

Love them **madly**
Feed them **wisely**

UK
PET
FOOD

2025 ANNUAL REPORT

Alongside our continued focus on nutrition, sustainability, and safety & standards, we have introduced an overarching theme to emphasise the importance of feeding wisely.



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WELCOME

BY RUPERT PHILLIPS
SPECTRUM BRANDS
CHAIR, UK PET FOOD

I am delighted to introduce the UK Pet Food Annual Report 2025, during my first year as Chair.

This has been a year of significant change, with elections across the globe reshaping the political landscape and new challenges emerging in the UK. Throughout, UK Pet Food has remained a strong and influential voice for our industry, advocating for regulatory alignment across the EU and facilitating trade to support our members.

In addition to launching our Manifesto to the new Government, we introduced a renewed focus on Safety and Standards under the umbrella of 'Love Them Madly, Feed Them Wisely'. Whilst maintaining momentum in our Nutrition and Sustainability work, this initiative reinforces our position as the trusted authority in the sector – providing expert nutritional guidance and ensuring that professionals and pet owners know to turn to us, and our member companies, for safe and high-quality products.

In an era where unfortunately misinformation is not unusual, our role as a reliable and science-led voice has never been more critical. Our members uphold the highest standards and by working collaboratively,

we are reminding pet owners that they can have confidence in the brands represented by UK Pet Food membership.

I would like to express my sincere gratitude to our members for their support, particularly those who have dedicated their time and expertise to our working groups and committees. Your contributions are hugely appreciated.

A special thanks also to our Secretariat, who have ensured another successful year for our association, and to my predecessor, Claire Robinson Davies, for her invaluable leadership and guidance.

I look forward to continued collaboration within our industry to raise the bar and ensure the UK's 38 million pets receive excellent nutrition from our members.

Rupert Phillips
Chair



Sam Marriage
Vice-Chair



Claire Robinson-Davis
Past-Chair



WELCOME

BY MICHAEL BELLINGHAM
CEO, UK PET FOOD

I would like to thank our Chair, Rupert, and all our members for their valuable engagement over the past year. Our Secretariat is small, and we are fortunate to have such dedicated and supportive experts who come together at our regular committee meetings to provide advice and help steer the association forward.

It has been such a busy year that it is difficult to select a few highlights! However, as always, the Obesity Report, published every five years has proved insightful. In its development, we worked with many experts and organisations in the pet industry. This year, we set out our five commitments and also included a useful appendix with toolkits for professionals in the retail and vet sectors. It underscores the wonderful way our Industry works together.

This preceded the unveiling of our 'Love them madly, Feed them wisely' theme which will continue to be a focus over future months – it underscores everything we do. By both highlighting the importance of 'wise' feeding – looking to the experts for advice and building a better understanding of processed pet food. We also want to reinforce that pet owners should turn to our membership for reputable brands and quality nutrition.

As an example of our focus on evidence-based nutrition, we also worked with a dedicated group at FEDIAF – the European Pet Food Association, to update the nutritional guidelines for pet rabbits.

The most recent highlight is the expansion of our membership. At UK Pet Food, we are honoured to represent such a wide range of brands and manufacturing styles. This ensures there is something to meet all needs and preferences.

Recently, we were proud to welcome a company pioneering cell-cultivated products, Meatly. They now sit alongside wet, dry and raw pet food manufacturers and suppliers at the industry table, marking an exciting step in the diversification of pet food ingredients but maintaining the focus on the importance of nutritional adequacy, safe manufacturing, and appropriate processing methods to meet the nutritional needs of our pets.

Michael Bellingham
Chief Executive

CORE ACHIEVEMENTS

WE INTRODUCED OUR 'LOVE THEM MADLY, FEED THEM WISELY' MESSAGING

There is a lot of misinformation about pet nutrition and pet food. To combat this, we want to ensure our expert advice reaches the front line with those advising pet owners on a regular basis.

'Love them madly, feed them wisely' was developed to be more than a strapline. It helps us start a fresh conversation about the importance of pet nutrition and prepared pet food, reinforcing our position as the 'go-to' experts.

As part of this campaign, we have updated our website, revised and built on our factsheet collection, created animations and produced vet videos. Our recently launched Obesity Report gives additional reason for the campaign. We cover all the topics frequently discussed from ingredients and science to labelling and regulation.

“The new Love them madly, Feed them wisely campaign is fantastic, and I think the approach and messaging are exactly what is needed. I'll do my best to disseminate everything through my networks!”

Justine Shotton
Former BVA President

WE REWORKED OUR WEBSITE TO IMPROVE NAVIGATION AND MAKE EVERYTHING POP!

