



## **Guidelines for the use of the GAPFA factsheets by pet food associations, pet food manufacturing companies and other interested parties**

The GAPFA Communications Workstream has focused on the development of factsheets with the most relevant and globally aligned information on specific topics of interest to the pet food industry. The designed final GAPFA factsheets will be published on the GAPFA website at the beginning of 2018 and updated as appropriate.

Pet food associations, pet food manufacturing companies and other interested parties are encouraged to use the content of the final factsheets to ensure globally aligned communication around pet food safety and quality, pet food nutrition and responsible pet ownership. The following guidelines should be observed:

- It is strongly recommended to keep the content of the final GAPFA factsheets without changes
- Format and visuals can be adapted if needed to include local specificities and current templates used by individual associations
- Reference to GAPFA is required