

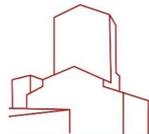
PET FOOD/TREAT WEBINAR | PART 2

Marissa Cohen, Area Specialized Agent – Animal Food Safety

Dr. Michael Joseph, Value-Added Processing Assistant Professor

Justin Hill, NCDA&CS Feed Compliance Officer

Jessica Gore, NCDA&CS FSMA Trainer



Introductions

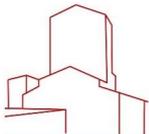
Marissa Cohen, NC State

Dr. Michael Joseph, NC State

Jessica Gore, NCDA&CS

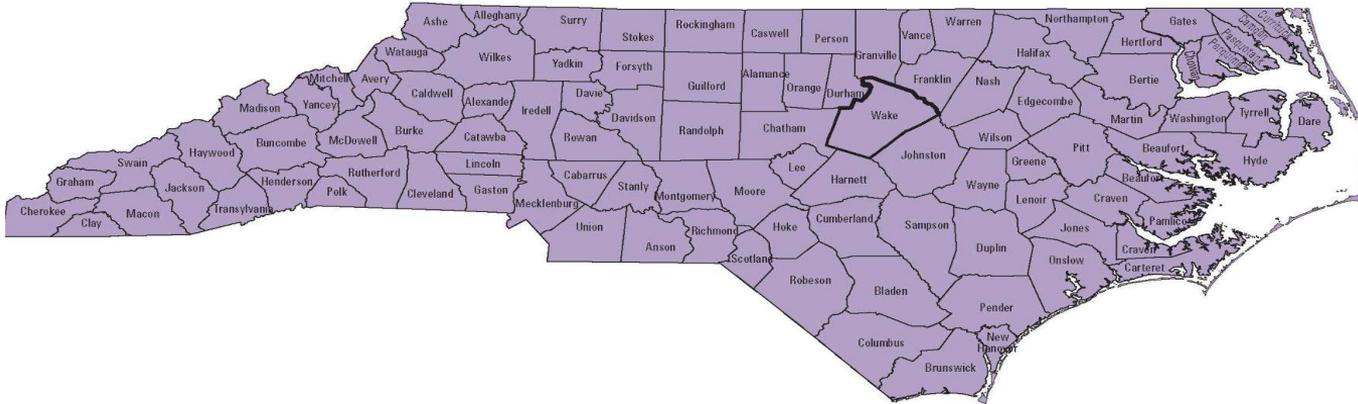
Justin Hill, NCDA&CS

Sara Drake, NC State



Marissa Cohen

Area Specialized Agents
FOOD SAFETY-ANIMAL FOOD & FEED RULE



marissa_cohen@ncsu.edu
919-515-5396



Introductions

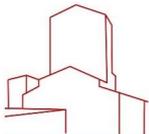
Marissa Cohen, NC State

Dr. Michael Joseph, NC State

Jessica Gore, NCDA&CS

Justin Hill, NCDA&CS

Sara Drake, NC State



What we will not be addressing

- How to create products
- Nutritional requirements

This series is meant to give brief overviews of the regulatory requirements for creating and selling pet food products.

Though we have limited time during the webinars to address specifics and questions, we are all more than happy to answer questions on an individual basis.



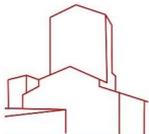
Housekeeping

- Webinars will be recorded
- Utilize the Q&A feature
- If you have any questions after the webinars, please reach out to us
- Information will be specific to North Carolina regulatory requirements



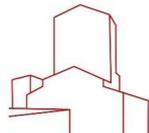
Agenda

- Brief summary of webinar 1
- Product registration
- Animal food safety
- Use of approved ingredients
- Resources



Summary of Part 1

- Pet food and treats are regulated by NCDA&CS Food and Drug Division.
 - The FDA is the regulatory party responsible for ensuring safe food for animals
- Facility registration is required for anyone producing commercial feed (including pet food) in North Carolina.
- Facilities will be inspected at least once
 - This does not have to happen before you begin to sell your products. Only registration needs to be completed first.



