Mission Statement

PFMA aims to create a credible and responsible industry by placing pets at the centre of everything we do. While striving to achieve a balanced regulatory environment for the production of nutritious and safe food, PFMA also encourages responsible pet ownership, working in partnership with relevant pet bodies. It aims to be the main resource for its members, the public and others, as well as playing a lead role in forming opinions in Europe through the European Pet Food Federation (FEDIAF).

Michael’s 2014 Highlights

1. A new PFMA Future Strategy with a mission to create a credible and responsible industry by putting pets at the centre of everything we do.
2. Launch of the PFMA Get Pets Fit campaign promoting healthy lean pets.
3. A brand new Guinea Pig Size-O-Meter to help owners keep their Guinea Pigs at a healthy size.
4. PFMA awarded Trade Association Forum (TAF) Best Website of the Year.
5. Continued involvement as a trustee of National Pet Month, a charity promoting responsible pet ownership.
6. A new fish group established to represent UK fish food manufacturers.

PFMA Secretariat

MICHAEL BELLINGHAM  Chief Executive

Michael joined PFMA in 2004. He has worked in the trade association world for a number of years. Michael looks after the Small Animal and Bird Groups, as well as running the Executive Committee.

NICOLE PALEY  Communications

Nicole Paley has been with the PFMA for just over 10 years. As the Communications Manager, Nicole oversees the association’s internal and external communications activities and manages the PFMA Press Office.

LANA OLIVER  Technical & Regulatory

Having joined PFMA in 2009. Lana is responsible for dealing with all technical and regulatory issues, acting as an intermediary between government and the industry, and providing advice to members.

SARAH HORMOZI  Veterinary & Nutrition

Sarah has been managing the veterinary and nutrition issues since joining the PFMA team in May 2011. Sarah has a BSc in Biology and a MSc from King’s College London, researching Animal Assisted Therapy.

PFMA Members

Representing over 90% of the UK pet food market

Alba Protein
Altech
Arden Grange Pet Foods
Beaphar
Bones Pet Foods
Bob Martin
Burgess Pet Care
Burns Pet Nutrition
Butcher’s Pet Care
C&B Foods
Caledonian
Cambrian Pet Foods
Countrywide Products
Crown Pet Foods
Devenish Nutrition
Doglovers and Horrell
DSM
Feedwell Animal Foods
Fish Science
Fish4Dogs
Fold Hill Foods
G B Seeds
Get Systems
Gladwell and Sons
GAA Pet Food Partners
Green Pet Foods
Herry Bell & Co
Hills’s Pet Nutrition
Interpet
John Poision & Sons
Johnston & Jeff
Lilly’s Kitchen
Marches Natural
Marriage’s Specialist Foods
Mars Petcare
Marine Ingredients
MMP Products
Greencoat
Natures Menu
Nestlé Purina PetCare
New Era Aquaculture
NoszTM
Oscar Pet Foods
O тыс
Pacific Proteins
Pedigree Wholesale
Pets Choice
Pointer Pet Foods
Poutrn
Premier Pet Nutrition
Probiotics International
Pro-pet
Provens
Rettenmaier (JRS)
Rogies Shimmer
RSPB Trading
Sarval
Saturn Petcare
Supreme Pet Foods
Tetra
Thompson and Capper
Town and Country Petfoods
Trouw Nutrition GB
Vine House Farm
Vitalraft
Wafcol
Wagg
Chairman’s Welcome

Welcome to the PFMA Annual Report for 2015. I particularly welcome the collaborative approach we have taken this year to update our future strategy as well as to define our objectives for the next three years.

One of our focus areas for 2015 will be dispelling many of the myths surrounding the manufacture of pet food. There is much misinformation circulating on this subject and it’s important that we help improve our stakeholders’ knowledge and understanding of pet food nutrition and the manufacturing process. Therefore we will participate in discussions on pet nutrition and pet food matters, we will share the facts and provide information and tools.

As a responsible industry, giving a voice to the broadest possible sectors of the pet food industry is important for PFMA. In the last years we have welcomed to our membership a number of companies in the wild bird sector who previously did not have a trade association to collaborate within. The creation of our Bird Group has been recently followed by a new Fish Group. For all the pets we keep as our companions PFMA seeks to raise the standards of nutrition and we will continue to put pets at the centre of everything we do.

I would also like to recognise our members for their continued support and participation in the working groups and committees both within PFMA and with our European Association, FEDIAF. Your expertise and commitment make the difference to what we can achieve as an association. Thank you.

Finally, I would also like to thank the Secretariat team led by Michael for all their hard work and achievements in 2014 and I look forward to even greater success in 2015.

Mary Sharrock – Nestlé Purina PetCare

PFMA is the principal trade body representing the UK pet food industry. We have 67 member companies, which accounts for over 90% of the UK market.

Pet Food Market Data

<table>
<thead>
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<th>Total Market</th>
<th>£210m</th>
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<tbody>
<tr>
<td>£2.8bn</td>
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<tr>
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<td>£12m</td>
<td>13,000t</td>
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</tbody>
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80% of the raw materials used in pet food come from the UK

UK Pet Population

- **8.5m** dogs
- **7.5m** cats
- **2m** fish
- **700,000** birds
- **500,000** rabbits
- **400,000** rodents
- **300,000** reptiles

How PFMA helped with educational material

- Over 200,000 Pet Size-O-Meters distributed
- 2000+ pet care flyers downloaded
- Website going mobile

Campaigns and Data

- **85%** agree that commercially prepared pet food provides optimum nutrition when fed correctly
- **70%** believe obesity is getting worse
- **95%** agree pets are living healthier lives and advanced nutrition played a key role
- **85%** think it’s important that there is more education on feeding correctly
- **73%** have some outdoor space and 48% of these feed wild birds
- **60%** of the raw materials used in pet food come from the UK

Membership Benefits

- **150+** media mentions of PFMA
- **60+** editions of pet-themed ‘Your News’ sent to members
- **45** working group meetings
- **32** meetings with government bodies
- **25** bespoke members only website
- **400+** member enquiries answered
- **12m** houses hold pets
- **20m** 15-20m

Pet Food Film developed

85% of the raw materials used in pet food come from the UK

85% agree that commercially prepared pet food provides optimum nutrition when fed correctly

70% believe obesity is getting worse

95% agree pets are living healthier lives and advanced nutrition played a key role

85% think it’s important that there is more education on feeding correctly

73% have some outdoor space and 48% of these feed wild birds

8% agree that the government should do more to protect animal welfare

89% have some outdoor space and 48% of these feed wild birds

60% of the raw materials used in pet food come from the UK

2000+ pet care flyers downloaded

Website going mobile