

Animal Protection Institute

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Action Alert Update (01/11/99):

The Ingredient Definitions Committee of the Association of American Feed Control Officials (AAFCO) has decided it "is not interested in pursuing this particular proposal any further." In reaching this determination, the Committee noted that changing the ingredient name simply to improve consumer acceptance "may be misleading and is contrary to AAFCO philosophy." It also stated that changing ingredient names is a marketing issue, better addressed by the pet food industry.

The original Action Alert read:

Prevent Deceptive Labeling Practices by the Pet Food Industry

Those of you familiar with API's "[What's Really in Pet Food](#)" Investigative Report are acutely aware that pet food manufacturers and their trade association, the Pet Food Institute (PFI), like to obscure the content of pet food with the confusing terms and definitions that are used on pet food labels.

While the use of "by-products" in commercial pet food may meet the nutritional requirements of the Association of American Feed Control Officials (AAFCO), many experts and consumers believe that the source of the protein can impact the quality of the protein, and they prefer to avoid buying pet foods that contain by-products. ("By-products" is defined as *the non-rendered clean parts of carcasses such as heads, feet, viscera, free from fecal content and foreign matter except in such trace amounts as might occur unavoidably in good factory practice.*)

Now the PFI and some pet food manufacturers want to make it even harder for consumers to identify the presence of by-products in what they are buying. Larry Blunt, an AAFCO Investigator, has recommended changing the ingredient term "poultry by-products" to "poultry protein." In fact, all "by-product meat meals" would assume the name of "protein" under this proposed change!

Changing the by-product feed term is simply a ploy to make by-products "more consumer friendly." This change would be deceptive and unfair to the consumer. Companion animal caregivers have the right to know exactly what they are feeding their companion animals.

Send a letter to AAFCO and the USDA stating your strong opposition to this change.

Write to:

Shannon Jordre, Chair
AAFCO Ingredients Definitions Committee
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Division of Agricultural Services
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Pierre, SD 57501-3182

Larry Blunt, Administrator
State Chemical Laboratory Division
Iowa Department of Agriculture
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Contact [API](#) for further information.

12/98