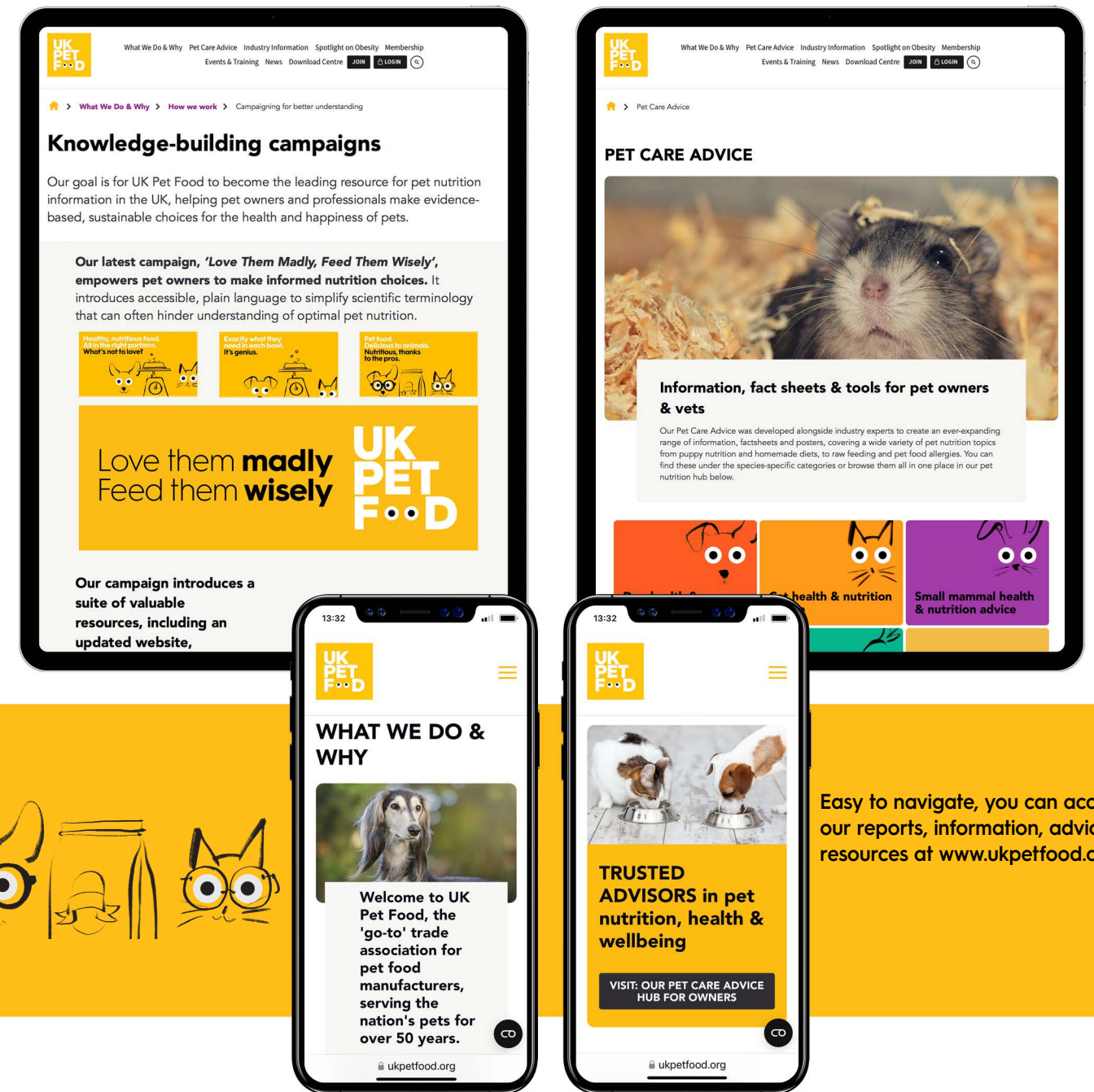
A key tool to support the 'Love them madly, Feed them wisely' campaign is our website. Throughout 2024 we worked with our Associate Member, Butcher & Gundersen, to focus on navigation, accessibility, embedding the campaign coherently throughout. We are so proud of the final result.

The updated website makes it easier than ever for pet industry professionals, members, and pet owners to access reliable information about our Industry and pet nutrition in general. With a streamlined design and enhanced navigation, you can quickly find guidance on everything from feeding guidelines to industry standards.

“For anyone working in the pet food industry - from manufacturers to suppliers, vets to retailers - the UK Pet Food website is a fantastic resource. As well as reports and research, they provide species-specific advice to pass onto pet owners, such as food handling safety and weight guides. It's easy to find what you need and extremely useful as an independent source of information.”

Louise Mackintosh
MD Poppy's Picnic

“I love the new campaign. Fab to see in the face of so much misinformation.”
International Cat Care



CORE ACHIEVEMENTS

WE PUBLISHED OUR FOURTH OBESITY REPORT 'BUILDING HEALTHY HABITS ONE PAW STEP AT A TIME'

Every five years we produce a report detailing the latest data and key trends in pet obesity, drawing insights from experts and tracking development over time. With 15 years of data collection so far, we can monitor change and help shape the path forward. As always, collaboration and education remain key themes.

The challenge of combating pet obesity continues to be multifaceted, much like in human health, and extends beyond calorie intake alone.

In this report, we outline five commitments and share expert-developed toolkits for frontline professionals including vet teams and pet food retailers. As the leading organisation in pet nutrition, we are committed to playing our part in educating owners and professionals about best practice, following feeding guidelines and making informed choices about treats.

The report was launched at Portcullis House in October 2024, where we hosted a reception sponsored by Roger Gale MP. In a two-hour window, we introduced UK Pet Food to 12 MPs and two staffers. The report provided the opportunity for broader discussions on industry topics such as trade, sustainability, and ingredient sourcing.



