
Contact: Franco Garbelotto, Deputy Secretary General

Transparency register number: 053117613298-41

Date Code signed: January 2022

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. In 2025, FEDIAF's membership comprised 15 national pet food associations and five pet food manufacturers operating in Europe, covering 18 European markets. Its members provide safe, nutritious products for Europe's some 300 million companion animals.

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, 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. This report sets out the activities undertaken during 2025 in fulfilment of these commitments.

A. Dissemination and Promotion of the Code among Members

Throughout 2025, FEDIAF continued to communicate its commitment to the Code of Conduct and to inform members and stakeholders of its values and objectives, via a number of channels.

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

Social Media: On our social media channel, [LinkedIn](#), we continue to make references to 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 a growing following of over 13,000 – which includes other trade associations, animal welfare organisations and policy makers as well as members, continues to promote 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's themes of trust, transparency and sustainability were central to our 2025 [Annual Congress](#), held in Madrid on 12 June under the theme "Promoting Trust and Transparency in the Pet Food Sector" and hosted by ANFAAC. The programme brought together policymakers, veterinarians, scientists and industry experts, with dedicated sessions on sustainability, the newly published Pet Food PEFCR and the protection of Category 3 animal by-products from diversion to biofuels.

External Presentations for Members: The Code is referenced and detailed in most external presentations delivered during 2025, including presentations to national associations and at sector seminars on sustainability and pet nutrition.

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 undertook in 2025 that align with several 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 has been publishing this 'go-to' guidance for the pet food industry since 2008. The FEDIAF Nutritional Guidelines are regarded as the 'Gold Standard' for pet food manufacturers in Europe. They help guide manufacturers in the formulation of safe and complete 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. FEDIAF reviews the latest data and scientific research and updates the Guidelines on a regular basis in collaboration with our SAB. The most recent edition was published in September 2025, with updated nutrient tables and clarifications in the annexes to support manufacturers and professionals, and can be accessed at europeanpetfood.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. During 2025, FEDIAF also unveiled [new factsheets on maintaining a healthy weight for cats and dogs](#), reinforcing this message.

FEDIAF also produces a wide range of [factsheets](#), which cover nutrition and related 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 continues to collaborate with AnimalhealthEurope, FVE and FECAVA through the [Pet Alliance Europe](#), where we

communicate the importance of a balanced diet to a wider audience including MEPs, animal welfare organisations, assistance animal associations and 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 the 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 loss and waste from the human food supply chain.

FEDIAF maintains a dedicated section on its website on [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 complete cat and dog food. This marks a major step forward in enabling more transparent, comparable and credible environmental claims across the pet food sector.

The practical application of the newly published PEFCR was a central theme of the 2025 Annual Congress in Madrid, where a dedicated session set out how manufacturers can implement the methodology. Throughout 2025 FEDIAF's Environment and Sustainability Working Group continued to support members in applying the tool to identify hotspots, improve environmental outcomes and communicate sustainability claims in a transparent and credible manner. FEDIAF remains 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 2025, FEDIAF's Environment 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 continued to follow the EU debate on the Green Claims Directive, which has been put on hold since mid-2025. While the legislative process remains on standby, FEDIAF maintained its published Position Paper and "flyer" highlighting the importance of PEF/PEFCR (Product Environmental Footprint Category Rules) in the pet food sector, and continues to call for clear recognition of these standards and for greater weight to be given to them in any future legislation.

FEDIAF also remained active on the Packaging and Packaging Waste Regulation (PPWR), which entered into force in 2025, underlining the peculiarities of the pet food sector as attention turned to implementation. FEDIAF produced member briefings on key implementation questions – including the manufacturer definition and waste-sorting labelling – and continued to circulate position papers and explanatory materials to members, involved MEPs and Permanent Representations.

Aspirational Objective 7: Sustainable sourcing in food supply chains

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, such as Category 3 animal by-products. These materials are fit for human consumption but are not used for it — often for reasons of consumer preference, culinary tradition, or cultural habit. This is precisely what makes them safe and valuable for pet nutrition. By channelling them into pet food, our industry contributes to circular use of resources by applying the cascading use principle, prioritizing high value use over energy recovery or disposal, significantly reducing environmental impact and enhancing overall resource efficiency.

Since 2022, FEDIAF has extensively promoted 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). This campaign continued and intensified throughout 2025, with regular social media posts, press releases and updated web content promoting the benefits of the pet food industry's [circular](#) and [resource-efficient](#) chain, and raising awareness of the conflict of use created by [Category 3](#) animal by-products being diverted towards bioenergy.

To underpin this advocacy with robust evidence, FEDIAF advanced dedicated work during 2025 on Category 3 fat flows and the post-2030 renewable energy framework, including the commissioning of an independent economic study on Category 3 fat flows and coordinated cross-industry engagement with the European Commission. This work laid the foundation for the position paper "[Towards a coherent EU Bioeconomy: Safeguarding Sustainable Access to Category 3 Animal By-Products for Pet Food](#)," calling for greater policy coherence between energy, agricultural and food-chain legislation.

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 mentioned in section B, these include:

- Nutritional Guidelines to help manufacturers produce nutritionally complete, balanced and safe food (2025 edition published in September).
- Promotional material used on social media to be shared by stakeholders and members.
- Factsheets, including the new 2025 factsheets on healthy weight for cats and dogs.
- Press releases and statements to be shared by members.

In addition, FEDIAF has a dedicated Environment and Sustainability Working Group, which worked throughout 2025 on topics such as the PPWR and the application of the newly endorsed PEFCR for pet food.

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 a member of FoodDrinkEurope and a founding member of GAPFA (Global Alliance of Pet Food Associations).

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 chain**