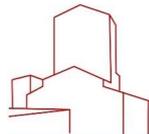
Summary of Part 1

- There are a number of required components for a pet food label:
 - Product name, net weight statement, species and type, ingredient statement, guaranteed analysis, guarantor name and address, directions for use.
- There are limitations for how products can be named or described.
- Labeling requirements are different for chews and raw milk
- Human grade products must be prepared in a way that they are fit for human consumption (not raw)



Summary of Part 1

- Be aware of any “drug” claims
 - CBD is not a legal feed ingredient for livestock feeds, pet food or pet treats
 - Social media and website are auditable
- Packaging claims for raw pet food
 - If there are cooking directions on the packaging, but the food is meant to be fed raw



Product Registration

Feed Milling



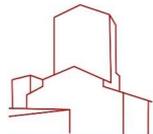
Animal Food Safety & Use of Approved Ingredients

Feed Milling



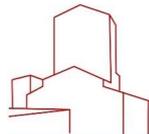
Animal food safety

- FDA has a zero tolerance policy for *Salmonella* in pet food.
- What can be done to minimize contamination?
 - ❑ Cooking for the appropriate amount of time at a high enough temperature
 - ❑ Irradiation is an option for raw pet food, but it is prohibitively expensive
 - ❑ High pressure processing (HPP)
 - ❑ Minimize recontamination with raw ingredients or products
 - ❑ Use effective sanitizers and thoroughly clean equipment and surfaces



Raw diets

- Increasingly popular niche market for pet food
- Raw diets are allowable, but the FDA's zero-tolerance policy for *Salmonella* still applies
 - Have a good recall plan in place, whether it is required or not
 - Keep good ingredient and processing documentation
 - Be able to trace ingredients one step back and food one step forward
 - Customer education on best handling practices
 - Many of these resources are available on the FDA website



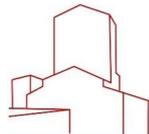
Ingredients

- All ingredients must have either Generally Recognized as Safe (GRAS) status, FDA approval, or an AAFCO definition.
- CBD is not a legalized ingredient for pet food or livestock feed at this time. Further review is required to determine the effects of these products on animals and their products.
- We're seeing an increase in specialty products from smaller facilities using novel by-product ingredients.



Association of American Feed Control Officials

- Though AAFCO does not regulate pet food, their website is a great resource for anyone who wants to get started in the pet food business
- State-by-state regulatory guidance and contact information



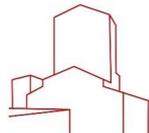
Government agencies

- The FDA has educational materials available specific to pet food
 - Guidance documents
 - Compliance policy guides
 - Recall and warning letters
 - Good references for building a food safety program
 - Consumer and producer educational materials
 - Reportable Food Registry

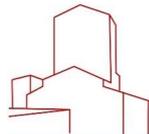


NC State Resources

- Feed Milling (Animal Food) website
 - feedmilling.ces.ncsu.edu
 - Starting a Pet Food Business page
- County Ag Agents
 - ces.ncsu.edu
- Area Specialized Agent - Animal Food Safety
 - Marissa Cohen (marissa_cohen@ncsu.edu)
- Value-Added Processing Specialist
 - Dr. Michael Joseph (mvjoseph@ncsu.edu)
- Feed Manufacturing Specialist
 - Dr. Adam Fahrenholz (adam_fahrenholz@ncsu.edu)



Marissa Cohen, M.S.
Prestage Dept. of Poultry Science
North Carolina State University
(919) 515-5396
Marissa_Cohen@ncsu.edu



Q&A

Please add your questions to the Q&A box.

We will answer questions until we run out of time!

This publication is supported by the Food and Drug Administration (FDA) of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award [FAIN] totaling \$250,000 with 100 percent funded by FDA/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by FDA/HHS, or the U.S. Government.



