



EU PET BULLETIN

news from the EU Pet Food Industry

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WELCOME

BY RAQUEL IZQUIERDO DE SANTIAGO

Welcome to FEDIAF's first EU Pet Bulletin of 2021. It has been an interesting and extremely busy few months since I joined the association in September 2020.

Alice Tempel Costa, the new Technical Director, Jakub Rusek, our experienced Scientific & Regulatory Affairs Manager and I are busy working from home and here is a summary of recent activity.

FEDIAF'S QUARTERLY
NEWSLETTER

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FEDIAF CEO Forum Meeting: 'The EU Green Deal', implications for the pet food industry

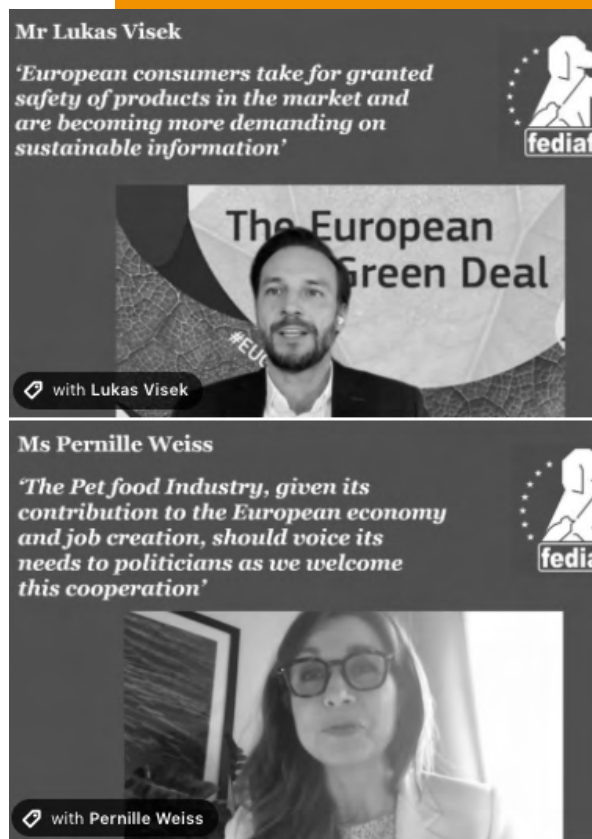
On 2 February, FEDIAF held a virtual meeting attended by 20 business leaders from 11 European countries to discuss the EU Green Deal and its implications for the pet food industry. At the event, FEDIAF President, Annet Palamba (General Manager Hill's Benelux) highlighted the evolution of the association from focusing mainly on the pet food regulatory environment to a much broader focus, including, of course, sustainability.

Over the next few years, consumers, regulators and other stakeholders will expect the pet food industry to contribute significantly to sustainability. This was confirmed at the event by prominent speaker from the European Commission, Mr Lukas Visek, Member of the Cabinet of the Executive Vice-President Frans Timmermans. In his speech, Lukas summarised the major topics covered by the Green Deal, namely climate neutrality and product sustainability.

Ms Pernille Weiss, Danish member of the European Parliament (Environment, Public Health and Food Safety, and Industry, Research and Energy Committees), invited the industry to be vocal and engage with European policy authorities, including her own institution. The focus should be the requirement of the industry to contribute to common sustainability objectives in order to reach the desired targets.

FEDIAF has already been supporting several plans developed by the European Commission in the context of the Green Deal such as the "Circular Economy Action plan" and "the Farm to Fork Strategy". The association is also closely following the recently launched proposal for an "EU Code of Conduct for responsible business and marketing practices". Furthermore, FEDIAF has contributed to the public consultation on green claims, to ensure product environmental claims are clear, transparent and reliable, using the Product Environmental Footprint (PEF) methodologies where possible.

