

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.



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).

PFMA Members

Representing over 90% of the UK pet food market

Alba Protein	Gladwell and Sons	Pets Choice
Alltech	GA Pet Food Partners	Pointer Pet Foods
Arden Grange Pet Foods	Grove Pet Foods	Poortman
Beaphar	Henry Bell & Co	Premier Pet Nutrition
Bern Pet Foods	Hills's Pet Nutrition	Probiotics International
Bob Martin	Interpet	Pro-pet
Burgess Pet Care	John Pointon & Sons	Provimi
Burns Pet Nutrition	Johnston & Jeff	Rettenmaier (JRS)
Butcher's Pet Care	Lily's Kitchen	Roger Skinner
C&D Foods	Marches Natural	RSPB Trading
Caledonian	Marriage's Specialist Foods	Sarval
Cambrian Pet Foods	Mars Horsecare	Saturn Petcare
Countryside Products	Mars Petcare	Supreme Pet Foods
Crown Pet Foods	MPM Products	Tetra
Devenish Nutrition	Greencoat	Thompson and Capper
Dodson and Horrell	Natures Menu	Town and Country Petfoods
DSM	Nestlé Purina PetCare	Trouw Nutrition GB
Feedwell Animal Foods	New Era Aquaculture	Vine House Farm
Fish Science	Nose2Tail	Vitakraft
Fish4Dogs	Oscar Pet Foods	Wafcol
Fold Hill Foods	IAMS	Wagg
G B Seeds	Pacific Proteins	
Gel Systems	Pedigree Wholesale	

