

FEDIAF launches e-Learning Guide focused on pet food communication

Brussels, July 2020 - The European Pet Food Federation (FEDIAF) has launched an e-learning guide to improve understanding and implementation of pet food legislation and voluntary rules concerning on-pack and off-pack communication. The free training module is designed to accompany FEDIAF's Code of Good Labelling Practice for Pet Food; both resources are available at <http://www.fediaf.org/self-regulation/labelling.html>.

Developed by FEDIAF's team of regulatory experts, the e-learning tool comprises six chapters, including label examples and a Q&A section, which look in more detail at the three basic functions of product communication: 'Consumer information', 'Control and enforcement' and 'Marketing and retail'. The training was developed for manufacturers and pet professionals or students with an interest in pet food communication.

Thomas Meyer, FEDIAF Secretary General, explains: "This is the first time FEDIAF has designed an online training tool and we are delighted with the results. Over recent months, we have become more accustomed to working from home and we hope that this flexible web-based tool will help users understand the intricacies of pet food labelling and communication."

Victor Romano, Chair of FEDIAF Product Communication Working Group, adds: "The Labelling Code was established under the principles of co-regulation with the endorsement by the responsible EU institutions and should be read in conjunction with the relevant EU and national legislation. Launching the e-learning will provide further guidance on the interpretation of the code, promoting a harmonised approach across Europe."

For more information on the e-learning and FEDIAF's Code of Good Labelling Practice please visit [fediaf.org](http://www.fediaf.org).

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Note to Editors:

FEDIAF represents the European pet food industry with around 200 production sites. It is an umbrella organization of national pet food industry associations plus direct company members. FEDIAF's mission is to be the credible and responsible voice of the European pet food industry collaborating with authorities, regulators and academics for achieving favourable conditions for the supply of safe, nutritious and palatable products to pets and their owners. Based in Brussels, FEDIAF is fully committed to promoting responsible pet ownership, to the wellbeing of pet animals, to their important social role and to the respect of sustainable development. www.fediaf.org.

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