PROFESSIONAL PERSPECTIVES ON PET OBESITY

A PROBLEM FOR PET REHOMING SERVICES

Speaking to our friends in the rehoming sector, it is clear that they are impacted by pet obesity too. Not only does it contribute to reasons for rehoming, but also overweight pets stay longer in their care.

“As explained by Alison Thomas, Head of Veterinary Standards at national pet charity Blue Cross: A common reason for an owner to relinquish their pet to a Blue Cross rehoming centre is an inability to continue to afford veterinary care. A significant number of these pets are overweight and are suffering from conditions related to obesity. It is significantly more difficult to find homes for these pets due to the ongoing financial commitment of veterinary care and potentially shortened life span, leading to longer stays in our centres.”

Dr. Fiona Cooke, Head of Specialist Services at Woodgreen Pets Charity added: “Being overweight can present significant challenges for pets, which may be exacerbated if they ever need to come into a rescue setting. The sudden change in circumstances, plus the additional stressors when overweight, can have a huge impact on their physical and psychological health. Even a little excess weight could cause a range of health conditions, such as arthritis, diabetes, severe heart disease, liver disease and depression, in dogs. These issues will all need treatment from a vet, which can be very expensive, especially for conditions that become chronic.

“At Woodgreen, we like to set owners and pets up for success. When someone rehomes a pet from us, we’ll routinely talk them through the importance of keeping their dog, cat or small pet in good body condition, discuss healthy diets and give advice on exercising their new pet. We also provide body condition charts in our rehoming packs for people to refer to as needed. The support can also continue at home.”



UK Pet Food 2024 Obesity Report

UNDERSTANDING WHY IS THERE A PROBLEM?

COMPARING VET VISITS

Every year, UK Pet Food asks a subset of our members about this research.

The comparison of this research shows that...



ACTIVITY HIGHLIGHTS

UK PET FOOD HAS THREE CORE PILLARS OF ACTIVITY:
NUTRITION, SUSTAINABILITY, AND SAFETY &
STANDARDS.

ANIMAL WELFARE UNDERPINS ALL OF
UK PET FOOD'S WORK.



ACTIVITY HIGHLIGHTS OUR NUTRITION WORK IN 2024

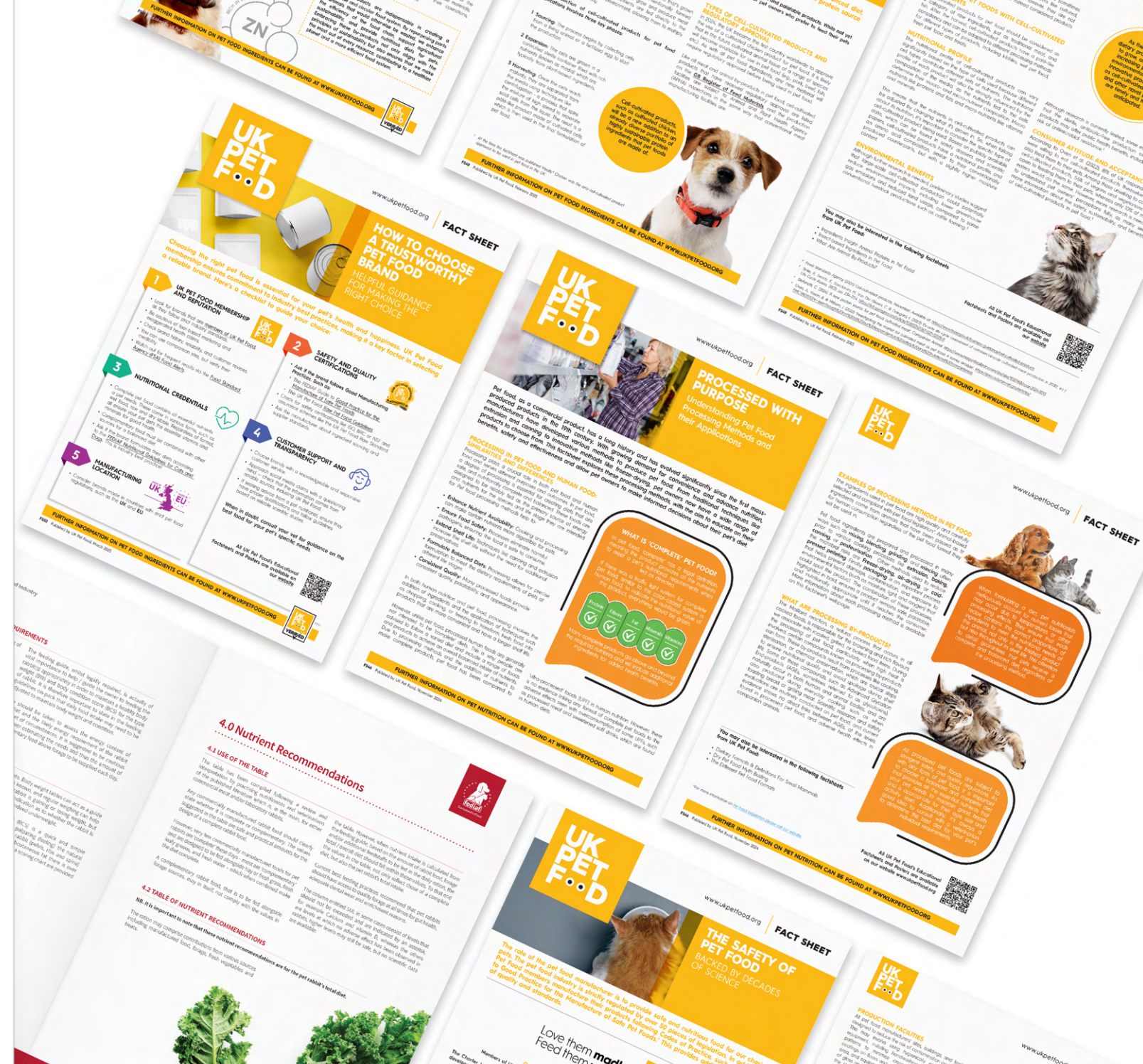
“This year we have focused on providing pet professionals and owners with the knowledge and expertise required to ensure our pets nutritional needs are met. My personal highlight was welcoming three experts (a veterinary influencer, a pet nutritionist and a sustainability expert) to the London Vet Show in November and talking to vets about processing in pet food, a session titled as ‘Processed with Purpose.’” Sarah Hormozi