A photograph of a person's hand feeding two lambs in a field. The person is wearing a blue long-sleeved shirt and blue jeans. The lambs are white with black faces. The background is a blurred field under a cloudy sky.

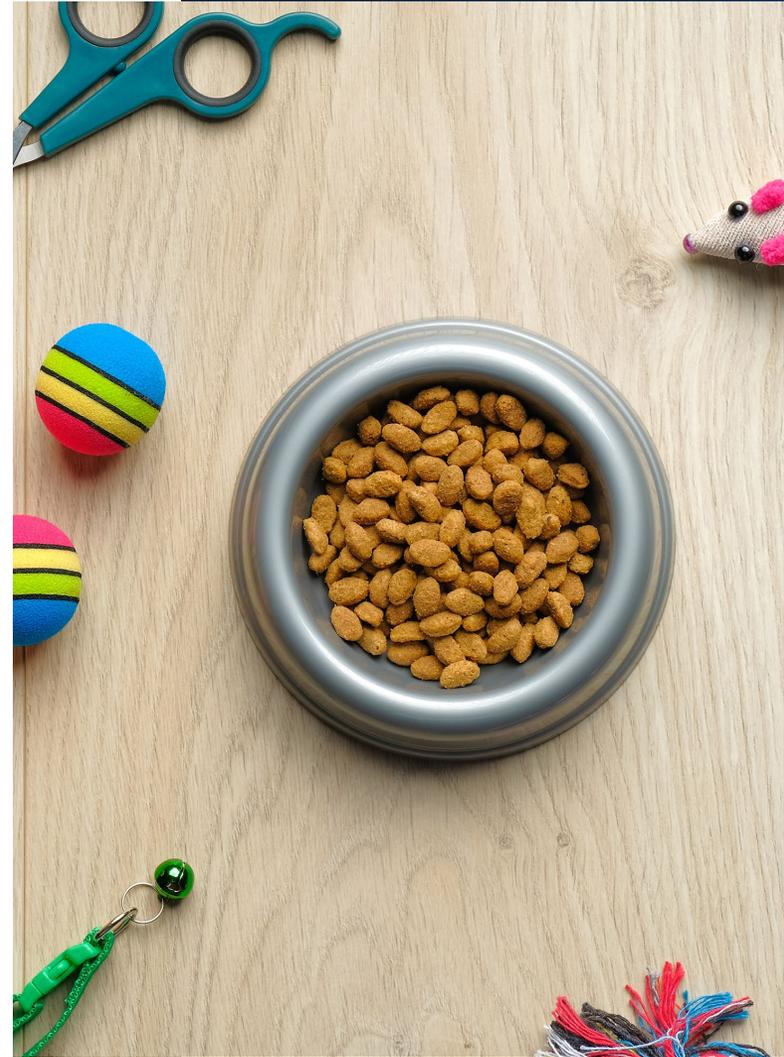
ANIMAL FOOD PRODUCT REGISTRATION

Justin Hill

NCDA&CS, Food & Drug
Protection Division, Animal Feed
Program

Registration

- To be distributed in the State of North Carolina, all commercial feeds, except a customer-formula feed, must be registered.



What is the cost to register?

All registration fees are annual fees



\$5 per brand sold in packages over 5 lbs.



\$40 per brand sold in packages of 5 lbs. or less



\$45 per brand sold in packages of 5 lbs. or less & over 5 lbs.



\$12 per brand sold in canned or hermetically sealed containers



\$30 delinquency fee is added per brand if registration is late, or product is found being distributed without registration.



Definitions

The term "brand name" means any word, name, symbol, or device, or any combination thereof, identifying the commercial feed of a distributor or registrant and distinguishing it from that of others.

The term "product name" means the name of the commercial feed which identifies it as to kind, class, or specific use.

