

## PET FOOD

# Pet nutrition: animation explains how pet food is made

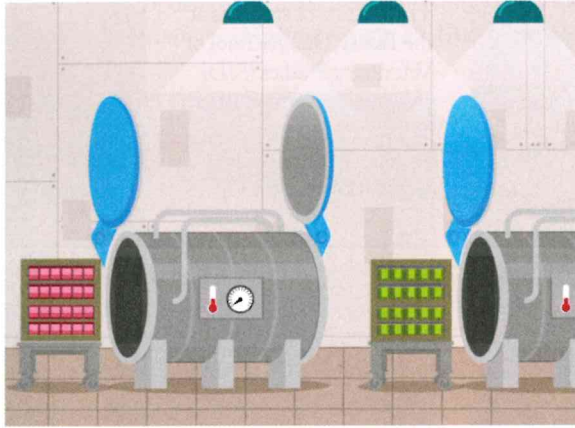
The Pet Food Manufacturers' Association (PFMA) has launched a campaign to provide more information for vets and pet owners on pet food nutrition and about what is in pet foods and how they are made.

The campaign began with the release of a short animated film showing how wet and dry foods for dogs and cats are made. The PFMA, which is the principal trade body representing the UK pet food industry, says that the aim is to help those dealing with pet owners answer questions about how pet food is produced.

Nicole Paley, PFMA communications manager, said: 'We are often approached by vets, nurses, animal welfare charities, retailers, the media and pet owners who have questions about pet food production. We hope this film will help answer their questions.'

As part of its campaign, the PFMA will also be releasing monthly fact sheets on pet food topics. The film, fact sheets and other resources can be found on the PFMA's website at [www.pfma.org.uk](http://www.pfma.org.uk)

The association has also reported the results of a survey it conducted recently



among pet owners and veterinary surgeons. The results, it says, indicate a high level of confidence in the pet food industry.

It reports that 70 per cent of 2100 pet owners and 85 per cent of 150 veterinary professionals who took part in the survey agreed that commercially prepared pet food provided optimum nutrition. Also, it reports, 60 per cent of the owners and 95 per cent of the vets 'would go as far as to say pets are living longer as a result of

advanced nutrition'. It adds that the consumer research also confirmed that owners were confident that strict rules and regulations govern the industry.

However, Ms Paley said: 'Despite this confidence, there is a gap between expert knowledge and pet owner perceptions. Our research at the London Vet Show confirmed some stubborn myths and misconceptions about the industry and some areas we are keen to address.

Top queries into pet food company care lines include questions on pet food labels, particularly understanding the terminology used, including categories such as "meat and animal derivatives"'

She said that, in addition to the resources it was providing, the PFMA would be participating in discussions on pet nutrition and pet food matters and hosting seminars at key events around the UK.

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## RESEARCH

# Animal health research club targets livestock diseases

MORE than £6 million of funding has been awarded to eight research projects aiming to improve the health of livestock.

The funding has come from the Biotechnology and Biological Sciences Research Council's (BBSRC's) Animal Health Research Club (ARC), which is a consortium comprising the BBSRC, the Scottish Government and 12 industry members from the animal breeding, animal health and farming sectors. The aim of the club was to bring together industry and the research community to support research that improves the understanding of resistance to pests and diseases in farmed animals. Industry members of the ARC pay a subscription fee, which allows them to be involved in remit formation and grant decision making.

The 2015 grants round concludes the funding from the ARC, which, since its

formation in 2012 has allocated £10.8 million to 15 research projects. In the latest round of grants, £5.8 million has come from the BBSRC and just over £800,000 from the Scottish Government.

The final round of funded projects are examining subjects such as the genetics of host responses to porcine reproductive and respiratory syndrome virus; the importance of multistrain infection by *Dichelobacter nodosus* in the severity of footrot and its management in sheep; the development of novel oral vaccination strategies for Atlantic salmon; and host factors in determining resistance to cryptosporidiosis in cattle.

Celia Caulcott, the BBSRC's executive director for innovation and skills, said: 'By targeting these livestock diseases the ARC projects have the potential to protect farmed animals and food supplies and save UK

farmers and the wider economy millions of pounds a year. The club shows that the public sector and private industry can work together to fund and support excellent research tackling important research challenges.'

Among the institutions to receive funding are the Moredun Research Institute, the Roslin Institute, the University of Warwick and the University of Nottingham.

Julie Fitzpatrick, scientific director of the Moredun Research Institute, said: 'We are delighted to have been awarded research funding through this initiative to help tackle some very serious diseases that significantly impact on the efficiency of livestock production. Moredun's approach has always been to work in collaboration with the livestock industry to ensure that our outputs are relevant to the needs of farmers.'

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