Some highlights include:

- Hosted two online Pet Food and Nutrition courses in February and July, delivering over 50 hours of CPD and educating 100 industry professionals.
- Collaborated with academics, pet industry colleagues, and experts to publish the latest Pet Obesity Report, featuring practical toolkits for professionals.
- Distributed 200 copies of our first-ever Catalogue of Factsheets – a comprehensive collection of factsheets, posters, and resources, designed as a one-stop reference for vet teams engaging with pet owners.
- Expanded our factsheet range with 12 new additions, including Processed with Purpose, Understanding Pet Food Labelling, Understanding Feeding Guidelines, and Pet Food Safety & Standards.
- Partnered with NOAH (National Office of Animal Health) to support National Pet Month, promoting responsible pet ownership.
- Surveyed 205 veterinary professionals at our stand at London Vet Show, gathering insights into current trends in pet nutrition from a veterinary perspective.
- Hosted a panel discussion on ‘Processed with Purpose’, exploring pet food processing methods and their role in creating complete, safe, and stable diets. The session, attended by 50 veterinary professionals, concluded with a lively Q&A.
- Led the launch of the latest edition of the FEDIAF Nutritional Guidelines for Pet Rabbits, introduced at our Annual Convention in November, in collaboration with industry colleagues across the UK and Europe.

“An excellent, well thought of nutrition course with fantastic lecturers! Especially for someone like myself who has moved from human nutrition to animal nutrition. I really enjoyed it, thank you!”

Carrie Beggs-Reid
Inspired Pet Nutrition



Sarah Hormozi facilitating the Nutrition Course



LVS Processed with Purpose Panel Discussion



Meeting veterinary professionals at our LVS Stand

“UK Pet Food’s Nutrition course is a great stepping stone for the industry that I always encourage my technical staff to attend. Also good for a refresher.”

Claire Bowdrey
WHM Pet Group Limited

ACTIVITY HIGHLIGHTS OUR SUSTAINABILITY WORK IN 2024

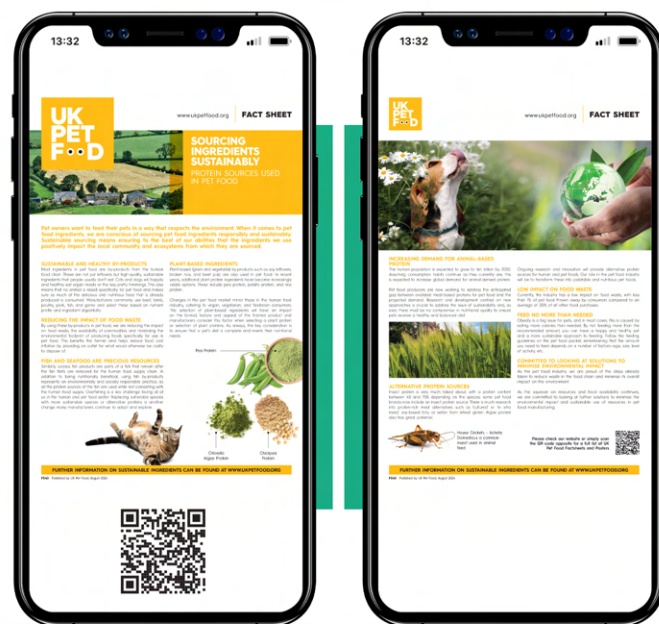
“This year we have continued to advance our work in sustainability. We work alongside our partners in the Food & Drink Federation, FEDIAF – the European Pet Association and the Pet Sustainability Coalition – to name but a few. We focus on education making sure members are aware of the latest developments in areas that matter most to them. We are also advocating for the sector on impactful topics such as the Extended Producer Responsibility for packaging and the government farming and food strategy. One of our most exciting projects has been working towards a UK Pet Food Industry Sustainability Ambition 2030. More will come on this later in the year!” Nicole Paley

Some highlights include:

- **Upskilling members** with a deep dive into **regenerative agriculture** through an educational webinar and an exclusive visit to the Allerton Project in Leicestershire.
- Developed a **pet food sustainability paper** for the British Small Animal Veterinary Association, contributing to an educational pack designed to enhance vets’ understanding of sustainability in the pet food industry.
- Developed a new fact sheet on **Sourcing Ingredients Sustainably**.
- Several key educational messages in the ‘Love them madly, Feed them wisely’ campaign emphasised sustainability, highlighting the ingredients we use and our commitment to **responsible sourcing**.
- Laying the groundwork for the **UK Pet Food Industry Sustainability Ambition 2030**, a bold initiative centred on five key pillars: net zero, sustainable commodities, nature restoration, packaging, and waste. Stay tuned for more details in the second half of 2025!