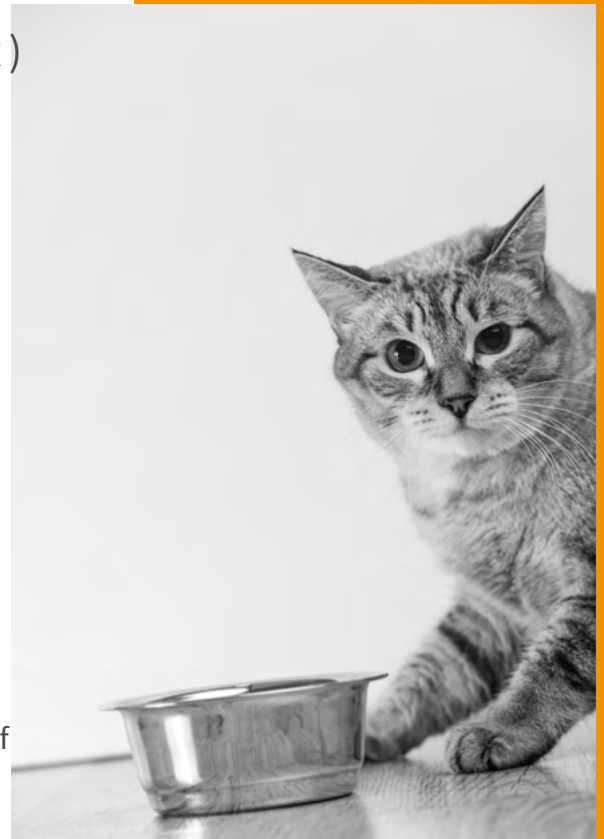
In fact, the pet food industry, represented by FEDIAF, is one of the first to have already developed its own Product Environmental Footprint Category Rules (2018). The pet food industry is showing leadership in genuinely understanding the implications of the EU Green Deal for the sector. It is committed to playing a role in the responsible sourcing and use of renewable resources in pet food production, in addition to minimising, wherever possible, its environmental impact.



FEDIAF's Product Environmental Footprint Category Rules (PEFCR) for Pet Food

In terms of measuring the carbon footprint of pet food production, FEDIAF is part of the European Commission's initiative: "Building the Single Market for Green Products", which aims to develop a harmonised method to monitor and report the environmental performance of products (PEF).

In 2018, as pioneers of this approach in Europe, FEDIAF developed the Product Environmental Footprint Category Rules (PEFCR) for pet food, which was endorsed by the European Commission. This officially adopted methodology gives clear guidelines for calculating the product environmental footprint of prepared pet food for cats and dogs – from 'cradle to grave'. FEDIAF's PEFCR for pet food is currently being reviewed and we expect to have it updated by the end of the year.



FEDIAF Position Paper
February 2021



Towards Circularity of Pet Food Packaging



The Role of Pet Food Packaging

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 aluminum**. Manufacturers carefully select the best option in order to **ensure freshness, hygiene, safety and sustainability**.

Sustainable Packaging

Members of the European Pet Food Association FEDIAF 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 materials, find sustainable alternatives to non-recyclable plastic and increase the use of recycled content. **These efforts are part of our active contribution to tackling climate change and reducing waste.**



FEDIAF POSITION PAPER: Towards Circularity of Pet Food Packaging

The pet food industry endeavours to be efficient and at the forefront of technology. 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.

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FEDIAF's New Technical Working Groups: 'Analytical Sciences' & 'Small Pets'

Following requests from members, FEDIAF recently established two new technical working groups, namely “Analytical Sciences” to look at methods of analysis on a scientific basis, and “Small Pets” to discuss specific issues related to small companion animals.

These groups, together with the existing ones (“Environmental Sustainability”, “Product Communication”, “Feed Materials & Trade”, “Nutrition”, “Additives & Undesirable Substances” and “Feed Hygiene & Safety”) increase the number of FEDIAF technical working groups to eight. These forums offer the opportunity for members to discuss and lead action on the many relevant topics affecting our industry. We are proud of our experts and are forever grateful for the fantastic work they accomplish in these groups for the benefit of the pet food industry!



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