



EU PET BULLETIN

news from the EU Pet Food Industry

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WELCOME

BY RAQUEL IZQUIERDO DE SANTIAGO

Welcome to FEDIAF's second EU Pet Bulletin of 2021. Another busy few months have flown by and we are delighted to update you on recent activity.

Here you can read about our Annual Congress and publication of our Facts & Figures, in addition to a new Factsheet all about Treats & Chews plus our participation in extremely informative events on the Code of Conduct for Responsible Business and Social Media. Enjoy!

FEDIAF'S QUARTERLY
NEWSLETTER

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FEDIAF AGM & Congress 2021: A focus on the future

On 17 June, FEDIAF held its second virtual AGM & Congress with over 180 attendees from 21 countries. In addition to unveiling the FEDIAF 2021 Annual Report, a new three-year strategy was unveiled and expert speakers highlighted FEDIAF's commitment to the sustainable global trade of nutritious pet food.

Annet Palamba, FEDIAF's President, confirmed: "We are delighted to have welcomed so many industry representatives and guests to our annual Congress. It is wonderful – once again – to witness the collaborative spirit of the pet food industry."

With FEDIAF's commitment to caring for the environment, the Congress commenced with Kęstutis Sadauskas, Director for Circular Economy and Green Growth, in the Directorate-General for Environment of the European Commission. Kestutis thanked FEDIAF for its preparedness with the PEF rules and outlined how the pet food industry can continue to transition to a circular economy.

Another event highlight was the roundtable discussion, which focused on "Brexit – the first 150 days". Moderator Dr Monika Prenner, chair of FEDIAF's Feed Materials & Trade Working Group, explained how the pet food industry had transitioned and adapted through first five and half months of trade on both sides of the pond. Speakers included Michael Bellingham, Chief Executive of PFMA, Paulo Luciano, from DG Trade of the European Commission and Julie Poirot, from the French embassy in the UK. Panel members all agreed that the focus should now be on preparing for October 2021.

Finally, Dr Wolfgang Trunk, from the Unit of Animal Nutrition & Health of DG SANTE, European Commission, gave participants an excellent overview of the latest legal developments affecting the pet food industry.



Closing the 2021 FEDIAF Congress, Raquel Izquierdo de Santiago, Secretary General, said: "After today's inspiring presentations, it is clear that the pet food industry is already positively engaged in global discussions about facilitating trade and working towards a greener future. We are a highly regulated and responsible industry and, despite the challenges of Brexit and Covid, we are excited about the future. We are committed to working hard to achieve a favourable and sustainable trading environment for our members."

For more information about the speakers and their presentations please contact FEDIAF.

FEDIAF Facts & Figures published

FEDIAF released its annual overview of the pet population and pet market in Europe. A staggering 88 million households (38%) benefit from pet ownership and the pet food industry has grown 2.8% and is now worth 21.8 billion.

Pets are also being rewarded for their companionship throughout the pandemic with 21.2 billion spent on services and products, 1.5 billion more than the previous year and an increase of 7.6%. This equates to 9.2 billion spent on accessories and 12 million on services.

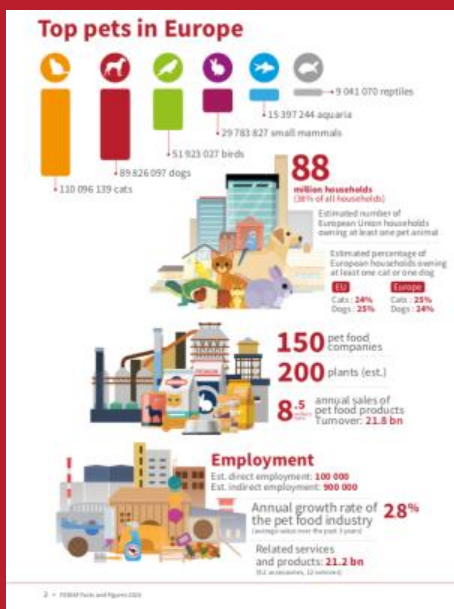
Key European Data:

