The Pet Food Manufacturers Association held its AGM and Annual Conference in London on March 22 entitled Animal Welfare: A Balancing Act? It also revealed latest figures on the UK's pet population and pet food market data

THE PET Food Manufacturers Association has launched its three-year Pet Food Vision, which focuses on three core pillars underpinning its work - animal welfare, nutrition, safety and standards.

The spotlight turns to a different pillar in each year, and this year the PFMA focuses on animal welfare.

The PFMA says the welfare of both farm and companion animals is important, and that it is a co-sponsor of the All Party Parliamentary Group for Animal Welfare (APGAW).

It is committed to join other voices in the welfare sector to 'ensure animal welfare is a key consideration as Brexit discussions progress'. At the conference, the

PFMA invited panelists to address the audience on the future of food. farming and the environment; building a business case for animal welfare; and communicating welfare to the public.

The PFMA had earlier surveyed the public for its views on animal welfare when making food purchasing decisions. The 2,121 respondents were asked when purchasing meat, how important was it that animals are raised with high animal welfare standards?

An overwhelming 75% said it's important when buying meat, and when net owners were asked the figure rose to 84%. When asked if they would spend more on higher welfare products, 26% said they would spend 20% more, and 29% said they would spend 10% more. Only 16% of respondents said they would

spend no more. The trade body had also asked its



From left: Gudrun Ravetz (British Veterinary Association), Dr Jim Ormond (Article 13); David Bowles (RSPCA) and Lord Trees took to the stage for the session Communicating Welfare to the Public



The three core pillars of the PFMA's Pet Food Vision

HiLife MD takes over as chairman

TONY PARKINSON, managing director of Town & Country Petfoods, takes over as PFMA chairman from Peter Kersh, managing director of World Feeds.

Tony has spent most of his career in the pet industry. having joined family business Town & Country Petfoods 30 years ago. Home to the HiLife brand of pet food, it supplies dog and cat foods and treats to major UK grocery stores, pet specialists and other sectors. "Peter will be a tough act to follow," said Tony. "But

I'm looking forward to the challenge. I'm delighted that he and I will continue to work together over the next

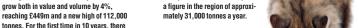
two years, along with the new vice chairman, Derek Evans from Butchers Pet Care. Our role is to support the excellent team at PFMA through the very specific difficulties the industry faces over Brexit and pursue our ambitious vision to confirm the UK's position at the forefront of the world's pet food industry."

members if they recognised that action to improve performance in this animal welfare was an important area business issue, and 82% said ves.

The PFMA said it is committed to Three-quarters of its members also communicating welfare messages to the public through the National Pet Month initiative and through its support of the Animal Welfare

Education Alliance. Next year, the PFMA will focus on pet nutrition. 2019 will also be the 10th anniversary of the PFMA's first Obesity White Paper, and it will deliver the second Companion Animal Nutrition Conference in June 2019. It also aims to launch nutrition guidelines for fish. Finally, in 2020 the PFMA will

address safety and standards, focusing on safe sourcing, safe pet food products and a safe environment, with an eye on traceability, sustainability and industry best practice.



CAT PLAYS CATCH-UP As a whole, the cat sector continues to play catch-up with dog on the value front. Total cat is now worth £1.14bn against dog's £1.37bn. representing the continued move by pet owners

include raw food figures. However,

raw market is worth an estimated

around 600 tonnes a week, so by

extrapolation, this could represent

£91m (up 31%) with volume

Natures Menu told pbw*news* that the

Wet single-serve continues its rise in value to hit an all-time high of £658m (up 5%), while dry cat food has registered an increase of 4% to £268m. The wet multi-format continues to fall out of favour and marks a 10-year declining trend with a new low of £90m down 7% Volume figures in cat food repeat the

picture from the dog category - wet single is down 2.000 tonnes to 225.000 (-1%): wet multi has plunged nearly a fifth by 17,000 tonnes to 67,000, while dry reversed last year's growth and dropped by 1,000 tonnes to 95,000 tonnes.

WILD BIRD BUCKS TREND Figures for small animals, fish and caged birds generally dipped against last year. with only wild bird food showing clear sians of arowth.

Dog population surges to new high of 9m

THE UK pet dog population has hit a new record at 9m dogs, says the Pet Food Manufacturers Association.

The growth in dogs marks an increase of 400,000 pets over last year - 26% of households now own a dog, representing an increase of around 300.000 households.