Priya Hamilton (Purina) and Caroline Curtis (Tails.com) from the Sustainability Committee visiting Pelagia



“The UK Pet Food Sustainability Committee’s mission is to support members’ journeys towards a more sustainable future. Through education, sharing best practices, and collaborating with experts outside of the industry, we shape the way forward. This committee is open to all members with an interest or expertise in sustainability.”

Priya Hamilton
Purina



ACTIVITY HIGHLIGHTS OUR SAFETY & STANDARDS WORK IN 2024

“We continue to promote high standards and safety. Working alongside the communications team, we have maximised the technical expertise among our membership to support the development of the ‘Love them madly, Feed them wisely’ work.” Donna Holland

Some highlights include:

In 2024, the UK’s pet food trade was significantly influenced by developments in the **Border Target Operating Model (BTOM)** and the **Windsor Framework**, to address trade challenges.

- **Supporting Regulatory Changes:** In January, we supported members with the introduction of health certifications for medium-risk animal products imported from the EU.
- **Ensuring Safety at Border Facilities:** With documentary and risk-based identity and physical checks introduced in April, the UK Pet Food secretariat visited the new government inland border facility, a designated **Border Control Post (BCP)** for the short straits, ensuring safety and compliance.
- **Successful Lobbying Against GB Wide ‘Not for EU’ Labelling:** In early 2024, the UK government proposed mandatory ‘Not for EU’ labelling on retail products across Great Britain, set for implementation by October 1. Through successful lobbying, we highlighted the significant cost and complexity this would impose on our members. As a result, on September 30, the government announced it would not proceed with the plan.
- **Commitment to Comprehensive Legislation:** The industry operates under over 50 pieces of legislation, ensuring rigorous safety and quality standards. UK Pet Food members annually commit to a **Member Charter**, emphasising compliance with legal requirements and codes of practice.
- **Enhancing Raw Pet Food Standards:** To further increase awareness of the UK Pet Food **Raw Pet Food Standard**, we trademarked the stamp, allowing compliant members to add it to their packaging.
- **EU Additive Renewal Tracker:** We created an **additive renewal tracker for the EU** to raise awareness of additives due for renewal of authorisation, helping members stay informed.
- **Supporting Market Authorisation Process Reforms:** We supported the consultation on reforms to remove the requirement for periodic renewals of authorisations for feed additives and allow authorisations to come into effect following ministerial decision, with publication in an official public register rather than by statutory instrument.

These initiatives reinforce our commitment to ensuring the highest safety and quality standards in the UK pet food industry.



“As a new start-up in the pet food industry UK Pet Food have been completely invaluable in helping us navigate the existing regulations and standards. They have also helped to facilitate meaningful and collaborating engagement with key UK regulators such as FSA, DEFRA, and APHA. Without UK Pet Food it would have been significantly more challenging.”

Owen Ensor
CEO, Meatly

MEMBERSHIP

OUR WORK WITH MEMBERS

IN 2024

“We continue to support a strong membership of manufacturers and suppliers, representing approximately 90% of the market. Our membership includes 70 manufacturers, 28 ingredients suppliers and 12 associate members. Our associate members bring valuable and diverse benefits to our core membership.” Beth Morgan

Some highlights include:

- **Revitalised and enhanced our website** for improved **navigation and readability**, with invaluable support from associate members **Butcher & Gundersen**.
- **Welcomed 10 new members** – **five full members** and **five associate members** – strengthening our industry network.
- **Hosted 50 events**, including **45 webinars** in partnership with **associate members** and **external organisations**, covering key topics such as **packaging, marketing, formulation, supply chains, sustainability**, and **farming**. Contributors included **DEFRA, FDF, VALPAK, PSC Format Solutions**, and **Leopard**.
- **Organised a highly successful Annual Convention** at **Stationers’ Hall**, attended by **over 100 members**, with **outstanding speakers** including **Adam Rutherford, Cat Henstridge, Professor Thomas Webb**, and **Liz Mullineaux**.
- **Strengthened industry collaboration** through **member site visits** to **Naturaw, The Innocent Hound, Mars Petcare Birstall, Alltech, Natural Dog Food Direct, Copdock Mill, Skinners and Bella and Duke**, fostering valuable **knowledge-sharing and engagement**.
- **Organised an excellent Combined Committee Day** with **40 members** participating to discuss ways of working and key topics for the year ahead.



