



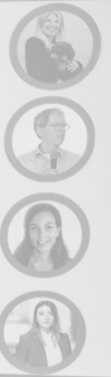
EU PET BULLETIN

news from the EU Pet Food Industry

JULY 2023



- 14:00** Introduction and welcome
Rosa Carbonell, FEDIAF President
- 14:10** The EU Packaging & Packaging Waste Regulation Proposal
Dr Wolfgang Trunk, Policy Officer, DG Environment
European Commission
- 14:40** PPWR: Industry Position and Preparation for a
Circular Future
Caroline Ploux, Senior Manager Public Affairs Europe, Mars
- 15:00** Pet Food Packaging Production: Navigating the Challenges
of the Regulation Proposal
Delia Harabula, Sustainability Advocacy Lead EMEA, Amcor



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WELCOME

BY ALICE TEMPEL COSTA

Welcome to our Summer 2023 newsletter.

First of all, a warm welcome to our new team members! They joined us during a busy period and were just in time for our Annual Congress!

At this excellent event, we focused on the Packaging & Packaging Waste Regulation (PPWR) proposal and here you will find an update on activities. We're also pleased to share our Annual report, Facts & Figures plus Code of Conduct and Pet Power event updates.

FEDIAF'S QUARTERLY NEWSLETTER

table of contents

Annual Congress • P.2

PPWR Position Paper • P.2

Annual Report & Data • P.3

Code of Conduct • P.3

Pet Power & FEDIAF Team • P.4

FEDIAF Annual Congress

In June, FEDIAF held its Annual Congress and AGM, coinciding with the GAPFA (Global Alliance of Pet Food Associations) Technical Congress and General Assembly. The event was a great networking opportunity for members of both organisations.

We welcomed around 200 members and guests, representing more than 29 associations across the Globe.

Rosa Carbonell, FEDIAF's President and Alice Temple Costa, FEDIAF's Deputy Secretary General (plus Oja the lovely dog pictured here!), welcomed expert speakers on the topics of sustainability and packaging.



Panel Debate: Packaging & Packaging Waste Regulation proposal

FEDIAF members were honoured to be joined by an expert panel:

- Dr Wolfgang Trunk, Policy Officer at DG ENVI, European Commission
- Caroline Ploux, Mars Senior Manager Public Affairs Europe
- Delia Harabula, Sustainability Advocacy Lead EMEA at Amcor

Dr Trunk gave an insightful presentation on the EU Packaging & Packaging Waste Regulation (PPWR) proposal. Trunk confirmed that it is: "An ambitious policy package". He confirmed that it is indispensable to deliver on the Green Deal objectives, while increasing the economic efficiency in the packaging value chain."

Presentations were followed by an excellent Q&A session moderated by Sean Goulding Carroll, a journalist at Euractiv. The panel debated how the Industry could navigate the challenges and best prepare for a circular future.



FEDIAF's Position Paper on the PPWR proposals

As an Industry, we have united our efforts so that we can provide specific input into the new regulation from a pet food perspective. These are all outlined in our [position paper](#). The debate at our Congress confirmed the importance of working together to look to the future and ensure that our needs are met.

[Download paper here](#)

FEDIAF POSITION PAPER Packaging & Packaging Waste Regulation



FEDIAF, the European Pet Food Association, welcomes the European Commission's proposal on the revision of the Packaging and Packaging Waste Regulation (PPWR).

Pet food packaging is critical to ensure pet food is kept safe and retains its nutritional quality. Packaging also provides pet owners with important factual and legal information about the food they are purchasing for their pet.

Pet food packaging comes in a variety of formats, including pouches, cans, bags and trays. There are different materials used in their formulation ranging from paper and cardboard to plastic and aluminium. Manufacturers carefully select the best option in order to ensure freshness, hygiene, safety and sustainability.

FEDIAF members are fully committed to reducing the environmental impact of pet food packaging. The pet food industry has been making progress to reduce and optimise the use of packaging.

FEDIAF is keen to highlight the key policy points from PPWR that will ensure pet food safety, essential to the health and welfare of over 300 million pets in the EU, alongside broader policy objectives aiming to harmonise rules and minimising packaging and packaging waste.

FEDIAF is aligned with the Flexible packaging initiative, and we welcome the overall ambition of the proposed Packaging and Packaging Waste Regulation. We strongly support:

- Article 4, which stresses on the importance of free movement of packaging across the EU.
- Article 11.1, which sets up harmonised sorting labels across the EU, allowing consumers to properly sort their packaging which will contribute to improving recycling rates.
- Article 6, which supports the development of a harmonised definition of 'recyclable packaging' at EU level.
- Article 43, which mandates for all packaging (including flexibles) to be collected.

THE FEDIAF ANNUAL REPORT 2023

FEDIAF is proud to present our 2023 Annual Report, which provides an overview of our achievements over the last year in addition to highlights from each of the seven Working Groups. The report also includes a snapshot of industry figures and activities, whilst celebrating our chairs and experts. Did you know that over 200 members are actively supporting FEDIAF via working group activities?

