

ADVISORY COMMITTEE ON ANIMAL FEEDINGSTUFFS

61st Meeting of ACAF on 8 May 2013

Presentation Paper: Pet Food Issues

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Association**

**Pet Food Manufacturers Association
April 2013**



Pet Food Manufacturers Association

08 May 2013



PFMA

PFMA represents the interests of the UK pet food manufacturers

- Established in 1970
- Today has over 70 members
- Accounts for 90% of the UK market
- Works alongside government agencies and national experts
- Close relations with relevant pet organisations and charities
- Member of FEDIAF



PFMA Mission Statement

PFMA aims to be the credible voice of a responsible pet food industry.

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, public and others as well as playing a lead role in forming opinions in Europe through the European Pet Food Federation (FEDIAF).



UK Pet Food Market

PFMA commissions data collection every year

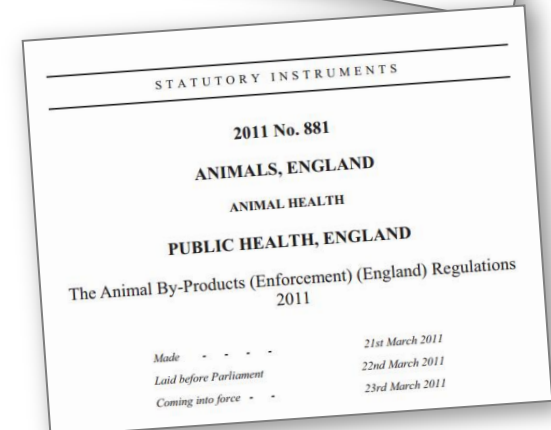
- 2012 – 1.3m tonnes, £2.2bn sales
- Employs around 8000 people directly
- 8 million dogs
- 8 million cats
- 1 in 2 households own a pet



Legislation

Over 50 pieces of legislation governing the manufacture of pet food

- Regulations, Directives and Decisions
 - Animal By-Products
 - Feed Hygiene
 - Marketing (labelling)
 - Additives and Undesirable Substances
 - PARNUTS
 - Catalogue of feed materials
 - GMO
 - TSE

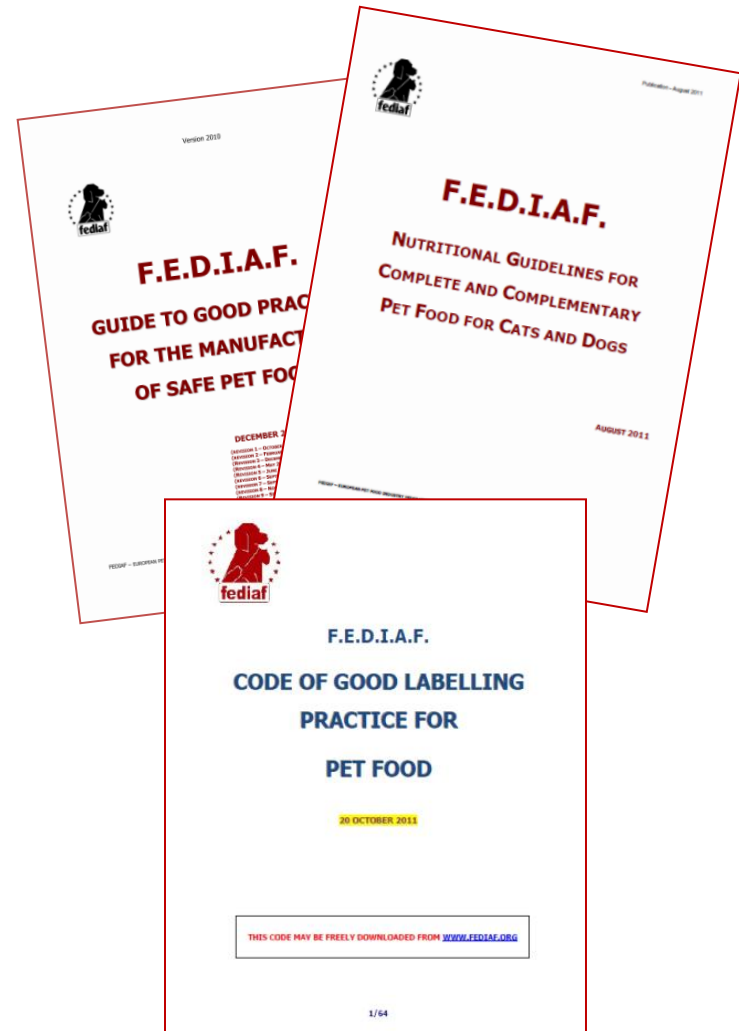


Codes of Self Governance

Self Governance vs Regulation

FEDIAF Codes/Guidelines

- ✓ **Good Manufacturing Practice**
- ✓ **Nutrition** - Cat & Dog
 - Rabbit *NEW*
- ✓ **Good Labelling Practice**



