

HOW TO CHOOSE A TRUSTWORTHY PET FOOD BRAND

HELPFUL GUIDANCE
FOR MAKING THE
RIGHT CHOICE

Choosing the right pet food is essential for your pet's health and happiness. UK Pet Food membership ensures commitment to industry best practices, making it a key factor in selecting a reliable brand. Here's a checklist to guide your choice:

1 UK PET FOOD MEMBERSHIP AND REPUTATION



- Look for brands that are members of UK Pet Food, as they follow strict industry standards.
- Be cautious of fear-based marketing and exaggerated health claims.
- Check brand history, reliability, and customer reviews.
- You can use comparison sites, but verify their credibility.
- Watch out for frequent recalls via the Food Standard Agency (FSA) Food Alerts.

2 SAFETY AND QUALITY CERTIFICATIONS



- Ask if the brand follows **Good Manufacturing Practices**. Such as:
 - The FEDIAF Guide to Good Practice for the Manufacture of Safe Pet Foods.
 - The UK Pet Food Raw Pet Food Guidelines.
- Check for safety certifications like ISO, BRC or NSF and assurance schemes like the UK Pet Food Raw Standard.
- Ask the manufacturer about ingredient sourcing and supplier standards.

3 NUTRITIONAL CREDENTIALS



- Complete pet food contains all essential nutrients a pet needs. These come in various forms, such as wet food, raw and dry kibble. Regardless of format, all ensure your pet gets the essential vitamins and minerals for good health.
- Complementary food must be combined with other sources for a balanced diet.
- Ask if the brand formulates their diets according to the FEDIAF Nutritional Guidelines for Cats and Dogs. This is industry best practice!

4 CUSTOMER SUPPORT AND TRANSPARENCY



- Choose brands with a knowledgeable and responsive customer service.
- Approach social media claims with a questioning mind – check that the information comes from reliable sources, including UK Pet Food.
- If seeking advice from a pet nutritionist, ensure they have proper qualifications and follow guidelines based on reliable scientific studies.

When in doubt, consult your vet for guidance on the best food for your pet's specific needs.

5 MANUFACTURING LOCATION



- Consider brands made in countries with strict pet food regulations, such as the **UK** and **EU**.

All UK Pet Food's Educational Factsheets and Posters are available on our website

