



# Guidance for the Marketing of Animal Feed Products in Canada

Developed by the Animal Nutrition Association of Canada

## Purpose

This document has been developed to encourage the orderly marketing and correct usage of animal feed products in the Canadian marketplace. This increases the value, today and in the future, for our stakeholders by encouraging the dissemination of accurate, fair and objective information on animal feed products so that educated and informed decisions for use can be made. We recognize Canadian feed industry stakeholders to include producers, animal feed and health care professionals, allied industry groups and associations, company shareholders, and the animals we feed.

## Application

This document provides guidance for the marketing of animal feed products in Canada including best practices for conducting daily business. The Guidance represents an act of self-discipline and is to be applied in the spirit as well as in the letter.

The Animal Nutrition Association of Canada (ANAC) urges the Canadian animal feed industry to publicly affirm the acceptance and observance of the principles and the obligations outlined in this Marketing Guidance Document throughout their organizations, including their employees and contractors.

The Guidance is consistent with the following laws: Feeds Act, Feeds Regulations, Food & Drugs Act, Food & Drugs Regulations, Health of Animals Act & Regulations, Competition Act, and the Weights and Measures Act.

## Revisions to the Marketing Guidance

The Guidance document will be reviewed every two years or as needed. Any updates deemed necessary would be approved by the ANAC Board of Directors. Input is encouraged.

## Marketing Principles and Best Practices

1. Sound animal health management is fundamental to production efficiency, and helps maintain the international competitiveness of Canadian agriculture. Keeping animals healthy is a cornerstone of the animal feed and health care industry's existence, and is the underlying goal of all industry activities.
2. Recognizing that animal feed products have been, and will continue to be, a key factor in modern animal care practice, the industry undertakes to provide animal feed products that conform to the highest standards of safety, quality and efficacy as defined by appropriate Canadian regulatory authorities. No animal feed product shall be publicly advertised in a manner that is inconsistent with its Canadian registration and that is false, misleading, deceptive or is likely to create an erroneous impression regarding the product's character, value, quantity, composition, merit or safety.
3. The industry is committed to the prudent use of animal feed products by an informed public, and urges that its products be used only in accordance with the label directions and/or under the directions of animal feed and health care professionals. Information provided about animal feed products should reflect current knowledge or responsible opinion.
4. All product-related information can be categorized as either on-label (per package insert/label) or extra-label (not included in package insert/label). In both cases, the dissemination of technical information is allowed under the umbrella of scientific exchange between a company's technical service team and animal feed and health care professionals. In all cases, the dissemination of technically supportable information must be sufficient to fully support target animal safety, efficacy and human food safety. Representatives must provide full and factual information on products, without misrepresentation or exaggeration. Statements must be accurate and complete; they should not be misleading, either directly or by implication. Their assertions must be scientific and based on relevant data and current scientific standards using established research methodologies.
5. Promotional and advertising materials specifically produced for the Canadian marketplace and distributed by animal feed and/or health care companies and their employees or agents shall not present information or claims that are at variance with those contained in the approved Canadian label.
6. Company representatives must display the highest professional and ethical standards at all times. This must be reflected in both their conduct and appearance. Representatives are expected to understand and abide by the Marketing Guidance and exhibit courtesy whenever they may appear in a professional capacity.