



Manufacturing and marketing of pet food

STANDARDS
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- Australian Veterinary Association
 - Department of Agriculture and Water Resources (Australian Government)
 - Joint Accreditation System of Australia and New Zealand
 - Pet Food Industry Association of Australia
 - RSPCA Australia
-

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Australian Standard[®]

**Manufacturing and marketing of pet
food**

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PREFACE

This Standard was prepared by the Standards Australia Committee FT-033, Pet Food, to supersede AS 5812—2011.

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.

This Standard is intended to protect consumers and the public by providing for control over potential hazards to animal health that may be associated with pet food. It also takes into account potential hazards to human health that may arise from cross contamination from pet food to human food. This 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.

This 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.

Changes in this edition from the previous 2011 edition are as follows:

- (a) Changes due to the Agricultural and Veterinary Chemicals Legislation Amendment (Animal Feed Reform and Other Measures) Regulation 2015.
- (b) Revision of the labelling requirements to remove ambiguity and misleading information.
- (c) Allow FEDIAF Nutritional Guidelines as alternative to the AAFCO Official Publication for nutritional guidance referencing.
- (d) General revision of the Standard to address omissions, shortcomings or changes since introduction in 2011.

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.

This Standard covers production of pet food, including pet meat 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.

This 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. Commonwealth regulations deal with export certification of pet food where it is needed to meet the requirements of an overseas government authority.

1.2 APPLICATION

It is recognized that with the variety of products and production systems used in the pet food industry, conformance with some of the provisions of this Standard may be achieved through alternative means. Conformance 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.

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.