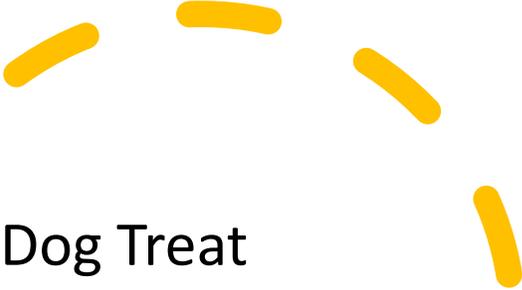


One Vs. Two

- These Ole Bones Small Dog Treats
- These Ole Bones Large Dog Treats
- These Ole Bones Dog Treats
 - 1lb or 5 lbs. options
- You may offer different sizes and shapes under a single product name.



All
Separate
Products

- 
- These Ole Bones Dog Treat
 - These Ole Bones with Apple Dog Treat
 - These Ole Bones with Peanut Butter Dog Treat
 - These Ole Beef Bones Dog Treat
 - These Ole Beef Bones with Peanut Butter Dog Treat

 - Different shapes and sizes of the same formula are okay. Adding ingredients is not the same!

What's needed?

1

Ensure your business entity is registered as a legal business with the Secretary of State or local county registration.

2

Complete the New Firm Account Information form.

3

Complete the New Brand Template form.

4

Provide compliant labels.

5

Complete the New Facility Registration form, if manufacturing in NC.

New Firm Form

North Carolina Food & Drug Protection Division Animal Feed Program

NEW MANUFACTURER/FIRM ACCOUNT INFORMATION FORM

Please provide contact information in order to keep our records current. This form is for **FIRM** information only, meaning the Manufacturer and/or Guarantor legally responsible for the products. The information on this form should **NOT** include any contact information for 3rd party agents, registrants, etc. If product registration is managed by an agent other than the **FIRM**, please complete "New Agent Relationship Information Form" to submit contact information for 3rd party agents, registrants, etc. in addition to this form in order to complete the registration process.

Please provide **FIRM** information only.

CLEAR DATA

Firm Name*				
Physical Address*				
City	State	Postal Code	County	Country
Main Phone Number*		Website		
Firm Mailing Address <input type="checkbox"/> Check if information is same as above				
City	State	Postal Code	County	Country
Firm Primary Contact Name*		Firm Primary Contact Phone Number & Extension*		
Firm Primary Contact Email Address*				

*required field

New Brand Template

	A	B	C	D	E	F	G
1	Brand Name	Fee	Class	Composition Type	Manufacturer's Product ID	NADA Number	UPC Codes
2	Big Al's Cattle Feed	5	Ruminant	Textured	AA5987-14	123-456	123456789123
3	Big Al's Kitten Food	40	Pet Food	Kibble	bb.12355as		
4	Big Al's Adult Lamb & Brown Rice Dog Food	45	Pet Food	Kibble	123.asd		
5	Big Al's Canned Tuna & Salmon Cat Food	12	Pet Food	Moist	59887330122		
6	Big Al's Chicken Scratch Feed	5	Poultry/Swine	Mix			
7	Big Al's Pumpkin & Blueberry Dog Treats	40	Pet Treat	Nugget			
8	Big Al's Apple Dog Treats	40	Pet Treat	Semi-Moist			
9							
10							

Feed Class & Composition Types

Feed Class & Composition Types for feed brands

Please note that older instructions and forms may have composition and/or Feed Class types not on this revised list.

If you believe your **Composition Type** is not on the list, please identify the product as “Other” or call our office and ask a compliance officer to help you. Please list “Freeze Dried” products as “Other” composition type.

If you are unsure of the **Feed Class**, please identify the product as Miscellaneous or call our office and ask a compliance officer to help you.