UK Pet Food Annual Convention Panel Discussion



UK Pet Food team visiting The Innocent Hound

KEY MEMBERSHIP PRIORITIES

To better understand what our members value most, we asked them to highlight the key benefits of their membership. The following aspects emerged as particularly important:



TECHNICAL AND REGULATORY SUPPORT
Access to expert guidance and compliance assistance



CREDIBILITY
Being part of a trusted and recognized industry body



RESPONDING TO INDUSTRY-WIDE ISSUES
Advocacy and support in addressing challenges



COMMITTEE MEETINGS
Opportunities to engage in discussions and shape industry decisions



LOBBY INFLUENCE
A strong collective voice in regulatory and policy discussions



EDUCATIONAL MATERIAL
Resources to enhance knowledge and best practices



ONLINE RESOURCES
Easily accessible tools and information

“Tyler decided to join UK Pet Food, to continue to service the petfood industry through partnership, our intention is to support and provide education about relevant change within petfood packaging, whilst assisting customers drive towards a more sustainable future for our planet, people and pets.”

Adam Kay
Tyler Packaging

MEMBERSHIP BEING THE VOICE OF INDUSTRY

As the voice of the pet food industry, we are proud that 100% of our members recognise and value our effectiveness in safeguarding our Industry's reputation.

I believe that our Love them madly, Feed them wisely theme has highlighted our authority and knowledge in this area. Our willingness to tackle topics such as Obesity and publishing our renowned report also supports our collaborative work with pet industry colleagues.

We have been pleased to see positive feedback from members – in addition to some lovely coverage focused on our work.



100%
of our members value us for safeguarding our industry's reputation



97%
of our members value us for responding to issues



97%
of our members value us for raising standards

SOCIAL MEDIA OVERVIEW

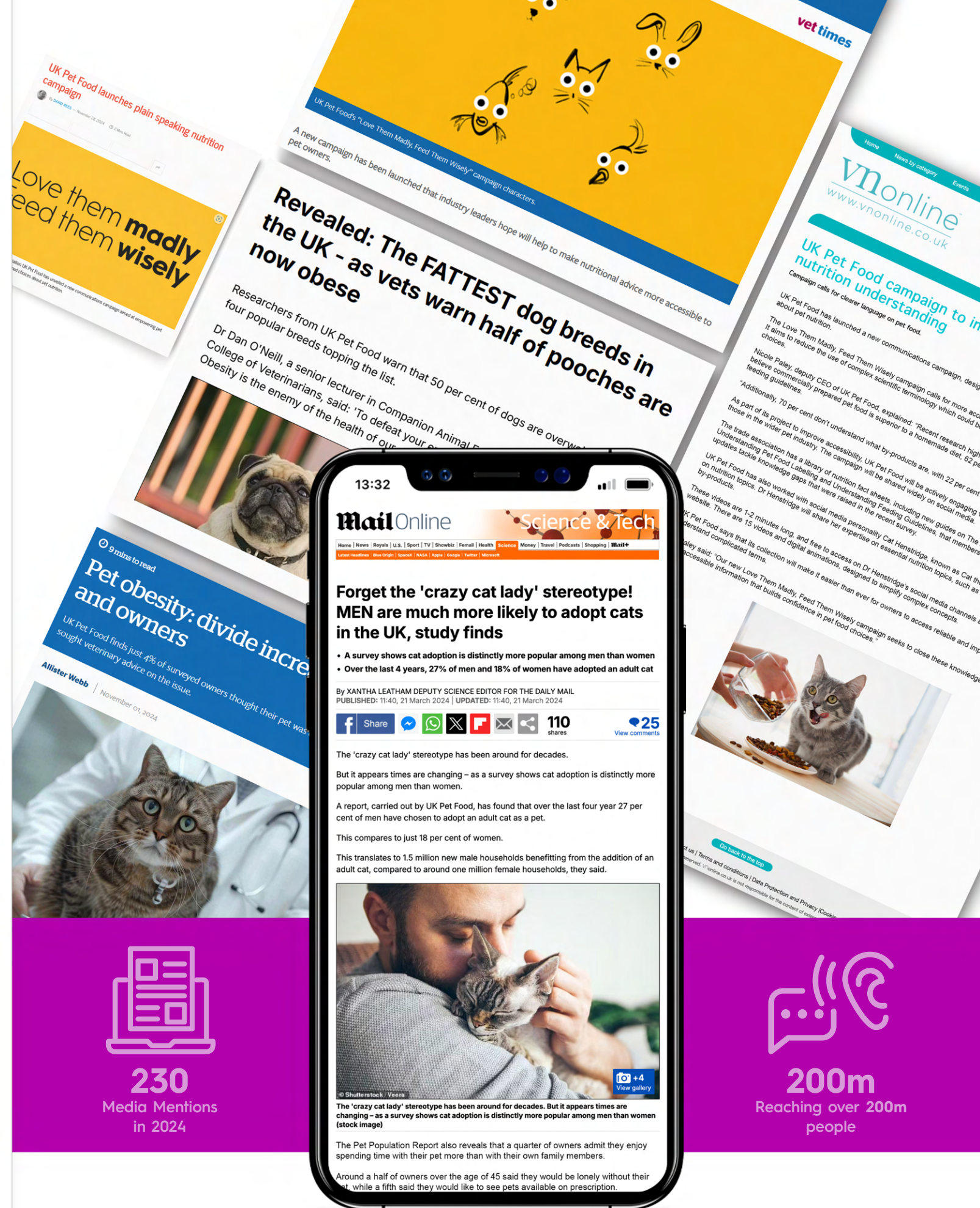
Currently, UK Pet Food has over 8200 followers on LinkedIn, an increase of around 20% on the previous year. We also introduced Instagram, which has grown steadily since November, recently surpassing 200 followers, with strong reach of over 6,000 users and around 2000 per post. Engagement is high.

