

Pet Food Manufacturers' Association
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GIVE YOUR PET A LONGER, HAPPIER LIFE – SIGN UP TO THE PFMA FAMILY PLEDGE!

Caring for a pet can be great family fun – it's a good way to spend time together and a real educational opportunity for children to learn all about pet care necessities. What is more, teaching children about the importance of a healthy lifestyle for their pet is a great way for them to understand how healthy living is equally important for them.

To help parents and children keep their pet in tip top shape, PFMA has developed a Family Pet Pledge. By signing the pledge, families make a number of promises which can mean a longer, happier life for their pet.

As obesity is a growing issue for pets - research suggests one in three household pets is now overweight – the pledge puts an emphasis on feeding the right food in the right quantities, keeping an eye on the pet's weight and ensuring exercise and play every day. The pet pledge can be downloaded from the 'Pet Owner' section of the PFMA website: www.pfma.org.uk

Another tool to help the battle of the bulge is the Pet Size-O-Meter – a simple system all owners can use at home to monitor their pet's weight (ideally once a month!). If you have a pet that could do with shedding a few pounds and you feel the Family Pet Pledge, or the Pet Size-O-Meter may help you, we'd love to hear from you, please contact Michael Bellingham: Michael@pfma.org.uk

ENDS

Notes to editor:

PFMA is the principal trade body representing the UK pet food industry. Our 54 members account for over 90% of the pet food market. Members produce foods for cats, dogs and other small animals.

If you are interested in pet obesity, we have the following resources available:

- Industry Report – Obesity: The Reality 2009
- The Pet Size-O-Meter – an owner friendly tool to help owners assess whether their pet is overweight and advice on what to do if their pet is overweight
- ‘Petutopia’ – Children can join their host, Danny Dash and enter the wonderful world of Petutopia to learn about looking after their pet

For further information, please contact the PFMA office on 020 7379 9009.