Important Issues

Areas of interest

- Imports/exports
- Nutritional guidelines
- PARNUTS
- Sustainability
- Undesirable substances maximum levels
- Mycotoxins

Active involvement

- Interpretation issues with regulations
- Additive Re-authorisation
- Labelling



Additive Re-authorisation

Over 200 additives of interest to the pet food industry

- EFSA Opinions
- EFSA Guidance on the assessment of additives for pet food
- Transitional measures



Additive Re-authorisation

EFSA Opinions

- New maximum limits
- New additive specifications
e.g. new production methods and/or new purity criteria
- Disregard to history of safe use
- Opportunity for industry to give input?

EFSA Guidance on Reg (EC) No. 429/2008

- Allow extrapolation of established lab data
- “Reduce, Replace, Refine”



Additive Re-authorisation

Transitional measures

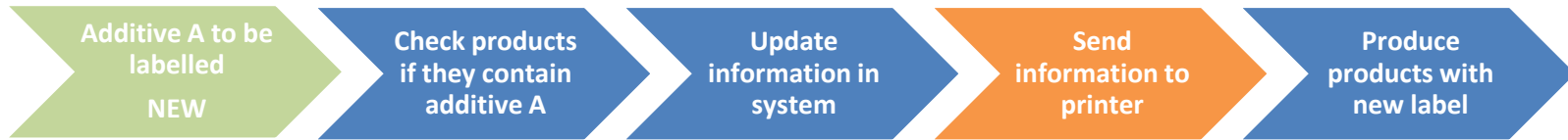
- Longer transitional periods needed for pet food
- One final date to introduce all changes more sensible

Impact on labelling...

- Vast quantities of labels to be changed
- Unnecessary to keep changing labels
- Confusing to the consumer

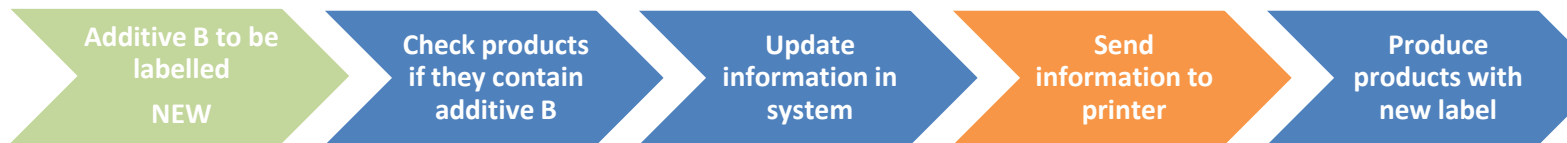


Impact on Labelling Process



30 different
products contain
Additive A

Average time necessary per label = 6- 14 months



12 different products contain
Additive B
10 products also contain
Additive A



10 products labels to
be discarded and
reprinted



Bloggo

Complete food for adult dogs

Composition:

meat and animal derivatives,
cereals, oils and fats, minerals,
various sugars

Additives (per kg):

Vitamins, pro-vitamins and
chemically well-defined substances
having a similar effect:

Vitamin B2/Riboflavin-5'-phosphate
ester monosodium salt xy IU,
Vitamin C/Ascorbic monophosphate
calcium sodium salt xy IU

Flavourings:

1-Methoxy-4-(prop-1(trans)-
enyl)benzene/Flavis No.04.010 xy
IU

Analytical constituents (%): Protein
28, Crude Fibres 1.5, Fat content
10, Incinerated Residue 5

Additive declaration – logical to be added amount?

Complete food for adult dogs

Labelling additives with maximum limits

- only label if max in target species?
- confusing?

Reauthorisation of more additives with legal maxima – Where will they all fit?

Vitamins – simplify labelling?

Flavourings – extend the derogation
that exists for preservatives,
antioxidants and colourants with a
maximum limit?

Analytical tolerances under review

Summary

Industry goals

PFMA would greatly appreciate the views of ACAF on:

- **EFSA Opinions**
 - EFSA to review historical data on additives
 - Industry allowed input on additive opinions
- **EFSA Guidance on Reg (EC) No. 429/2008**
 - Allow extrapolation of established lab data
- **Transitional Measures**
 - Extend transitional periods for labelling
- **Impact on Labelling**
 - Consumer friendly and transparent additive declaration
e.g. for flavouring and vitamins

Thank you!

Any questions?

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Visit us online at www.pfma.org.uk