SOME COVERAGE HIGHLIGHTS

In total, over the last year, media coverage for UK Pet Food has been secured in over **230 titles**, reaching over **200 million people** worth an **advertising equivalent of £3.6 million**.

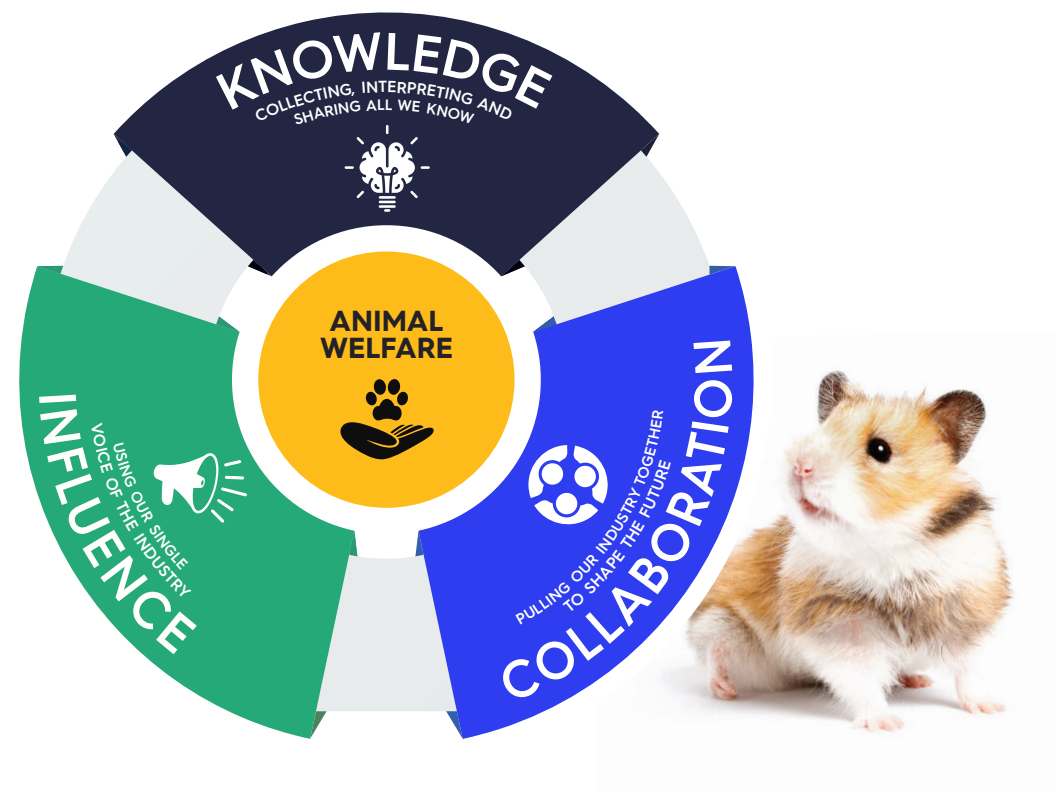
“UK Pet Food membership allows members to come together to focus on tackling key issues impacting all of us and enables us to work together to find solutions. The membership provides a platform to share ideas, insights and knowledge from experts across the industry so that we are all continuing to improve how we support pet owners to do the very best for their pets.”

Cheryl Barr
Bella and Duke



THE WAY WE WORK

At UK Pet Food, our three pillars guide us, but it's our collaborative approach that drives change. As a trade association, we amplify impact beyond what any single company could achieve. We identify knowledge gaps, unite industry voices, and work together to influence the nutritional wellbeing of pets across the UK.



KNOWLEDGE

We set out to develop and impart knowledge by providing an excellent range of educational resources, from our Pet Food & Nutrition Training Course through to training on sustainability topics. These are all found on our updated website and in the member section. In addition, we share information and warnings on any upcoming changes to regulations and industry best practice. Members can also contact the team directly for any one-to-one advice.

COLLABORATION

By bringing the industry together and working closely with organisations connected to the pet food industry, we can help to build the best possible future for UK pet food.

INFLUENCE

UK Pet Food uses a single voice to communicate on important industry decisions and emerging topics.

“We appreciate the excellent work you and your team provide the industry. You are likely unaware that I have worked with ‘PFMA’ going back to the infamous BSE era. I have always been impressed with the UK team over the years. My personal observation is that UK Pet Food has taken the level of service to another level. It would be very difficult for the industry to be as well prepared as we are on developing regulations or issues without your teams’ services.”

Please keep up the splendid work you accomplish supporting pet food.”

Jerry May
Fresh Pet

“Everyone I have encountered at UK Pet Food has been so kind to me, and that speaks volumes within this industry. Kindness is one of our core values at The Animal People Recruitment Company, and I naturally gravitate toward businesses that share that same ethos. It’s clear that UK Pet Food not only supports the pet industry but also fosters a culture of integrity, connection, and care.”

