



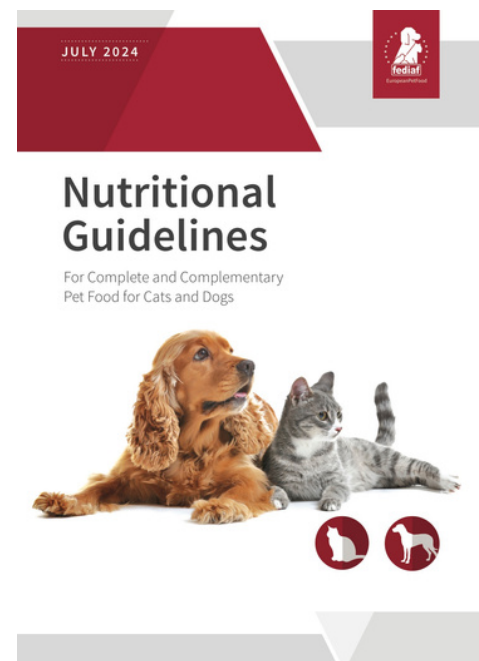
***"FEDIAF is committed to providing companion animals with quality, safe and nutritious food in order to meet their welfare needs."***

## **RAISING NUTRITIONAL STANDARDS**

FEDIAF believes that companion animal welfare starts with great quality nutrition and, as an industry, we are committed to providing high quality, nutritious and safe pet food for over 350 million pets in the EU. This is a responsibility that we take very seriously.

FEDIAF produces the 'go-to' Nutritional Guidelines for the pet food industry, which helps raise standards throughout Europe. This harmonised reference document focuses on dog & cat nutrition and is developed by a Scientific Advisory Board (SAB) which consists of independent nutrition scientists in academia and private consulting from European countries. The SAB interprets and evaluates the latest scientific research to ensure the pet food guidance is kept up to date. .

The Nutritional Guidelines provide clear detail on how to responsibly feed pets. It enables the Pet Food Industry to achieve a balanced regulatory environment for the production of nutritious and safe food and demonstrates how the Industry is committed to continuously raising the bar across industry.



## PROMOTING COMPANION ANIMAL WELFARE

At FEDIAF, our expertise is in the nutrition field. However, our work goes beyond pet food. We believe that pet ownership has the potential to enhance the lives of all Europeans. Thus, as the voice of the European petfood industry, we promote the overall welfare of pets through initiatives and collaborations.



We adhere to the Five Provisions and Animal Welfare Aims[1] and support the efforts of animal welfare organisations working for pet welfare in the spirit of these five domains:

- 1. Good nutrition:** Provide ready access to fresh water and a diet to maintain full health and vigour.
- 2. Good environment:** Provide shade/shelter or suitable housing, good air quality and comfortable resting areas.
- 3. Good health:** Prevent or rapidly diagnose and treat disease and injury, and foster good muscle tone, posture and cardiorespiratory function.
- 4. Appropriate behaviour:** Provide sufficient space, proper facilities, congenial company and appropriately varied conditions.
- 5. Positive mental experiences:** Provide safe, congenial and species-appropriate opportunities to have pleasurable experiences.



We advocate for Pet Welfare and collaborate with EU and national authorities and associations to influence positive change. We are part of the EU Platform on Animal Welfare and share information to help improve the health and welfare of dogs and cats in the EU trade.



We work with like-minded organisations to share information on how to care for pets and promote pet welfare. For example, we collaborate with AnimalhealthEurope via the Pet Alliance Europe to promote #PetPower. We communicate responsible ownership and pet welfare messages.



We promote the benefits of having a pet by sharing scientific studies on this topic, and we fully support research into the human companion animal bond.



We promote pet welfare through our nutrition factsheets and educational booklets. These help guide owners in making informed choices on nutrition in addition to supporting families on the importance of caring for pets from an early age.

1. Moving beyond the “Five Freedoms” by Updating the “Five Provisions” and Introducing Aligned “Animal Welfare Aims”, David J Mellor, October 2016