Composition Type	Feed Class
Coarse grain	Animal By-Product
Crumble	Commodities
Cube	Drug Article/Premix (A/B)
Fat	Feed Additive
Flake/Shred	Fish Food (Non-Specialty)
Forage	Forage
Granule	Horse
Kibble	Miscellaneous
Liquid	Nutritional Supplement (Non-pet)
Meal	Pet Food
Mix	Pet Treat
Moist	Pet Supplement
Nugget	Plant By-Product
Oil	Poultry/Swine
Other	Ruminant
Pellet	Specialty Pet
Powder	Vitamin/Mineral (Non-pet)
Prill	Wild Bird/ Wildlife
Semi-Moist	Attractant (Flavor/Aroma) Hunting
Single Ingredient	Camelid
Sweet	Cervid (Non-single ingredient)
Textured	Multi-Stock
Whole Grain	Zoo/Exotic

Compliant Labels

1) Product Name ————— **These Ole Bones**

3) Species and Type ————— Dog Treats

They'll make ya happy you still got yer teeth!

Romance Copy
See information at
bottom of page.



5) Guaranteed Analysis ————— **Guaranteed Analysis:**
Crude Protein minimum..... 12.3%
Crude Fat minimum..... 13%
Crude Fiber maximum..... 2.5%
Moisture maximum..... 20.5%

4) Ingredient Statement ————— **Ingredients:** Wheat Flour, Peanut Butter, Water, Oats, Canola oil, Eggs

7) Directions for Use ————— This product is intended to be fed as a treat, and not a meal replacement.

Marketing Claim ————— **Storage:**
Please keep treats stored in a closed air tight container. Store in your refrigerator up to 2 weeks or in the freezer for 2 months.

6) Guarantor Name and Address ————— **Manufactured By:**
3 Ole dawgs
Slickercity, NC 28786

2) Net weight Statement ————— Net wt. 5oz

New Facility Registration Form

North Carolina Food & Drug Protection Division Animal Feed Program

New Manufacturing/Distribution Facility Registration Form

Please complete and submit this form to ncfeed.registration@ncagr.gov if manufacturing, distributing, processing, packing, and/or holding commercial animal feed products in a facility located in the state of North Carolina.

Firm Details:

Please fill out the following information, as applicable.

Legal Company Name:	
Email Address:	
Website:	
Phone #:	
Fax #:	
Address:	
City, State, Zip Code:	
Mailing Address (if different):	
City, State, Zip Code:	

The address listed above is a personal residence.

Contact Information:

Primary Contact

Company Name:	
First & Last Name:	
Title:	
Address:	
City, State, Zip Code:	
Phone #:	
Fax #:	
Email:	
Website:	

Secondary / Corporate Contact

Company Name:	
First & Last Name:	
Title:	
Address:	
City, State, Zip Code:	
Phone #:	
Fax #:	
Email:	
Website:	

Product Details:

Please provide a brief description of product types.

--

Manufacturing/Processing Details:

Please provide a brief description of manufacturing & processing details (e.g., mixing, baking, freezing, etc.).

--



Agent Registration

Not required, just an option

North Carolina Food & Drug Protection Division Animal Feed Program

NEW AGENT RELATIONSHIP ACCOUNT INFORMATION FORM

Please provide contact information in order to keep our records current. This form is for **AGENT** information only, meaning if product registration is managed or submitted by a 3rd party agent, registrant, etc. Contact information for the **AGENT** must be provided to include Primary Contact name, phone number, and email address in order to complete the registration process.

Please provide **AGENT** information.

CLEAR DATA

Agent Firm Name*			
Agent Mailing Address*			
City	State	Postal Code	Country
Agent Primary Contact Name*		Agent Primary Phone Number & Extension*	
Agent Primary Email Address*			

**required field*

Things to Note

- All registration fees are annual fees.
- The registration fees are inclusive to all package sizes.
- Registration runs from January 1st – December 31st of each year.
- You may register product at any time during the year.
- Send everything at one time!
- Renewal notices are generally sent out in October and fees for the next year must be paid by December 31st to avoid late fees.
- NCFEED.Registration@ncagr.gov



THANK YOU!

Justin Hill | justin.hill@ncagr.gov
<https://www.ncagr.gov/fooddrug/feed/index.htm>