

PETFOOD FORUM

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Modernizing Pet Food Regulation

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Congressional Status

Pet Food Uniform Regulatory Reform Act (PURR Act) H.R. 7380

- Introduced Feb. 15
- 10 Bipartisan Cosponsors (4/15/24)
(KS, TX, CA, AR, NY, WI, NE, NV)



PURR Act – Key Sections

- Amends the Food, Drug and Cosmetic Act
 - **Does not change the Food Safety Modernization Act**
- Definitions (Section 3(a))
 - Companion Animal = only cats and dogs
 - **Animal feed and specialty pet food not included**



PURR Act – Key Sections

- Preemption (section 3b)
 - Prohibits states from regulating marketing or labeling of pet food
 - **Does not impact state ability to collect fees related to pet food safety**
- Preemption language limited in scope



PURR Act – Key Sections

Codify definitions and claims
(Section 3 (c)(1))

- Federalizes AAFCO OP definitions in Chapter 6
- Evergreen language captures future Chapter 6 changes
- Claims include natural & human-grade



PURR Act – Key Sections

- FDA Accountability (Section 3(c))
 - Shortens timeline for FDA response to ingredient submission
 - 90-day requirement
 - CVM must submit annual report to Congress on performance metrics (Section 4)



PURR Act – Key Sections

- Permissible marketing claims (Section 3(g))
 - Truthful, not misleading
 - Adequately substantiated
 - No premarket approval
 - Post market enforcement



PURR Act – Key Sections

- Regulatory (Section 5)
 - Requires FDA include the AAFCO OP 2024 version of PF1 – PF12 in implementing regulations
 - Pet Food Label Modernization (PFLM) would be federally required, ensuring consistent implementation across states

Pet Nutrition Facts		
1 cup (8 oz standard measuring cup) = XXX g		
Calories per cup (calculated) XXX From: Protein XX, Fat XX, Carbohydrate XX		
Nutrients	Guaranteed	per cup
Protein (min)	X%	X g
Fat (min)	X%	X g
Total Carbohydrate (max)	X%	X g
Dietary Fiber (max)	X%	X g
Moisture (max)	X%	X g
†Calculated value		
(Name of product) is formulated to meet the nutritional levels established by the (AAFCO Dog (or cat) Food Nutrient Profiles.		

QUESTIONS?