



**friends of friends**  
don't experiment on animals

## WHY WE ARE “FRIENDS OF FRIENDS”?

Our company, a leader in the pet food panorama, has as a mission the intention to produce food for dogs and cats dedicated to their well-being, so they can live well, for as long as possible. We take it to heart that each four-legged friend, should have a healthy, happy life so that they can spend as much time as possible with their beloved owner. **For years, in fact, our philosophy has been synthesized in the words:**

**NOVA FOODS: LOVING AND FEEDING THE ITALIAN WAY** - the fact which, for ethical reasons, constrains us to neither practice nor commission any clinical experimentation on animals, whether they be dogs, cats or any other species.

For this reason we have chosen to express the values of our company policy with the logo “friends of friends don't experiment on animals” - which appears on all our products. Furthermore, we guarantee that the fresh poultry meat which we use to prepare the Super Premium formulations, originate exclusively from certified Italian poultry raisers, which are able to submit to and respect the rigid and strict regulations required by the European Community, which has already for many years been extremely careful about the the concept of “Animal Well -Being”. In Italy as well, this topic has become of prime importance, in as much as the Ministry of Labour, Health and Social Politics has instituted the **NATIONAL PLAN FOR THE WELL-BEING OF INCOME - GENERATING ANIMALS**, in which the first part is precisely dedicated to this important topic, “the protection of the well-being of animals while being raised”.

From our point of view, buying poultry meat for our recipes within our national borders presents two advantages: firstly, it permits us to have meat which is really fresh from our producers, since this meat comes from nearby areas: and secondly as a question of morality, which we take very seriously to heart, we consider that, in most cases, poultry raising in Italy greatly respects the community and national regulations with regard to animal well -being.

Unfortunately, at this present time, a legally recognised “cruelty-free” certification with regard to the pet food sector is not yet in existence.

The only analogous certification recognised at the Italian and European Level, is exclusively bestowed on companies which produce cosmetics and detergents for home use and which adhere to the **ECEA** standard. Currently, the National Association of Pet Food Producers (ASSALCO) is carefully examining the issue together with affiliated producers of pet food, with the outlook of proposing the creation and adoption of a standard for a “Cruelty - Free” certification for pet food as well.

For the moment we feel satisfied with the work we are carrying out, and especially with respect to the way we are carrying it out.

Many of our clients appreciate us, amongst other reasons, precisely for our philosophy which always puts animals first, even those less fortunate than the ones we keep as pets.

Recently OIPA - Italia Onlus has made reference to Nova Foods on their site as part of a list of pet food producing companies which are classified as “Cruelty - Free”.

