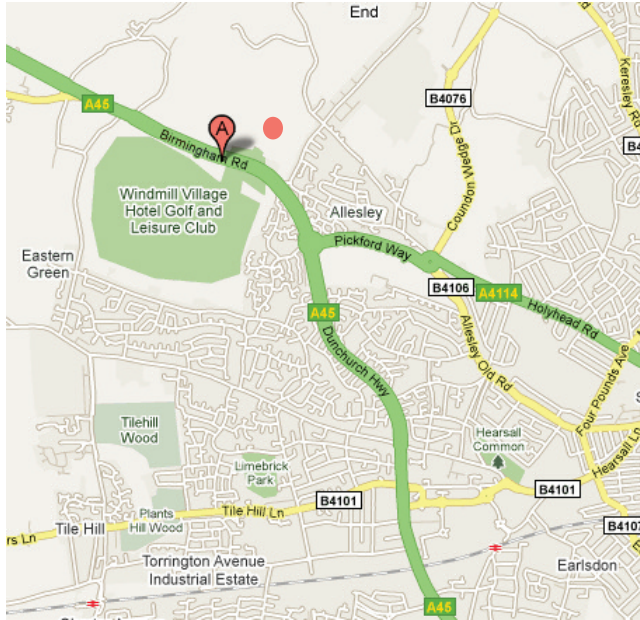


**Only 15 minutes from M6 Junction 4  
and 15 minutes from Birmingham  
International Airport and Railway Station**



Registration Form  
(in capitals please, or alternatively visit our  
website [www.petfoodassociates.co.uk](http://www.petfoodassociates.co.uk))

Surname: .....  
Forename: ..... Dr/Mr/Mrs/Miss  
Position: .....  
Company: .....  
Address: .....  
.....  
.....  
Telephone: .....  
Mobile: .....  
Fax: .....  
E-Mail: .....  
Special Dietary Requirements: .....

Hotel room required for night(s)  
24th April, 25th April (please circle)  
Cheque enclosed / Invoice me (please circle)

### Costs

£425 per delegate. Please make cheques payable to Pet Food Associates. Alternatively we can invoice. Discounts are available for multiple applicants; please contact us for details. In addition, for those requiring it, accommodation can be arranged at a special rate of £110 inc VAT per night for dinner, bed and breakfast payable directly to the hotel on departure. You can let us know your requirements or you can book directly through the hotel using the reference "Pet Food Associates seminar"

Please return the registration form to:

**Pet Food Associates**  
19 Micklesmere Drive  
Ixworth  
Bury St Edmunds  
Suffolk IP31 2UJ • UK

**Tel** 01359 232637  
[info@petfoodassociates.co.uk](mailto:info@petfoodassociates.co.uk)  
[www.petfoodassociates.co.uk](http://www.petfoodassociates.co.uk)

### Hotel Details:

The Windmill Village  
Birmingham Road  
Allesley  
Coventry CV5 9AL  
UK

Tel: 02476 404040/Fax: 02476 404042  
[sales@windmillvillagehotel.co.uk](mailto:sales@windmillvillagehotel.co.uk)  
[www.windmillvillagehotel.co.uk](http://www.windmillvillagehotel.co.uk)



## Pet Food Manufacture & Marketing



### Pet Food Regulations Explanation and Application

Windmill Village Hotel and Conference Centre  
Birmingham, UK  
25th April 2012

# Pet Food Regulations: Explanation and Application

*Post regulatory change, how has the industry - and its players - fared?*

## Understanding and implementing the new regulations

New regulations in the pet food industry, which came in to effect from August 2011, have placed a huge emphasis on reviewing the use of ingredients and additives, and on the labelling and marketing of products. Revisions were also made to longstanding regulations regarding the manufacture, import and marketing of pet foods in European markets.

## The inside view

The regulations have now been in force for several months and this timely event, which follows the success of earlier courses, including last year's Regulatory Update, will bring together key industry players to discuss the implications of these changes in practice, and to review and discuss their impact on established legislation.

The event is essential for all those wishing to keep up to date with regulatory requirements and also for those who are new to the industry and need an understanding of their legal obligations.

Delegates will participate in a number of workshops, experience first hand how to develop statutory declarations for product labels, and receive a detailed workbook with accompanying CD containing all legislative requirements.

## The seminar will be of particular interest to those involved in:

- Product development
- Technical and regulatory affairs
- Sales and marketing
- Retailing and private label
- The pet trade

## Regulatory changes:

- Statutory declarations have changed, particularly with regard to the declaration of additives.
- The rules now apply to all marketing communications and not just the product label; this includes online information, advertising, mail shots, etc,
- The rules now allow claims that would previously not have been possible, but they are more rigorous with respect to the substantiation of these claims.
- The new Regulations have required industry guidelines for implementation for pet foods.
- Notification of ingredients and a review of permitted additives are now underway.

## After this course delegates will:

- Be confident writing a statutory declaration under the new requirements.
- Understand the new rules for claims.
- Understand the implications for off-pack communications.
- Be familiar with the latest developments on the Animal By-Products and Additives Regulations.
- Understand the longer standing rules for consumer goods as applied to pet food.

## What previous delegates had to say:

Delegates to previous events have commented how valuable they found the experience in helping them to fully understand the implementation and impact of the regulations on their manufacturing, marketing and labelling activities:

*"Very informative and very open to discussion"* **Paul Sullivan, Mackle Petfoods**

*"Really very clear and helpful..."* **Pat Cooper, Marks and Spencer**

*"I particularly liked the ability to find answers to questions, an excellent day"* **Emma Passman, Wagg Foods**

*"Relevant to my company's needs"* **Elizabeth Fox, Roger Skinner**

*"A good overview and I also liked the detail"* **Jane Hurley, Devenish Nutrition'**

**Pet Food Associates is specifically geared to providing training and consultancy services for the pet food industry.**

# Programme

## Registration from 9.30 (Coffee/Tea & biscuits)

- Introduction to the EU regulatory process and to the specific requirements for pet food
- Feed Hygiene – product safety, registration
- Animal by-products – use and movement
- Ingredients – the Feed Materials Catalogue and the Register of Feed Materials
- Additives – use, reauthorisation, the Register
- Workshop
- Statutory declarations – regulation and industry practice
- Marketing claims – on and off pack, regulation and industry practice
- General requirements, including weights and measures, consumer protection and trade descriptions
- Open forum, discussion and questions

## 16:30 Close of Seminar and depart

## The Speakers

**Terry Plant:** Having been in the pet food industry for over 30 years Terry, formerly Director of Quality for a major European pet food company, is still actively involved in the industry as principal of T A Plant Consulting.

**Geoff Grantham:** Geoff has also worked in the pet food industry for over 30 years. He worked for a major multinational in product and process development and in regulatory and environmental affairs. He is now acting as a consultant to the industry.