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 (500,000 tonnes).

**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 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.

Published by UK Pet Food, Sept 2023
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

NUTRITION
Making good nutrition a vital part of all pet ownership.

SUSTAINABILITY
Advancing a sustainable pet food industry.

ANIMAL WELFARE

SAFETY & STANDARDS
Developing and promoting high standards and safety.

60%
AROUND 60% OF UK HOUSEHOLDS HAVE A PET

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

Co-Sponsor
Member of