

PFMA Annual Convention

50 Years & Beyond: Pets, People, & Planet

Agenda – Monday 8th November

09:45 **Registration & Coffee**

10:15 **Celebrating PFMA's 50th Anniversary**

Greg Van Praagh, PFMA Chairman (Real Pet Food Company)

Looking ahead - 5 years of enormous change

Emma Mansbridge, Sustainability & Environmental Policy Executive (Food & Drink Federation – FDF)

Ingredients & Sustainability

Philip Hambling, Head of Food and Farming (National Farmers' Union –NFU)

Pets supporting our mental well-being

Dr Carri Westgarth, Senior Lecturer in Human-Animal Interaction (University of Liverpool)

Panel Discussion – Chaired by Suzanne Jarvis, Editor In Chief (BVA Journals), Philip Hambling (NFU), Emma Mansbridge (FDF), Carri Westgarth (University of Liverpool), David Bowles (RSPCA), Amy Whidburn (Pets At Home), Claire Robinson-Davies (Purina, Corporate Communications Director & PFMA Sustainability Committee Chair)

How are the youth of today driving the change?

Josephine Hansom, Managing Director (YouthSights)

12:15 **Closing remarks & drinks reception**

13:15 **Three-course lunch**

15:00 **Post-event networking drinks – (Palm Court, Kimpton Fitzroy)**

Speaker Biographies

Emma Mansbridge, Sustainability & Environmental Policy Executive, Food & Drink Federation (FDF)

Emma Mansbridge is a Senior Sustainability and Environmental Policy Executive at the Food & Drink Federation (FDF), the leading representative organisation in the food and drink manufacturing industry. She has been working at the FDF for over four years across multiple areas covered by their environmental ambition, Ambition 2025. Her main areas of focus include water, natural capital, sustainable supply chains and, increasingly, Net Zero and decarbonisation. She has been working to help support the development of the FDF's Net Zero Roadmap and handbook to help the industry achieve its ambition of Net Zero emissions by 2040



Philip Hambling, Head of food and Farming, NFU

Philip is Head of Food and Farming for the National Farmers Union, based in Stoneleigh. He heads up the team of Chief Advisers responsible for supporting the work of each of the National Sector Boards, Animal Health and Welfare and the NFU Food Chain Unit. Philip joined the NFU in April 2017 from Sainsbury's. Previous roles include head of procurement and account management for a leading UK meat processor, after technical and agriculture manager for the British Meat Processors Association. Philip also undertook a number of policy lead roles at Department for Environment, Food and Rural Affairs including market support measures, animal disease control and an regional operational role in the Government response to foot and mouth in 2001. Philip studied Zoology at Newcastle University, graduating in 1998. Philip is a keen scratch cook and amateur butcher, occasionally guilty of enjoying food a little too much.



Dr Carri Westgarth, Senior Lecturer in Human-Animal Interaction at University of Liverpool

Dr Carri Westgarth is a Senior Lecturer in Human-Animal Interaction at the University of Liverpool with a passion for understanding the relationships we have with our pets. With a background in animal behaviour and dog training she has trained in veterinary epidemiology and human public health. Her research interests focus on the implications of dog ownership for human health and wellbeing, but also how owner management of their dogs can impact dog welfare. Both quantitative and qualitative research methods are used to tackle her primary research questions of how to improve population health through the promotion of dog walking, and how to prevent dog bites. Her expertise on understanding and changing the behaviour of dog owners is sought by many organisations wishing to prevent dog bites and promote 'responsible' dog owner behaviour, such as her work as a consultant for Royal Mail. She is also a Full Member of the Association of Pet Behaviour Counsellors and founder of the Merseyside Dog Safety Partnership. In her spare time Carri teaches dog training classes, and previously was a professional Assistance Dog Instructor for the charity Hearing Dogs for Deaf People. Her practical experience in many areas relating to dogs, combined with a multi-disciplinary academic perspective, gives unique strength and relevance to her expertise.



Suzanne Jarvis, Editor in Chief, BVA Journals

Suzanne Jarvis is editor in chief of the British Veterinary Association portfolio of journals, including Veterinary Record. She has worked in the veterinary sector for many years, developing an interest in sustainability and One Health along the way. She is a graduate in biological sciences from the University of Birmingham.



Amy Whidburn, Group Head of Social Value, Pets At Home

Amy has been Group Head of Social Value for Pets at Home since 2020 and has developed their new social value strategy "Our Better World Pledge". This encompasses the Group's approach to all things ESG (Environmental, Social and Governance). The Group has signed up to a science-based carbon emissions reduction target and has made a net zero 2040 commitment. The strategy has seen the Group launch new initiatives like the Pet Memory scheme with the Woodland Trust which will protect restore and create over 2000 acres of UK native woodland every year and the innovative pet pouch recycling scheme in partnership with Mars and Nestle that will offer in store collection of flexible plastics for onward recycling in most Pets at Home stores by the middle of 2022.

For the previous ten years Amy has held similar "Head of CSR" positions at Mothercare, Sainsburys Argos and Home Retail Group. Amy's background before moving into CSR is commercial positions at Boots, Woolworths, Big W in Australia and Homebase providing a good understanding of how to operationalise initiatives in complex retail businesses.



David Bowles, Head of Public Affairs and Campaigns at RSPCA

As the Head of Public Affairs and campaigns, I coordinate the RSPCA's work to improve animal welfare through its campaign and political messages. The RSPCA is the oldest animal welfare organisation in the world, 197 years old, and works to improve animal welfare through its campaigns and legislative programmes, its enforcement work through its inspectorate and the setting of standards and support for RSPCA Assured, the UK's largest animal welfare assurance scheme. I am a Board member of the Canine and Feline Sector Group, Defra's scientific advisors on dogs and cats and a Trustee of the Association of Dog and Cat Homes which represents 153 dog and cat rescues in the UK and Ireland. I was a member of the Consumer Working Group of the Trade and Agriculture Commission and also lecture on trade issues at the Edinburgh Veterinary School.



**Claire Robinson-Davies - Purina Corporate Communications
Director - Northern Region (UK&I, Netherlands, Nordics) & PFMA
Sustainability Committee Chair**

Claire Robinson-Davies is the Corporate Communications Director for Purina UK&I, Nordics and Netherlands and is responsible for corporate, brand and employee communications. She is also Chair of the PFMA's Sustainability Committee and sits on the PFMA's Executive Committee. Claire is PFMA's Incoming Chair.



Josephine Hansom, Managing Director of YouthSight Research

Josephine oversees all youth research and insight at the award-winning agency, YouthSight. Leading a team of specialist researchers, she helps clients grow by better understanding the needs of Millennials and Gen Z. During her nineteen years as a researcher Josephine has worked with many university clients as well as brands like the BBC, BMW, Facebook, Google, Tinder and Sport England. She is the mastermind behind the State of the Youth Nation - the most up-to-date youth tracker in the UK; keeping clients plugged into youth culture since 2015. She is a regular on the conference circuit, having spoken in Milan, Chicago, Boston and Vienna.



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