to the new year, Michael Bellingham PFMA Chief Executive shares some thoughts on what lies in store for the pet food industry in 2015 and how pet retailers can make the most of the opportunities presented.



PET FOOD

1 The biggest change we have seen in the market is the increasing humanisation of pets
We're no longer pet owners but pet parents, reflecting the strong relationship we have with our pets and our responsibility to them. This trend has definitely had an impact on what pet owners buy. Pet parenting continues to grow the premium market with a focus on quality, pet satisfaction and foods with a perceived health benefit. Many pet owners make food and health related decisions for their pets just as they would for any other family member. High-value pet foods positioned as 'natural' or certified as organic are also growing in popularity.

2 From changes to challenges, pet obesity is an ongoing concern
According to our latest survey of vet professionals at the London Vet Show around 75 percent of vets believe the situation is getting worse. BVA has recently called on pet owners not to overfeed in 2015. To support pet owners, PFMA has developed a toolkit of resources including Pet Size-O-Meters to food diaries and weight log charts. Help us get these tools to pet owners by sharing them with your customers, please go to our website to order or download your copies: www.pfma.org.uk

3 Pass it on – please follow the feeding guidelines
If there's one message to pass on to pet owners in 2015 it is to please read the feeding guidelines on the pet food packet. The guideline is the basis to start from and pet owners will then need to take in to account factors such as size, age, level of activity. The ideal is to weigh out the daily pet food ration and then pour out at mealtimes according to the usual routine.

4 Pet Food film coming your way soon!
Pet retailers are at the front line helping customers with their pet care. To help you deal with questions related to pet food, PFMA will soon be launching a brief film on how pet foods are made, focusing on what ingredients are used, the production process and the legislation governing the industry. We will share the film with you as soon as it is released at the end of March.

5 Education, education, education
Throughout 2015, PFMA will be focusing strongly on education and making sure our resources are easily available for pet care professionals. In addition to the pet food film, there will be lots of downloadable information and fact sheets on our website from guides to reading pet food labels to an in-depth look at pet food ingredients. 🐾



Pet retailers offer a fantastic service to pet owners, if we could pass on any advice it would be to stand out from the crowd and offer something different. Make the most of initiatives such as National Pet Month and boost your nutritional knowledge.

If we can help you in any way, do contact us at info@pfma.org.uk www.pfma.org.uk