NOTIFICATION

The following notification is being circulated in accordance with Article 10.6

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| **1.** | **Notifying Member:** UNITED STATES OF AMERICA  **If applicable, name of local government involved (Article 3.2 and 7.2):** State of California |
| **2.** | **Agency responsible:**  Health and Human Services Agency, Department of Public Health, State of California [2078]  **Name and address (including telephone and fax numbers, email and website addresses, if available) of agency or authority designated to handle comments regarding the notification shall be indicated if different from above:**  Please submit comments to: USA WTO TBT Enquiry Point, Email: [usatbtep@nist.gov](mailto:usatbtep@nist.gov) |
| **3.** | **Notified under Article 2.9.2 [****],** **2.10.1 [****],** **5.6.2 [****],** **5.7.1 [****], 3.2 [****X], 7.2 [****],** **other****:** |
| **4.** | **Products covered (HS or CCCN where applicable, otherwise national tariff heading. ICS numbers may be provided in addition, where applicable):** Pet food labeling; Animal feeding stuffs (ICS code(s): 65.120) |
| **5.** | **Title, number of pages and language(s) of the notified document:** Pet Food Labeling and Licensing Revisions; (5 page(s), in English) |
| **6.** | **Description of content:** Proposed rule - Amends rule to update labeling requirements and clarify language. This proposal would amend the Labeling and Licensing Requirements of Sections 19025 and 19041 (respectively) of the regulations set forth in Title 17, of the California Code of Regulations (CCR) which relate to the Pure Pet Food Act of 1969 (Act). Regarding labeling, the amendment would permit pet food producers who meet the requirements set forth in Section 19025 to use the terms "human grade" and "natural" in describing their processed pet food products, delete unclear and non–specific language related to the term human grade, and incorporate labeling guidelines from the Association of American Feed Control Officials (AAFCO) [Pet Food and Specialty Pet Food Labeling Guide (Labeling Guide)](https://www.aafco.org/resources/guides-and-manuals/pet-food-labeling-guide/). Regarding licensing, the amendment to Section 19041 would align the fees and licensing period noted in the regulations with the fees and licensing period set forth in the Health and Safety Code. Finally, non–substantive changes are also proposed "producers" or a "producer"). Existing regulations set forth in Section 19025 do not address the use of "natural" on a processed pet food label. |
| **7.** | **Objective and rationale, including the nature of urgent problems where applicable:** Consumer information, labelling; Prevention of deceptive practices and consumer protection |
| **8.** | **Relevant documents:**  California Regulatory Notice Register 2023, Number 34-Z, 25 August 2023, pages 1104 to 1108:  <https://oal.ca.gov/wp-content/uploads/sites/166/2023/08/2023-Notice-Register-Number-34-Z-August-25-2023.pdf>  Further information accessible from the Food and Drug Branch of the California Department of Public Health (CDPH):  <https://www.cdph.ca.gov/Programs/CEH/DFDCS/Pages/FDBPrograms/FoodSafetyProgram.aspx>  Refer to Specific Food Programs: Pet Food (PDF) - <https://www.cdph.ca.gov/Programs/CEH/DFDCS/CDPH%20Document%20Library/FDB/FoodSafetyProgram/Pet%20Food/ProceduresPetFood.pdf>  Resources - [Pet Food License FAQs (PDF)](https://www.cdph.ca.gov/Programs/CEH/DFDCS/CDPH%20Document%20Library/FDB/FoodSafetyProgram/Pet%20Food/PetFoodFAQS.pdf) |
| **9.** | **Proposed date of adoption:** To be determined  **Proposed date of entry into force:** To be determined |
| **10.** | **Final date for comments:** 10 October 2023 |
| **11.** | **Texts available from: National enquiry point [****]** **or address, telephone and fax numbers and email and website addresses, if available, of other body:**  <https://members.wto.org/crnattachments/2023/TBT/USA/23_12438_00_e.pdf> |