Pet Food Early Warning Surveillance System:

The Practitioner’s Role in Pet Food Safety

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PET FOOD IN THE U.S.

- 13+ Billion Dollars Spent on Pet Food Annually
- Pet Food is an Animal Feed, but
  - Marketed Similarly to Food for People
- Many People Expect Same Degree of Oversight and Safety for Pet Food as for Human Food
- Can End Up in Feed for Food-Producing Animals
Contaminated Pet Foods

What was the impact of the melamine and cyanuric acid incident on FDA?
FDA Complaints

• FDA received > 18,000 consumer complaints in 2007

• In a normal year FDA receives no more than 6,000 complaints for all regulated products

• FDA reporting system was inundated
Total Pet Food Complaints By Year

- 2005 - 25 complaints
- 2006 - 179 complaints*
- 2007 - 12,000 complaints
- 2008 - 590 complaints
- 2009 - 548 complaints
FDA Web Site

- FDA’s pet-food-recall page received more than 6.1 million hits between March 16 and May 23, 2007

- CVM’s Web site received more than 1.3 million hits
Food Drug Administration Amendments Act

- FDAAA signed into law on September 27, 2007
- Amends FFD&CA
- Title X – Food Safety
(b) ... the Secretary shall establish an **early warning and surveillance system** to identify adulteration of the pet food supply and outbreaks of illness associated with pet food....
Reportable Food Registry

- FDAAA mandates FDA to develop “Reportable Food Registry” (RFR)
- Responsible party
- Reasonable probability of causing adverse health consequence
- Guidance is available on web site
- Can be accessed through the Safety Reporting Portal [http://www.safetyreporting.hhs.gov/](http://www.safetyreporting.hhs.gov/)

Human Food Outbreak Investigation

Diagnostic Laboratories

CDC

FDA

Patient

Physician

City/County Health

State Health

Investigation
Ideal Outbreak Investigation

Diagnostic Laboratories

Consumer
Veterinarian
City/County Health
State Health
Investigation
FDA

???
Pet Foodborne Illness Outbreak

Consumer

FDA
Pet Foodborne Illness Outbreak

Consumer

Veterinarian

FDA
Pet Food Early Warning
Surveillance System Components

- Surveillance
- Data Collection
- Data Analysis
- Investigation
- Notification
Surveillance

• Consumer Complaints
• Reportable Food Registry
• Safety Reporting Portal
• Passive Surveillance
  - List serves
  - Professional and personal contacts
  - News reports
• PETNet
Data Collection

- FDA FACTS
- CVM databases
- Emergency Operation Network
- PETNet?
Analysis

• CVM personnel
  – Veterinarians
  – Animal feed and nutrition experts
  – Toxicologists
  – Epidemiologists
  – Office of Research

• CFSAN personnel
  – Low Acid Canned Foods
Risk Determination

- Species dependent
- Amount
- Distribution
- Life stage of animal
- Portion of diet
- Severity of animal health risk
- Human health risk
Investigation

- Office of Regulatory Affairs
- CVM
- CFSAN
- Other Federal Agencies such as CDC, FSIS.
Notification

- Press releases from FDA
- CVM Updates
- DFSR list Serve
- FDA issued Preliminary Animal Health Notification
- PETNet
- American Veterinary Medical Association (AVMA) Web site and Journal
- American Association of Veterinary Laboratory Diagnosticians (AAVLD) List Serve
- Veterinary Information Network
- CDC’s Health Alert Network
- Others to be developed
Using Current System

- Veterinarians can help FDA identify foodborne disease outbreaks in pets
- Veterinarians can report pet food problems to FDA by multiple means
Pet Foodborne Illness Outbreak

Diagnostic Laboratories

Consumer

Veterinarian

FDA
Make a diagnosis

- FDA does not regulate the practice of medicine
- Identify cause of disease in the animal
- Food Emergency Response Network (FERN)
- Diagnostic laboratory testing
- Report to the FDA
Report a Pet Food Complaint

- Report a Pet Food Complaint
  http://www.fda.gov/AnimalVeterinary/SafetyHealth/ReportaProblem/ucm182403.htm

- Report electronically using the Safety Reporting Portal

- Report by telephone to your state’s FDA Consumer Complaint Coordinators.
How to Report a Pet Food Complaint

You can report complaints about a pet food product electronically through the Safety Reporting Portal or you can call your state's FDA Consumer Complaint Coordinators.

Please have as much of the following information available when submitting your complaint:

- **Consumers often transfer dry pet food into other containers for easier handling. If possible, please save the original packaging until the pet food has been consumed. The packaging contains IMPORTANT information often needed to identify the variety of pet food, the manufacturing plant, and the production date.**

- Exact name of the product and product description (as stated on the product label)
- Type of container (e.g. box, bag, can, pouch, etc.)
- Product intended to be refrigerated, frozen, or stored at room temperature
- Lot number - This number is often hard to find and difficult to read. It is stamped onto the product packaging and typically includes a combination of letters and numbers, and is always in close proximity to the best by/before or expiration date (if the product has a best by/before or expiration date). The lot number is very important as it helps us determined the manufacturing plant as well as the production date.
- Best by, best before or expiration date
- UPC code (also known as the bar code)
- Net weight
- Purchase date and exact location where purchased.
- Results of any laboratory testing performed on the pet food product
- How the food was stored, prepared, and handled

**Description of the problem with the product. Examples include:**

- Foul odor, off color
- Swollen can or pouch, leaking container
- Foreign object found in the product.

If you think your pet has become sick or injured as a result of consuming a pet food product also provide information about your pet, including:

- Species (dog, cat, rabbit, fish, bird, other)
- Age, weight, breed, pregnant, spayed/neutered
- Previous health status of pet
- Any pre-existing conditions your pet has
- Whether you give your pet any other foods, treats, dietary supplements or drugs
- How much of the suspected product your pet normally consumes
- How much of the “suspect” product was consumed from the package?
Safety Reporting Portal

- Opened May 24, 2010
- Web-based
- Rational Questionnaire (RQ)
- Upload medical records, lab results, images
- Evaluated by CVM staff in real time
Consumer Complaints

- Complaints are taken by FDA Consumer Complaint Coordinators (CCC)
- CCC are located in district offices
- CCC may alert CVM or request guidance
- CCC enter complaints into Agency database
- CVM monitors database
- Primary source for pet food complaints
QUESTIONS