

Global Alliance of Pet Food Associations



GAPFA NEWSLETTER
FEBRUARY 2020

OUTLINE

- Welcome to the first edition of the GAPFA newsletter
- GAPFA 'Live' – new website
- GAPFA Recent Publications
- GAPFA events

WELCOME TO THE FIRST EDITION OF THE GAPFA (GLOBAL ALLIANCE OF PET FOOD ASSOCIATIONS) NEWSLETTER

Dear reader,

Welcome to the first edition of the GAPFA Newsletter.

In this and future editions, we shall be reporting on events, news and developments related to the GAPFA activities. Our aim is to make it a biannual newsletter and use it to keep you informed on current activities and initiatives.

We sincerely hope that this newsletter is a step further to a wider recognition of all our efforts towards our support of the health & wellbeing of dogs and cats and promotion of the benefits of living with them.

Enjoy your reading!

GAPFA 'LIVE'

NEW GAPFA WEBSITE

We were delighted to have launched the [new GAPFA website](#) in December 2019!

Thanks to the **optimised content, sitemap and structure**, as well as to **new and appealing imagery**, the new GAPFA public facing website provides external stakeholders and internal members a simple yet **modern, interactive and dynamic view** of GAPFA work, activities and latest GAPFA news. It gives **better access to the subpages** and allows visitors to easily and more intuitively find the information they are looking for.

We hope you like and enjoy the new website!

GAPFA RECENT PUBLICATIONS

GAPFA CATALOGUE OF BENEFITS OF PETS

Amongst the new features, the new GAPFA website contains a [catalogue of various benefits of pets](#), developed by GAPFA members to help external stakeholders and pet owners learn more about the **physical, mental, economic, societal benefits of pets** for all generations.



THE HEART BEHIND THE INDUSTRY

Several great stories were collected from GAPFA members related to **community engaging work** and published on the new GAPFA website. Find some inspirational stories [here](#).

PUBLICATION OF GAPFA POLICY STATEMENT IN SUPPORT OF CROSS-BORDER TRADE

GAPFA Food Safety and Trade Facilitation WS has developed a **policy statement in support of cross-border trade** reaffirming the importance of cross-border trade flows and open markets for the growth of the global pet food industry, already generating almost 100 billion USD in sales annually. To read the full GAPFA policy statement, please click [here](#).

GAPFA ARTICLE IN PETS INTERNATIONAL

GAPFA is pleased to have been able to cooperate with **PETS International** in the past year and to publish [an article about GAPFA](#) in the September issue of the magazine.



"If you want to go fast, go alone. If you want to go far, go together"

African Proverb

GAPFA EVENTS

GAPFA MEMBERS DISCUSSED ISSUES OF MUTUAL INTEREST AT THE GAPFA CONGRESS AND AGM 2019

From 29th October to 31st October 2019, **over 35 representatives** from **12 GAPFA members** took part of the **GAPFA annual Technical Congress and General meeting in Mexico City, hosted by AMASCOTA.**

The GAPFA Technical Congress participants were presented with **an overview of pet food regulations in Mexico** made by Dr Teresa Cervantes from SENASICA, including **highlights about pet food penetration campaign in Mexico** presented by Mrs Zerene Kahan Oblatt & Mr. Nicolás Torino (AMASCOTA – CONAFAB). In addition, the participants welcomed Mr Dewey Warner from Euromonitor, who provided **insights about the new generation of pet owners transforming the industry**. Finally, a speaker from SSAFE, Mr Quincy Lissaur, provided **an overview of the SSAFE organisation, the current projects & initiatives** and explored possibilities for collaboration.



GAPFA member associations presented their country/regional reports about their current and future activities and emerging issues.

As part of the items adopted at the GAPFA Annual General Meeting in Mexico City, the following GAPFA Officers were re-elected by the General Assembly to serve another term until the next elections in 2020: Dave Corley (*on the right picture above*), Nestlé Purina PetCare, as GAPFA President, Robert Kaczmarek, FEDIAF (Mars Petcare), as GAPFA Vice-President for Member Associations, and Carlos Gonzalez, Hill's Pet Nutrition, as GAPFA Vice-President for Member Companies.

COMING UP NEXT

Open to GAPFA members and invited guests, the GAPFA Technical Congress and AGM 2020 will be held from 15th June to 17th June, kindly hosted by FEDIAF in Brussels, Belgium, as part of FEDIAF's 50th anniversary celebrations.

GAPFA Secretariat

Avenue de Tervueren 13A – Bte 7 | B – 1040 Brussels

T: + 32 (0)2 736 53 54 | F: + 32 (0)2 732 34 27

Email: secretariat@gapfa.org

Website: <http://www.gapfa.org>