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ANNIVERSARY

pfma
pet food manufacturers' association

ANNUAL REPORT 2015

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

Membership Benefits



editions of pet-themed 'Your News' sent to members



media mentions of PFMA



pet food topic papers



working group meetings



meetings with government bodies



bespoke members only website



member enquiries answered



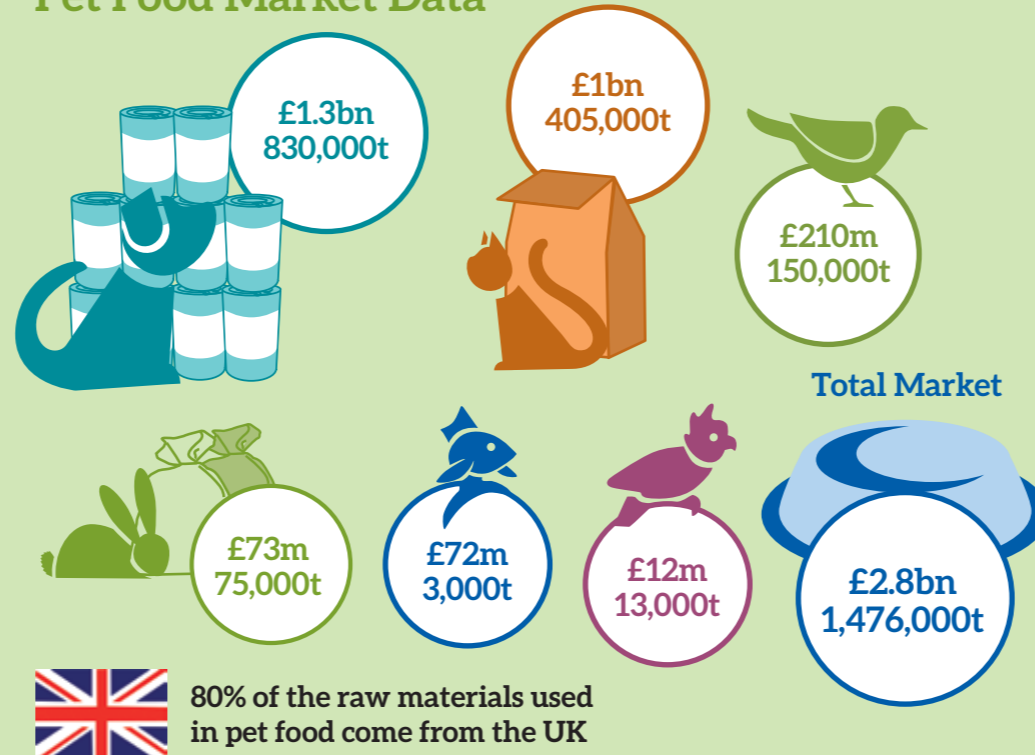
pet food articles produced

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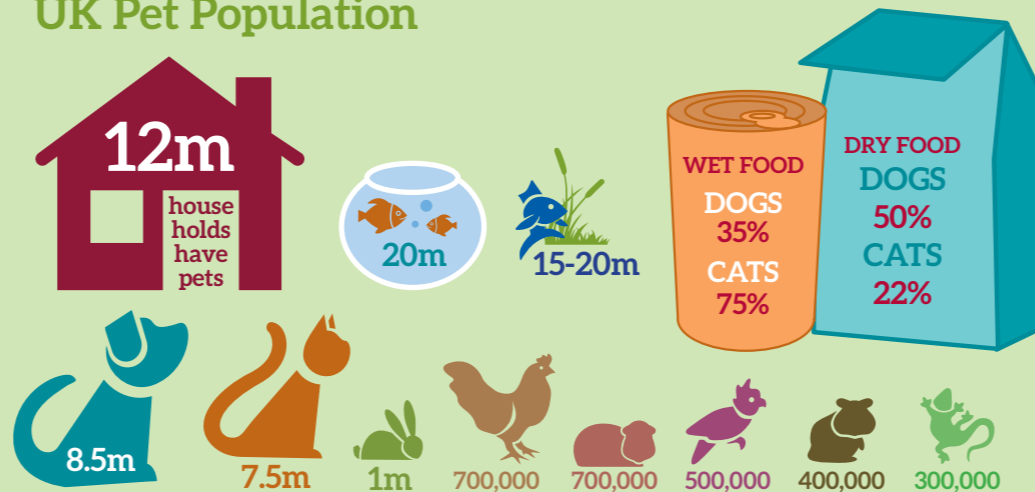
Join us!

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.

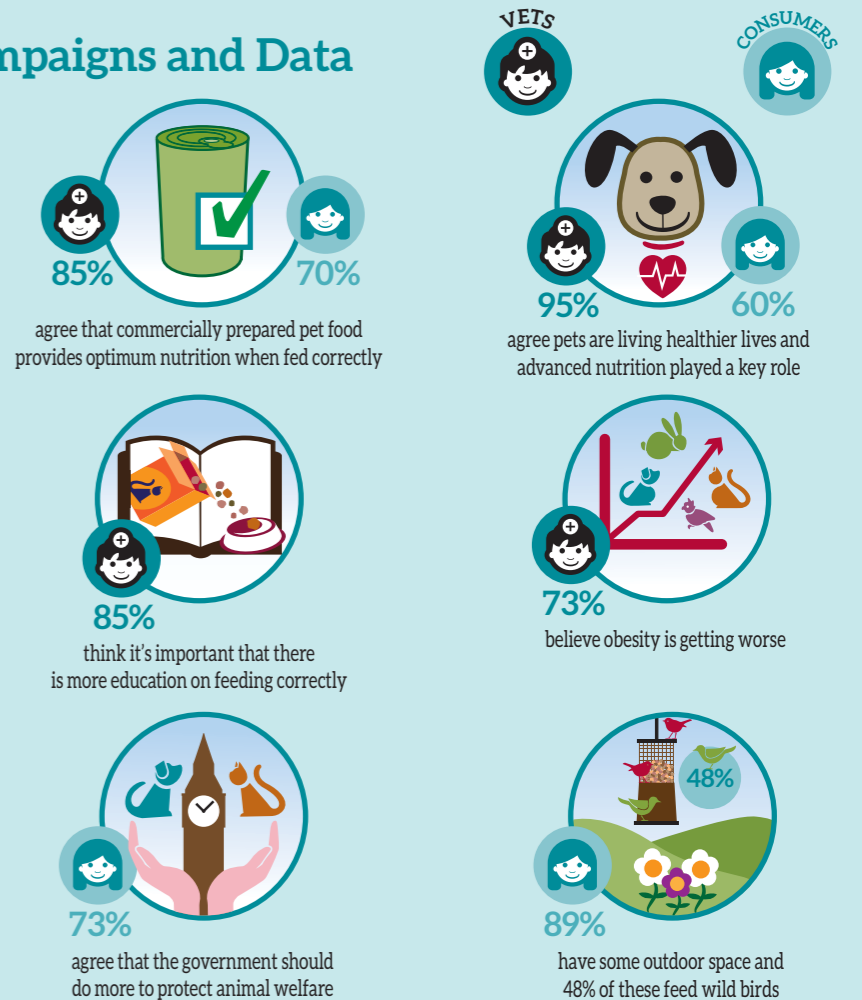
Pet Food Market Data



UK Pet Population



Campaigns and Data



How PFMA helped with educational material

