

UK PET FOOD MANIFESTO

UK Pet Food is the voice for the UK Pet Food industry, and our mission is to advance pet health and wellbeing with quality, sustainable nutrition.

This Manifesto outlines our key priorities and 'asks' of policy makers in order to continue to deliver tasty and nutritious food for the UK's 38 million pets.

SAFE AND SUSTAINABLE PET FOOD

We require safe, nutritious, and sustainably produced ingredients with a food system that recognises and values pet food.

UK Pet Food is calling for policy makers and the farming community to recognise the critical role pet food plays in supporting the agricultural sector. It is essential that pet food is included in any national action plan for food and considered in relevant policy making, particularly around the shift to more sustainable food systems and net zero.

We are a critical partner to the farming industry, utilising around 1 million tonnes of UK agricultural produce/meat and poultry by products (500,000 tonnes) and cereals (500,00 tonnes)



PETS AND ANIMAL WELFARE

We want a society that treats pets with their best interests at heart, and a food system that places the welfare of farmed animals as the paramount goal.

UK Pet Food believes the Kept Animals Bill is a golden opportunity to stop low welfare puppy imports. Government should also look at practical ways to support UK farmers and their continuous improvements of welfare on-farm. We call for policy makers to protect our progress by ensuring that our trade policy maintains the same ambitions.

Along with the UK's animal welfare charities, we believe children and young people should be educated about caring for animals and there is a need for animal welfare on the curriculum.

TRADE WITH THE EU AND THE REST OF THE WORLD

We need to maintain regulatory alignment with the EU and call on the Government to support businesses in accessing new markets.

UK Pet Food is calling for any legislation related to pet food safety to be upheld under the REUL. Much of the retained EU law is key for business in the domestic market, as well as allowing the UK to continue to export to our largest market. Going further, we support a negotiated form of veterinary agreement to ease problems trading pet food between GB and the EU and GB to NI. For trade with the rest of the world, we would like to see a strategic effort to support UK businesses to break into new markets and to protect producers from lower standard imports.

PETS IN SOCIETY

We want to ensure a society that values the important role pets play in the improvement of health and mental wellbeing.

UK Pet Food calls on local authorities, housing providers, employers, landowners etc to reduce barriers to pet ownership and we encourage health professionals to value the health benefits of assistance animals. We ask policy makers to recognise the role pets play in addressing the obesity epidemic by encouraging exercising with their pets. We also believe that policy makers should encourage dog friendly workplaces where appropriate.



ABOUT UK PET FOOD

UK Pet Food (previously known as the Pet Food Manufacturers' Association or PFMA) works to advance pet health and well-being 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.

WHAT WE DO



UK
PET
FOOD **£3.8bn**
TOTAL
(LAST YEAR £3.4bn)

£1.84bn
DOGS
(LAST YEAR £1.60bn)

£1.43bn
CATS
(LAST YEAR £1.27bn)

£59m
SMALL MAMMALS
(LAST YEAR £54m)

£380m
OUTDOOR BIRDS
(LAST YEAR £345m)

£15m
INDOOR BIRDS
(LAST YEAR £13m)

£76m
FISH
(LAST YEAR £69m)

60%



AROUND 60% OF
UK HOUSEHOLDS
HAVE A PET

100+



OUR 100+ MEMBERS
NOURISH 90% OF
UK'S PETS

Co-Sponsor



Member of