Michael Bellingham, PFMA chief executive, said: "I FOR 2018 ARE: was not surprised to read about the 9m dogs growth of the 8m cats dog population 900.000 rabbits among house-500.000 indoor birds holds with children as personally I have recently joined this movement

500.000 domestic fowl 400,000 guinea pigs 300.000 hamsters 300,000 tortoises and turtles 200.000 lizards 200.000 snakes 200,000 horses and ponies as pets

delighted that 11% more families in the UK are benefitting from dog ownership. Pets in varied shapes and sizes - from lizards and snakes to hamsters and cats - can bring so much joy to children.

"With the demands of modern life and the pull of digital companions, we Michael said: "The are so pleased that more children will rabbit food segment is benefit from the social, emotional and the largest of the physical benefits of pet interaction." The PFMA 2018 pet population

three small

volume to 12.900

maintained its 7 000 tonnes at £8 3m

of 1,000 tonnes, but dipped in value to

tonnes valued at £15m. Caged birds

a drop in value to £11m. down 7%.

Pigeon food remained the same at

Wild bird food however has grown to

an output of 148,000 tonnes against the

households which have some form of

over half say they feed wild birds over

to feed birds than those in urban areas.

According to the PFMA, of the 93% of

previous year's figure of 140,000.

"Tessa a

schnoodle, is verv

much part of our

family and I am

mammal markets data, based on interviews with 8,000 and in terms of households, reveals that 13m housefeeding the birds. holds, or 45% of UK households, now overall the market have a pet. This means 600,000 more has shown growth. households acquired a pet this year. Rabbit food The PFMA says the rise in dog dropped to a 10-year ownership is the key driver of this low in value and growth. The number of households volume to £45m (-6%)

with children owning a dog has grown with 46.000 tonnes by 11% to 2.3m - 230,000 more than (-5%), while quinea last year. pig dipped 1% in Dogs are not the only pets to have seen a rise. The cat population is at its tonnes, valued at £12m (-2%), and rodent highest in five years at 8m-18% of households own a cat, which equates Indoor fish also maintained its volume

Popular breeds £52m. Outdoor fish saw a volume of 2,000 Staffordshire bull terrier registered a volume of 12 000 tonnes and Retriever (Labrador) Jack russell Spaniel (cocker) £6m, with 5,000 tonnes being produced. Cavalier King Charles spaniel Chihuahua (smooth coat) £210m (up from last year's £200m), with West Highland white terrier Spaniel (English springer) Shih tzu Yorkshire terrier German shepherd outdoor space, 43% feed wild birds, Just Border terrier Border collie winter, and rural dwellers are more likely Pug

to 140,000 more cats and 75,000 more households PFMA figures revealed that numbers of small animals being kept

as pets remained constant, with only guinea pigs dropping. The number of rabbits being kept as pets stayed the same as last year at

900,000, as did hamsters at THE PFMA'S TOP PETS 300,000, gerbils. ferrets and rats at 100.000, and mice at 50,000 Guinea pigs dropped by 100.000 to 400.000 animals. The PFMA said there are 3m indoor fish tanks (7% of households) and 1.3m outdoor

> ponds. It says its methodology for assessing the number of fish has changed and it is looking at one year's worth of data Next year it will be able to

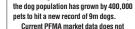
'confidently publish numbers'. Each year 4,000 UK adults are interviewed by TNS/Solus Consulting in face-to-face interviews.

To reduce statistical uncertainty. survey results are averaged over two years, giving an effective sample of more than 8,000 people. Key findings include:

■ 5m households own a cat (75,000 more than last year) ■ 6.6m households own a dog (300,000 more than last year) ■ 4.4m (53%) households with children own a pet ■ 28% of UK households with children now own a dog, compared to 24% last year ■ 2.3m families have a child and a dog compared to 2m last year You can view the full Pet Data Report at www.pfma.org.uk/statistics







to 419.000 tonnes.

THE TOTAL UK pet food market saw slight

were not available

growth in value last year to nudge above the

Michael Bellingham, chief executive of

the PFMA (whose 81 members account for

more than 90% of the UK market), said:

market continues at an all-time high to

£2.6 bn. The most dynamic areas of growth

in both the cat and dog food markets have

IMPACT OF RAW?

In the dog food category, dry dog food is

£314m (down 1%) and mixer down 1% to

£24m. Yet volumes of dog wet and mixer

have hit 10-year lows, dropping by 4% and

2% respectively (wet: down 10,000 tonnes

to 263,000 tonnes; mixer: down 1,000

to 36,000 tonnes,) with dry dog food

growing ever so slightly by 1,000 tonnes

According to the PFMA's Pet Data Report.

valued at £584m (up 2%), wet dog at

been in specialist, niche products,

including those with health benefits."

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"Our latest data has shown that the pet food to premium ranges.