

Australian Standard<sup>®</sup>

**Manufacturing and marketing of pet  
food**



This Australian Standard® was prepared by Committee FT-033, Pet Food. It was approved on behalf of the Council of Standards Australia on 24 February 2011.  
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The following are represented on Committee FT-033:

- Australian Quarantine and Inspection Service (Commonwealth)
  - Australian Veterinary Association
  - Department of Agriculture, Fisheries and Forestry (Commonwealth)
  - Department of Primary Industries, Vic.
  - Pet Food Industry Association of Australia
  - RSPCA Australia
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Standards Australia wishes to acknowledge the participation of the expert individuals that contributed to the development of this Standard through their representation on the Committee and through the public comment period.

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## PREFACE

This Standard was prepared by the Standards Australia Committee FT-033, Pet Food.

The objective of this Standard is to provide requirements for the manufacture and marketing of pet food intended for consumption by domesticated cats and dogs. The focus of this Standard is on the safety of multi-ingredient, manufactured food for feeding to pets and on ensuring products are accurately labelled and do not mislead purchasers.

Pet food safety has become an increasing concern for pet owners, industry, government and stakeholder bodies such as the Pet Food Industry Association of Australia (PFIAA), the Australian Veterinary Association (AVA) and RSPCA Australia. This Standard has been developed in response to these concerns.

The Standard is intended to protect consumers and the public by providing for control over potential hazards to animal health that might be associated with pet food. It also takes into account potential hazards to human health that might arise from cross contamination from pet food to human food. The Standard is also intended to provide for the production of products of consistent quality through procedures for the management of complaints, reporting of issues and initiation of product recall as necessary.

This Standard aims to protect the interests of consumers and the public and to enhance goodwill towards the industry.

The Standard also aims to ensure that the Australian pet food industry maintains its position of international leadership particularly by providing more meaningful information to Australian pet owners and by addressing specific regulatory requirements for pet food safety.

The terms 'normative' and 'informative' have been used in the appendices of this Standard to define the application of the appendix to which they apply. A 'normative' appendix is an integral part of a Standard, whereas an 'informative' appendix is only for information and guidance.

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# STANDARDS AUSTRALIA

## Australian Standard Manufacturing and marketing of pet food

### SECTION 1 SCOPE AND GENERAL

#### 1.1 SCOPE

This Standard specifies requirements for the production and supply of manufactured food for domesticated dogs and cats.

The Standard covers production of pet food from sourcing and receipt of ingredients to storage, processing (including heat treatment), packing, labelling and storage of products in order to assure its safety for pets. It also includes instructions for the uniform application of information provided on labels.

The Standard applies to both domestic and imported manufactured pet food products. Imported products are also subject to official animal and plant biosecurity risk assessment and associated import requirements in order to prevent the introduction of foreign animal diseases.

Additionally, the Standard may form the basis for certifying product for export market access. Importing country requirements set by overseas governments for access to their individual markets are not handled by this Standard but are dealt with under Commonwealth legislation dealing with export certification.

#### 1.2 APPLICATION

It is recognized that with the variety of products and production systems used in the pet food industry, compliance with some of the provisions of this Standard may be achieved through alternative means. Compliance with this Standard by use of such alternatives requires that they provide an equivalent outcome to those specified in the Standard. All processes, whether following the provisions of this Standard or an alternative, shall be validated against a Hazard Analysis Critical Control Point (HACCP) based quality assurance system.

#### 1.3 REFERENCED DOCUMENTS

A list of the Standards and other documents referred to in this Standard is given in Appendix A. The Appendix also lists a number of additional documents that are considered useful sources of information on the subject of this Standard.

#### 1.4 DEFINITIONS

For the purpose of this Standard, the definitions below apply.

##### 1.4.1 Advertising or advertisement

Any written or verbal statement, notice, presentation, illustration or depiction, or labelling, which is directly or indirectly designed to effect the sale of any pet food or to create an interest in the purchase of any such product, whether same appears in a newspaper, magazine or other periodical, in a catalogue, letter or sales promotional literature, in a radio or television broadcast, or in any other media.