

FEDIAF EuropeanPetFood – Report of activities in 2024

EU Code of Conduct on Responsible Food Business and Marketing Practice

A common aspirational path towards achieving sustainable food systems



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Step of the food chain:	FEDIAF EuropeanPetFood represents European Pet Food manufacturers

FEDIAF EuropeanPetFood

FEDIAF is the Pet Food Industry's representative body in Europe. FEDIAF's membership includes 15 national pet food associations and five pet food manufacturers operating in Europe. This covers 18 European markets.

FEDIAF promotes pet food that contributes to the health and wellbeing of pets. It is the voice of the European pet food industry and collaborates with authorities, regulators and academics and civil society to achieve favourable conditions for the supply of safe, nutritious and palatable products.

FEDIAF is fully committed to promoting responsible pet ownership, the wellbeing of pet animals, their important social role and sustainable development.

Background

In January 2022, FEDIAF signed the EU Code of Conduct. By signing the Code, FEDIAF committed to support and contribute to the aspirational objectives that it sets out, where relevant for the pet food sector.

FEDIAF also subscribes to the Code's obligations, such as disseminating and promoting the Code amongst its members to encourage more sustainable practices and exploring the possibility of developing sector-specific tools and resources.

A. Dissemination and Promotion of the Code among Members

Since signing the Code of Conduct, FEDIAF has communicated its commitment to the Code of Conduct and informed on its values and objectives, via a number of channels.

Website: In the sustainability section of our [website](#), we include a link to the Code of Conduct alongside summary of the objectives and obligations. This has been incorporated by national associations when promoting the value of membership of their own organisations (eg [NVG's environment page](#)).

Social Media: On our social Media channels, [LinkedIn](#) and X, we continue to make references to signing the Code and its implications. These are frequently shared by member companies and national associations.

Stakeholders: Our regular communications to members and stakeholders –shared on our LinkedIn page with over 12000 followers -which includes other trade associations, animal welfare organisations, policy makers as well as members- promotes the Code. For reference, our stakeholders include [FoodDrinkEurope](#), [AnimalhealthEurope](#), [FECAVA](#) Federation of European Companion Animal Veterinary Associations, [FVE](#) Federation of Veterinarians of Europe, [FEFAC](#) European Feed Manufacturers Association, [GAPFA](#) Global Alliance of Pet Food Associations, [EFSA](#) European Food Safety Authority and [FEFANA](#) EU Association of Speciality Feed Ingredients. We are also members of FoodDrinkEurope and support their membership of the Code of Conduct.

Annual Congress: The Code of Conduct was mentioned during the discussions at our 2024 [Annual Congress](#).

External Presentations for Members: The Code is referenced and detailed in most external presentations with recent examples including:

- FEDIAF Manifesto Launch event in Brussels; James Ramsey, 2nd April 2024
- FEDIAF presentation for PFAI Pet Food Association of Ireland; Alice Tempel Costa, 21st October 2024
- FEDIAF presentation at the ATF Seminar “Livestock is more than feed”; Alice Tempel Costa, 20th November 2024

Committee Meetings: FEDIAF has also engaged with the Code commitments via its Working Groups and it is included on the agenda of quarterly meetings plus board meetings. Working Groups include:

- Executive Committee meetings
- Review Committee meetings
- Environment and Sustainability Working Group
- Nutrition Working Group
- Additives Working Group
- Small Pets Working Group
- Animal Welfare Task Force
- Analytical Science Working Group
- Feed Material and Trade Working Group
- Product Communication Working Group
- Communication Working Group

B. Encouraging Members to align sustainability actions

In addition to the activities and channels for communicating the Code listed above, there are specific activities FEDIAF has undertaken that align with three of the seven aspirational objectives of the Code and they are listed here:

Aspirational Objective 1: Stimulate healthy, balanced and sustainable diets

At the heart of FEDIAF’s work are its Nutritional Guidelines. FEDIAF fills a gap in legislation by producing this ‘go-to’ guidance for the pet food industry and they are regarded as the ‘Gold Standard’ for pet food manufacturers in Europe. They help guide manufacturers in the formulation of safe, palatable and balanced diets by detailing the nutritional needs of cats and dogs at the varying life-stages. All manufacturers are encouraged to adhere to the Guidelines.