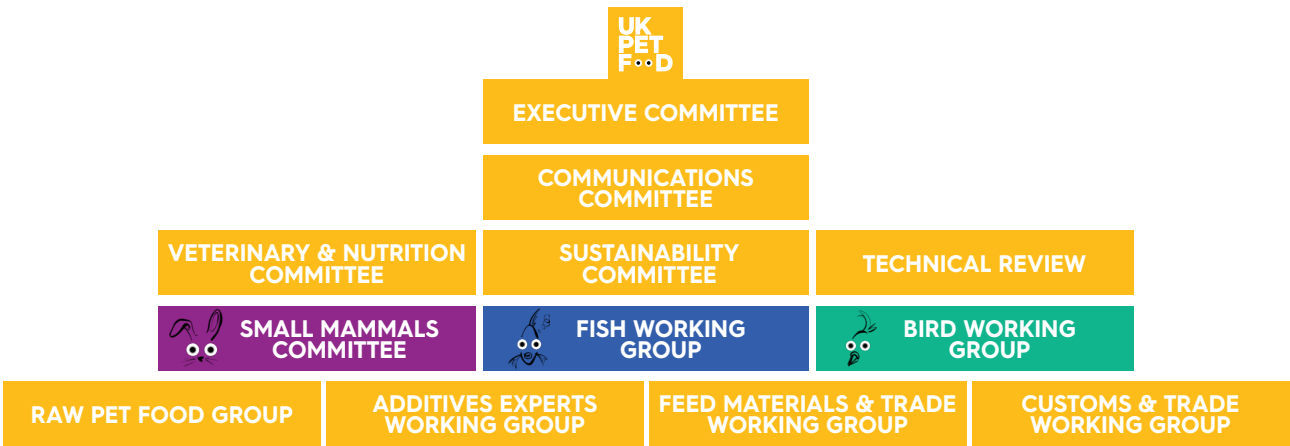
Chris Whatling
The Animal People Recruitment People



 <div>KNOWLEDGE</div>	Dedicated team on hand to deal with technical issues	40 Issues of Your News	11 Events Newsletters	12 Monthly Industry Newsletters	9 Dedicated committees and working groups	Legislation Directory	Conducting a survey of 9000 households looking at the pet population
	Annual Pet Food Market Report exclusive to scheme members	Market Data Scheme	Pet Data Report available to contributing members or for sale for non-contributor		Introduced 12 new factsheets	Second Parrot Awareness Week	
London Vet Show panel session 'Processed with Purpose' attended by 50 and survey of vets (205 participants)	Regularly updated Sustainability Hub	Ran two successful Pet Food and Nutrition courses, attended by 100 in 2024.		A revitalised website thanks to Associate Member Butcher & Gundersen	AGM attended by over 70 people	 COLLABORATION	27 Working Group meetings
Joined Companion Animal Sector Group (CASC)	Member of FEDIAF EuropeanPetFood	Canine Feline Sector Group (CSFG)	British Veterinary Association (BVA) and British Small Animal Veterinary Association (BSAVA)	Marin Trust and the Department for Environment, Food & Rural Affairs (DEFRA)	Animal Welfare Education Alliance (AWEA)	Supporter of Waste and Resources Programme (WRAP) UK Plastic Act	Working alongside NOAH (National Office of Animal Health) to run National Pet Month (NPM)
Annual Convention attended by over 100 guests	Second Combined Committee Day attended by 40 members representing 26 companies	10 Collaborative Webinars hosted by industry professionals and Associate Members	Sustainability Committee Trip to The Allerton Project	Working alongside The National Food Crime Unit (NFCU) within the FSA		Supporting the Veterinary Medicines Directorate (VMD) to protect animal health	Visiting the Agricultural Industries Confederation (AIC)
 <div>INFLUENCE</div>	Introduced Love them madly, Feed them wisely theme		London Vet Show (LVS) Stand discussing nutrition with hundreds of veterinary professionals	Over 100 meetings with government bodies	Successful Lobbying Against GB wide 'Not for EU' Labelling	Supporting Market Authorisation Process Reforms on additive renewal	Co-sponsor of All-Party Parliamentary Group for Animal Welfare (APGAW) alongside RSPCA
Participation in Trade and Agriculture Welfare Commission		National Pet Food Strategy	236 Media mentions reaching 249m people	Over 8100 followers on LinkedIn (up 20%) New Instagram with 200 followers and over 6K users			

OUR TEAM AND HOW WE WORK

At the heart of UK Pet Food is a dedicated team of five professionals working closely with members and industry experts to drive our mission. They are supported by expert committees and working groups drawn from across our diverse membership, ensuring we deliver meaningful impact for the sector.



Michael Bellingham
Chief Executive



Nicole Paley
Deputy Chief Executive



Sarah Hormozi
Head of Science & Education



Donna Holland
Head of Technical & Regulatory Affairs



Beth Morgan
Membership & Communication Executive

OUR MISSION STATEMENT

UK Pet Food (previously known as the Pet Food Manufacturers' Association or PFMA) works to advance pet health and wellbeing with quality nutrition from a sustainable, progressive pet food industry.

We are an association for pet food manufacturers, suppliers, and the wider industry. Our members account for over 90% of the pet food market and are responsible for feeding the nation's wide range of pets.

We support dynamic and responsible UK pet food manufacturing, representing our members' views and striving to raise standards. Working with our teams of experts, we also provide educational information on pet nutrition and the manufacture of pet food.