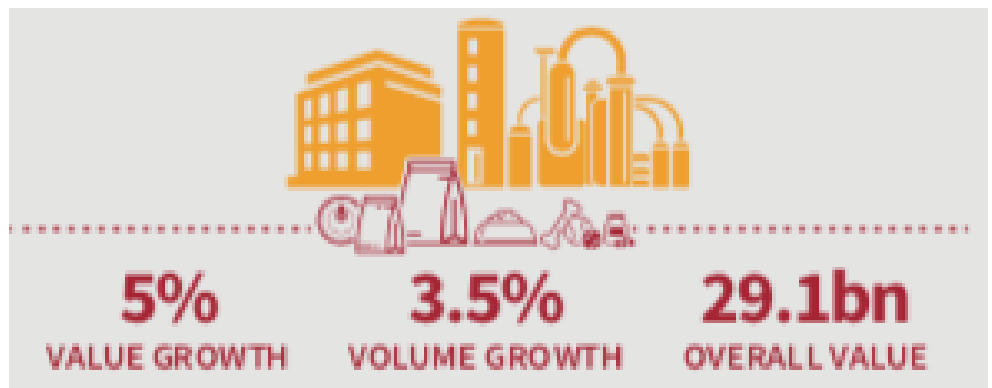
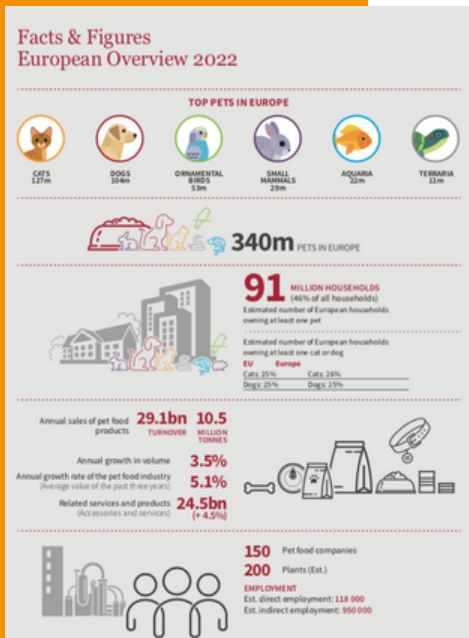
[Read our Annual Report](#)



FEDIAF FACTS & FIGURES

This year's Facts & Figures report includes pet populations for each member state and pet market data for 2022 in Europe. We collate these numbers via our national associations and are proud to say that we feed many of Europe's 340 million pets!

[Read our Facts & Figures](#)



EU Code of Conduct - joining the FEDIAF Task Force

FEDIAF is invested in disseminating and promoting the Code of Conduct on Responsible Food Business and Marketing Practices among members, to encourage companies to transition to more sustainable practices. Having signed the Code in January 2022, we submitted our first report in January 2023. If members are interested in joining our Task Force on the code, please email gramsay@fediaz.org.

[Read our Report here](#)

FEDIAF EuropeanPetFood – Report January 2022
EU Code of Conduct on Responsible Food Business and Marketing Practice
A common aspirational path towards achieving sustainable food systems



Contact: Alice Tempel Costa, Technical Director and Deputy Secretary General
Transparency register number: 053117613298-41
Date Code signed: January 2022
Step of the food chain: FEDIAF EuropeanPetFood represents the European Pet Food manufacturers

FEDIAF EuropeanPetFood

FEDIAF is the Pet Food Industry's governing body in Europe. FEDIAF represents the interests of 15 national pet food associations, together with five pet food manufacturers operating in Europe. This covers 18 European markets.

Across Europe, there are approximately 150 pet companies producing 10.2 million tonnes of pet food, which is provided to many of the 90 million European households benefiting from the love and companionship of their 300-million pets. There are around 110 million cats, 90 million dogs, 50 million birds, 30 million small mammals, 16 million aquaria and 11 million reptiles.

In Europe, there are an estimated 110,000 people directly employed and 950,000 indirectly employed throughout the pet food industry.

FEDIAF promotes pet food that contributes to the health and wellbeing of pets. It is the voice of the European pet food industry and collaborates with authorities, regulators and academics and civil society to achieve favourable conditions for the supply of safe, nutritious and palatable products.

FEDIAF is fully committed to promoting responsible pet ownership, the wellbeing of pet animals, to their important social role and to the respect of sustainable development.

Background

In January 2022, FEDIAF signed the EU Code of Conduct. By signing the Code, FEDIAF committed to support and contribute to the aspirational objectives that it sets out, where relevant for the pet food sector.

FEDIAF also subscribes to the Code's obligations, such as disseminating and promoting the Code amongst its members to encourage more sustainable practices and exploring the possibility of developing sector-specific tools and resources.

The Pet Alliance - #PetPower Event

We do hope you can join the Pet Alliance at its pet-friendly networking event to celebrate #PetPower in the EU. Coinciding with both World Animal Day and progress in EU Animal Welfare legislation, we are delighted to welcome Mitja Sedlbauer, Policy Officer at DG SANTE as our speaker. Mitja will update us on legislative developments. We will also be showcasing the work of stakeholders such as Four Paws, just one example of an association working on animal welfare with a huge impact on the lives of pets around the world.

Hosted by Pet Alliance Europe, the event takes place:

- on Monday 25th September 2023 6:30 – 8:30PM
- at Townhall Europe - Square de Meeûs 5-6, Brussels

[Register for PAW PASS!](#)

You can also enter our 'Best Buddies in the Brussels Bubble' photo competition. Winners will receive €500 each to donate to their chosen animal-related charity.

[Enter competition here](#)

PET WELFARE

What's coming up in EU legislation?



25
SEPTEMBER

6 PM :30 > 8 PM :30

PetAlliance Europe 

SHARE YOUR PET PHOTOS FOR THE SECOND EDITION OF OUR PHOTO CONTEST

BEST BUDDIES
IN THE
Brussels Bubble

#PetPower



COCKTAIL @
TOWNHALL EUROPE
SQUARE DE MEEÛS 5-6
BRUSSELS



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