The Guidelines are produced in collaboration with the Scientific Advisory Board (SAB), which comprises independent and renowned nutrition and veterinarian scientists from European academia and consultancy across Europe. The Board of experts review the latest data and scientific research and update the Guidelines on a regular basis. The most recent version was updated in September 2024 and can be accessed at fediaf.org.

In our communications materials and our [online](#) material we remind our members and pet owners that a badly-balanced diet, composed of table scraps and over rich foods may cause health problems such as obesity, liver dysfunction, renal insufficiency etc and may shorten the life of the animal.

FEDIAF also produce a wide range of [factsheets](#), which cover nutrition topics such as ‘how to choose a pet food’, ‘understanding pet food labels’ and ‘how pet food is made’. This wide range of factsheet topics encourages responsible practice.

FEDIAF also communicates the significance of the pet food industry’s commitment to recycling via its use of surplus by-products from the human food industry, as detailed in Aspirational Objective 2.

FEDIAF has also collaborated with AnimalhealthEurope to form the [Pet Alliance EU](#) where we communicate the importance of a balanced diet to a wider audience including MEPs, joined animal welfare organisations, assistance animal associations & pet owners.

Aspirational Objective 2: Prevention and reduction of food loss and waste

The pet food industry is one of the oldest to commit to recycling and circular economy. The use of surplus by-products from the human food industry re-introduces them into the economic system and prevents the need for final disposal, as well as its associated environmental impacts. Members are skilled in converting by-products into added value products, which ensure proper nutrition for pets. By maximising the use of by-products, the industry is not competing with the human food chain and contributes to the prevention and reduction of the loss and waste from the human food supply chain.

FEDIAF has developed section on its website dedicated to the [ingredients and sustainable sourcing](#) where members, stakeholders and pet owners can find more information and advice on this topic. In addition, the industry promotes the feeding of nutritionally balanced diets with appropriate portion sizes tailored to the pet’s needs. This helps pet owners avoid overfeeding, supports animal health, and reduces the unnecessary waste of pet food.

Aspirational Objective 3: A climate neutral food chain in Europe by 2050

FEDIAF is proud to have contributed to the European Commission’s initiative, “Building the Single Market for Green Products,” which aims to harmonise the communication of environmental performance across products and organisations. This collaborative effort culminated in early 2025 with the finalisation and endorsement of the updated Product Environmental Footprint Category Rules (PEFCR) for pet food. The updated PEFCR—originally developed by FEDIAF and first endorsed in 2018— provides a comprehensive and scientifically robust methodology for calculating the environmental footprint of dry and wet cat and dog food. This marks a major step forward in enabling more transparent, comparable, and credible environmental claims across the pet food sector.

This tool allows pet food manufacturers to identify hotspots, improve environmental outcomes, and communicate sustainability claims in a transparent and credible manner. FEDIAF’s continues to be committed to the PEFCR methodology and supports its formal legal recognition within relevant EU legislation and environmental labelling frameworks. Without such recognition, there is a risk of fragmented or inconsistent approaches that undermine transparency, comparability, and consumer trust.

Aspirational Objective 4: An optimised circular and resource-efficient food chain in Europe

Throughout 2024, FEDIAF’s Environmental and Sustainability Working Group remained actively engaged to develop position papers and promote FEDIAF’s commitment to improving the effectiveness of EU legislation on environmental topics.

FEDIAF has followed the EU debate on the Green Claims Directive and has developed and published a Position Paper and a “flyer” highlighting the importance of PEF/PEFCR (*Product Environmental Footprint Category Rules*) in the petfood sector and calls for more importance to be given to these standards in future legislation.

