

INDUSTRY in Focus

NEWS & TRENDS | NEWS & TRENDS | NEWS & TRENDS | NEWS & TRENDS

NASC Kicks Off Approval Seal Program

The world of supplements is about to become slightly more understandable for equine retailers and their customers.

Soon, manufacturers who pass the National Animal Supplement Council's standards will bear the organization's quality seal.

"The seal is a way for consumers to know that when they buy a product, they buy from a reputable company that focuses on product quality," said Bill Bookout, president of the California-based organization. "Buying from NASC members is the best way consumers can support efforts to improve the quality of animal supplements and preserve the availability of quality supplements in the United States Market."

Grand Meadows was one of the first companies to earn the quality seal.

"This is great news for consumers," said Grand Meadows president Nick Hartog. "We have just completed a rigorous audit that confirmed our facilities and processes meet or exceed the NASC guidelines."

The council is an industry group dedicated to protecting and enhancing the health of companion animals and horses throughout the country. It

was formed in 2001 when the multi-billion-dollar animal supplement industry was threatened by a complicated and erratic regulatory environment.

Over the past three years, several goals included in the council's Compliance-Plus program have been achieved.

- Standardize the industry with a structure for product labeling that is consistent with the intended use of the product.



- Establish consistent quality systems requirements to help ensure production process controls.

- Conduct an extensive review of all ingredients used in the industry, and develop a database of definitions and potential risk factors.

- Initiate and maintain an adverse event reporting system that the Food & Drug Administration (FDA) can access, some-

thing not even done on the human side of the supplement industry.

NASC has worked closely with federal and state regulars from the FDA's Center for Veterinary Medicine and the Association of American Feed Control Officials to develop its programs.

As of September, approximately 65 percent of the U.S. animal supplement market is a member of NASC, including some of the most recognizable names in the industry.

Independent industry audits began recently, and NASC members that have demonstrated compliance will shortly be using the seal.

In other news, NASC announced that Ryan Cargo has been named secretary-treasurer and chair of the audit committee for the organization. He is a computer systems specialist and has held positions as an electronics technician, calibration supervisor, program supervisor and internal audit coordinator.

Other board members include Dale Metz of FoodScience Corp. in Vermont, Lorri Chavez of Farnam, Scott Garmon of Nature Vet in Australia, Paal Gisholt of SmartPak Equine, Chuck Francis of Nutri-Vet Nutritionals in Idaho and Hartog of Grand Meadows.

THE NASC PLEDGE

- **Protect animal safety and welfare through the development and implementation of an adverse event reporting system.**
- **Adopt and implement best manufacturing practices, including raw material quality control standards, a Certificate of Analysis for each lot of products and production control in an effort to establish a reasonable assurance of product integrity, reliability and quality.**
- **Ensure that labeling is fully in compliance with regulations.**
- **Facilitate and fund research for ingredients and products to meet the necessary FDA and Association of American Feed Control Officials risk assessment and utility requirements.**

To learn more about the National Animal Supplements Council, visit www.nasc.cc.