



AVIAN INFLUENZA (*BIRD FLU*) CERTIFICATION

17th November 2025

Cases of avian influenza (H5N1) are continuing to rise and as a result the whole of Great Britain (England, Wales and Scotland) is now subject to nationwide mandatory housing measures to help prevent further spread.

These AIPZ (Avian Influenza Prevention Zone) measures mean that ESSENTIAL FOODS' current Free Range claims may, temporarily, not be applicable, as all birds may be required to be housed in line with government regulations.

Please be assured that the supply, quality, and safety of ESSENTIAL FOODS products will remain entirely unaffected. ESSENTIALS gentle cooking stage, delivered through our kitchen's Freshtrusion® process, along with our unwavering commitment to quality and safety, ensures that any harmful bacteria or viruses—including avian flu—are fully eliminated.

ESSENTIAL FOODS is committed to producing the world's finest pet food, and we place the utmost importance on food safety, nutrition, and quality.



Christian Degner-Elsner
Founder

Helen Gibbon
Director of Quality

One mission: To improve & prolong the lives of dogs & cats

ESSENTIALFOODS.COM