FEDIAF also remained active in the legislative process leading to the approval of the Packaging and Packaging Waste Regulation, underlining the peculiarities of the pet food sector. All the materials published on this dossier are available on the FEDIAF website. Additionally, FEDIAF circulated position papers and explanatory materials to involved MEPs and Permanent Representations.

Aspirational Objective 7: An optimized and resource efficient food chain in Europe

Pet food production plays a vital, often overlooked, role in sustainability. Our industry upcycles high-quality, nutritious raw materials derived from the human food chain — materials that are not suitable for human consumption but are entirely safe and valuable for pet nutrition. This practice supports the EU’s food waste hierarchy by prioritizing reuse over energy recovery or disposal, significantly reducing environmental impact and enhancing overall resource efficiency.

Since 2022, FEDIAF has been extensively promoting the significance of this sustainable system for pet food production, in order to protect some of its vital ingredients (e.g.: Category 3 animal fats). FEDIAF promoted several activities, [articles](#) and [Op eds](#) and meetings in 2023 to safeguard [Category 3](#) animal fats to be kept for use in pet food rather than biofuels. This campaign has continued throughout 2024 with regular posts on social media, press releases and updated web content to promote the benefits of the pet food industry’s [circular](#) and [resource-efficient](#) chain. Efforts have been made to raise awareness about the conflict of use of Category 3 Animal by products being diverted towards bioenergy.

C. Explore possibility of developing sector-specific tools & resources to support the Code

FEDIAF has developed a number of tools to support and disseminate the Code. As previously mentioned in section B:

- Nutritional Guidelines to help manufacturers produce nutritionally complete, balanced and safe food.
- Promotional Material used on social media to be shared by stakeholders and members.
- Factsheets
- Press releases and statements to be shared by members

In addition, FEDIAF has a dedicated Environment and Sustainability Working Group, which is working on several topics such as sustainable use of ingredients and the update of the PEFCR (Product Environmental Footprint Category Rules) for pet food.

In order to promote and protect the circular pet food model and promote the use of sustainable ingredients, FEDIAF has developed toolkits for members. The focus of these toolkits is the protection of Category 3 animal fats from use in biofuels.

D. Engagement in dialogue with other food chain / systems to forge relationships and partnerships

FEDIAF collaborates with sister organisations in Brussels active in the animal feed chain as well as a range of other organisations, such as the European Commission and EFSA. FEDIAF is member of FoodDrinkEurope and a founding member of GAPFA (Global Alliance of Pet Food Association).

FEDIAF is also a member of:

- EU Feed Chain Task Force, a gathering of 41 EU organisations of the different sectors of the feed chain (feed material producers, traders, compound feed manufacturers and farmers)
- [The EU Platform on Animal Welfare](#)
- [The Pet Alliance](#)

ENDS

Reference:

THE 7 ASPIRATIONAL OBJECTIVES AND CORRESPONDING INDICATIVE ACTIONS OF THE CODE:

1. Healthy, balanced and sustainable diets for all European consumers

- ▶ Improved food consumption patterns in the EU
- ▶ A food environment that makes it easier to choose healthy and sustainable diets

2. Prevention and reduction of food loss and waste

- ▶ Supporting improved food management at household level
- ▶ Minimising waste and reducing losses in operations and across value chains

3. A climate neutral food chain in Europe by 2050

- ▶ Reducing net emissions from own operations

4. An optimised circular and resource-efficient food chain in Europe

- ▶ Improving resource efficiency within own operations
- ▶ Improving the sustainability of food and drink packaging

5. Sustained, inclusive and sustainable economic growth, employment and decent work for all

- ▶ Improving business resilience and competitiveness
- ▶ Supporting a skilled workforce and providing safe and inclusive workplaces for all

6. Sustainable value creation in the European food supply chain through partnership

- ▶ Supporting improved resilience and competitiveness of the supply chain
- ▶ Stimulating sustainable production

7. Sustainable sourcing in food supply chains

- ▶ Transforming commodity supply chains
- ▶ Improving social performance in (global) food supply chains