

Verolanuova (BS), 20/04/2026

The mission of MSM PET FOOD is to produce high-quality food for domestic animals, using selected ingredients and state-of-the-art production processes. The Management is responsible for the implementation and maintenance of the Quality Policy, ensuring the availability of all necessary resources.

Below are the main objectives pursued by the company:

- Implement and maintain an active Quality Management System compliant with the international standards of the UNI EN ISO 9001 standard and a Sanitary Self-Control System integrated with the principles of Feed Defense and Feed Fraud, to monitor the sources of intentional contamination and ensure the authenticity of products against fraud and adulteration.
- Absence of product withdrawals and/or recalls from the market.
- Maintain high standards of cleanliness in the production plant and in all company areas.
- Perform rigorous quality controls at every stage of processing, from the selection of raw materials to the shipment of the finished product.
- Conduct regular internal audits to monitor and evaluate compliance with reference standards.
- Offer a wide range of products for dogs and cats, with specific, palatable recipes for every stage of life and compliant with current regulations.
- Collaborate with specialized consultants in the Pet Food sector to ensure high quality and performance standards for each product.
- Use exclusively high-quality ingredients from selected and qualified suppliers.
- Maintain a widespread commercial network in Italy.
- Increase commercial business with foreign countries.
- Collect and analyze customer feedback to identify potential areas for improvement of its products and services.
- Guarantee transparency towards the end users of the products, through clear labels, complete technical data sheets, and an easy-to-use website.
- Safeguard the environment through the use of renewable energy (photovoltaic system).
- Promote a culture of corporate sustainability, whilst maintaining and continuously improving our ESG Sustainability Rating (current rating: BBB, awarded by Ecomate Srl), and ensuring transparency in our environmental, social and governance performance.
- Comply with all regulations concerning health and safety in the workplace, to protect all workers.
- Annual definition of specific objectives, detailed in special "Indicator and KPI Tables" for the following processes: Management, Commercial, Production, Research and Development, Purchasing.
- Commercialize only products made by selected and qualified third parties, in line with MSM PET FOOD standards.
- Ensure traceability, regulatory compliance, and correct labeling also for products not manufactured internally.
- Integrate commercialized products into the quality control and sanitary self-control system.

The Management