



The European Pet Food Industry

# PRESS RELEASE

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## **Mechthild Exner-Herforth new FEDIAF President**

**At the Annual General Meeting of FEDIAF, the European Pet Food Industry Federation, Mechthild Exner-Herforth was elected new President for 2018-2020. Mechthild follows Marinus Pannevis, who served as President since June 2016.**

**Brussels, June 2018** – Mechthild Exner-Herforth has great plans for her two years as President of FEDIAF. “I’m looking forward to working together with all FEDIAF representatives and members for the benefit of the pet food industry and for our pets advocating responsible pet ownership. The key focus areas of my presidency will be to continue to build the reputation of our industry, foster free trade, educate the public on the benefits of commercially produced pet food, a successful self-regulation of the industry and the continued restructuring of FEDIAF.”

### **30 years of experience in the pet food industry**

Mechthild Exner-Herforth has been working in the pet food industry for almost 30 years. She is Vice President of Corporate Affairs at Mars Petcare Europe where she has spent her entire career. She has been active in pet food trade associations since 2006, both at German and European level. Most recently, she served as Co-Chair of the FEDIAF Review Committee. “I am honoured to have been elected as President and for the trust that our members have placed in me”, said Mechthild Exner-Herforth. ‘I am proud of what we have achieved together over the past years and look forward to building on the great work done by Marinus.’

### **Reforms in line with changes in our industry**

Marinus Pannevis is recognized for his many achievements including having led FEDIAF through a period of major change during his Presidency. The developments aimed to establish proportional voting, a review of the fee structure to give greater financial freedom for smaller associations to invest in their markets, the introduction of mixed membership to include European companies, and the launch of a CEO Advisory Forum. ‘His active involvement, high level of professionalism and strong leadership were key to the success of this reform’ commented Thomas Meyer, Secretary General of FEDIAF. ‘Together, we have achieved a great deal for the European pet food industry.’



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Mechthild Exner-Herforth

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***FEDIAF** represents the European pet food industry with around 200 production sites. It is an umbrella organization of national pet food industry associations. 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](http://www.fediaf.org)*

Contact: Thomas Meyer, Secretary General, + 32 (2) 536 05 20 – [fediaf@fediaf.org](mailto:fediaf@fediaf.org)