



FEDIAF Elects Greg Van Praagh as New President and Confirms Renewed Board of Directors at General Assembly in Brussels

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Brussels, 10 June 2026 – FEDIAF, the voice of the European Pet Food Industry, today announced the election of **Greg Van Praagh as its new President**, following a vote at the Association's General Assembly held in Brussels. Van Praagh, who represents UK Pet Food (formerly PFMA) and is co-founder of Benyfit Natural, succeeds Rosa Carbonell, who has served as FEDIAF President since 2022. The General Assembly also confirmed the full composition of the new Board of Directors, including the appointment of two Vice-Presidents and the election of two new Board members.

Greg Van Praagh brings extensive experience at the intersection of pet food manufacturing, trade association leadership, and regulatory engagement. A co-founder of Benyfit Natural – a pioneering commercial raw pet food brand now part of the Snellman family – he served as Managing Director and subsequently as Head of UK & Europe at the Real Pet Food Company (RPFC).



Van Praagh has been a prominent figure in UK and European pet food policy for nearly a decade. He served as Chairman of the Pet Food Manufacturers' Association (PFMA) – now UK Pet Food. During his chairmanship, he spearheaded the rebranding and modernisation of the Association. He has been an active member of the FEDIAF Board of Directors since his election to the Board in 2024.

“It is a profound honour to be elected President of FEDIAF at such a pivotal moment for our industry. Europe’s pet food sector feeds hundreds of millions of beloved animals and supports tens of thousands of jobs across the continent. My focus will be on ensuring that our regulatory environment allows innovation to flourish, that we maintain the highest standards of safety and nutrition, and that we continue to make the compelling case for the important role pets play in people’s lives. I am grateful to the members for their trust, and I look forward to building on the exceptional work of my predecessor.”

– Greg Van Praagh, incoming President, FEDIAF



Tribute from Outgoing President Rosa Carbonell

Rosa Carbonell, who served as FEDIAF President from 2022 and was re-elected in 2024, concludes her mandate having led the association through a period of significant regulatory and societal transformation. In a context of increasing complexity, she provided clear, steady leadership, dedicating substantial time, energy and personal commitment to ensuring that FEDIAF remained cohesive, relevant and forward-looking. During her tenure she championed a science-based approach to policy and deepened FEDIAF's relationships with European regulators and civil society.

“It has been the greatest privilege to serve as President of FEDIAF and to represent an industry that I believe deeply in. Working alongside such dedicated colleagues, member associations and the FEDIAF Secretariat has been genuinely inspiring. I am confident the association is in excellent hands with Greg. He brings passion, deep industry knowledge and a proven track record of effective advocacy. I know he will champion our members with energy and conviction, and I will continue to support him and the entire FEDIAF community in the years ahead.”

– Rosa Carbonell, outgoing President, FEDIAF

The FEDIAF Board of Directors expresses sincere gratitude to Rosa for her outstanding leadership, vision and dedication over the past years, that were instrumental in strengthening FEDIAF's role and impact, leaving a lasting legacy for the Association. Rosa will continue to support FEDIAF's work on the Board of Directors as Vice-President.

New Board of Directors

Alongside President Van Praagh, the General Assembly confirmed a Board of Directors that blends continuity with new perspectives. **Rosa Carbonell** (Nestlé Purina Petcare Europe) takes on the role of Vice-President and **Christophe Carlier** (Royal Canin, representing the French association FACCO) was confirmed as board member. **Dr. Katrin Langner**, Managing Director of IVH (the German Industry Association for Pet Supplies), joins the Board as well, while newly elected **Robin van den Bruinhorst**, Managing Director of Dutch frozen pet food innovator Q-Petfood (representing the Dutch association NVG) becomes vice-President.

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About FEDIAF

FEDIAF is the united voice of the European Pet Food Industry, representing 16 national pet food associations across 19 European countries, together with five pet food manufacturers operating in Europe. FEDIAF engages with EU institutions, national authorities, academics, other associations and NGOs to ensure that safe, nutritious and palatable pet food is available to Europe's 306 million pets. For more information, visit www.europeanpetfood.org or contact fediaf@fediaf.org.

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