- 88 million households own a pet (38%)
- There are around 110 million cats, 90 million dogs, 52 million birds, 30 million small mammals, 15 million aquaria and 9 million reptiles
- Annual sales of pet food products 21.8 billion
- Annual growth rate of the pet food industry 2.8%
- Annual sales of pet food products 8.5 billion tonnes
- Related services and products: 21.2 billion



Raquel Izquierdo de Santiago, FEDIAF Secretary General, explains: “2020 was an extremely challenging year. At a time when so many of us were concerned about our health and faced social restrictions, it is reassuring that 88 million European households, approximately 202.4 million people, benefitted from the love and companionship of a pet.”

“In addition to this much-appreciated friendship, research has proved that animal ownership has alleviated some of the detrimental psychological effects of lockdowns and social restrictions. Research undertaken during the pandemic has shown 74% of pet owners believe their pet has helped their mental health and 86.5% agreed their animals had provided emotional support.”



FEDIAF Factsheet: 'Chews & Treats for Dogs'

Chews and treats have an important role to play, being used by pet owners for a variety of reasons, such as training rewards, mental stimulation, behavioural enrichment and the reduction of plaque build-up. In the newly produced [factsheet](#), FEDIAF experts give advice on how to make the best of these products, in order to ensure a healthy, nutritionally sound and safe diet is provided for our four-legged companions.

This factsheet is the newest addition to the large collection of free materials produced by FEDIAF on variety of topics covering nutrition, quality and safety, responsible pet ownership plus the environment and sustainability. FEDIAF regularly provides advice and background information for pet care professionals and pet owners. All factsheets can be downloaded free from the [FEDIAF website](#).



FEDIAF attends meetings on the [Code of Conduct for Responsible Business](#)

FEDIAF has attended several meetings organised by the EU Commission on the drafting of the Code of Conduct for Responsible Business and Marketing Practices: a voluntary framework of objectives and targets (aspirational and ambitious), setting out a common vision for the EU food chain to help achieve sustainable food systems. FEDIAF Members are duly informed of all the developments of this Commission initiative.

The Code of Conduct is one of the first deliverables of the Farm to Fork Strategy and an integral part of its action plan. The code specifically aims to target businesses that lie 'between the farm and the fork', including food processors, hospitality and food service operators and retailers and will work with them to pave the way towards more accessible healthy, sustainable food options.

The Code will include tangible and measurable actions, which aim to make healthy and sustainable food choices easier. Commitments may take the form of a declaration of engagement and actions in major areas, together with an agreement to move towards more ambitious levels within a defined timeframe. For the more advanced who wish to make greater commitments, the Code will include a set of more ambitious, measurable targets.

The aim is to have the Code of Conduct ready for signature and endorsement by interested parties in June 2021. On 5 July, the Code will be formally launched in a high-level launch event hosted by Commission First Executive Vice President Frans Timmermans and Commissioner for Health and Food Safety Stella Kyriakides. Companies that wish to put forward a commitment under the Code are invited to contact the European Commission.

FEDIAF Workshop: "Social Media - the place to be"

On 22 June, FEDIAF organised a successful workshop on social media, as part of its communication strategy.

Brussels is not only the capital of Belgium, but also the heart of European democracy and lobbying. In fact, in an area of a few square kilometres, the Belgian city gathers the headquarters of the main EU institutions and dozens of other EU entities. The business operations and day-to-day activities of millions of European citizens and companies are often agreed on in Brussels. Providing technical expertise and relevant information to EU legislators and regulators is essential work for any trade association.

One of the traditional ways to do this is to submit positions to public consultations or to set up meetings with EU stakeholders, but finding additional ways to exchange in an engaging manner is essential to make sure you get your message across.

A way to capitalise on this is to build coalitions and cooperate with other stakeholders on issues of common interest. In addition, a carefully crafted storyline and set of policy messages that match the EU narrative and pierce through the stream of information exchanged in the Brussels Bubble is essential. Conveying messages to EU stakeholders requires action and attention on several levels, and having an online presence is essential to interact with MEPs, Commissioners and other EU stakeholders.



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