

FeedSafe Guidance

Use of FeedSafe Logo and Statement

To: All Accredited and Suspended Feed Mills as well as companies distributing FeedSafe accredited products.

Purpose

1. The purpose of this FeedSafe Guidance is to:
 - a inform Accredited and Suspended Feed Mills of the rules of use of the FeedSafe logo.
 - b Outline the process to be approved for distribution only of FeedSafe products.
2. These Rules are presently in place and must be followed or suspension can occur.

Background

Appendix Two of the FeedSafe Certification Rules V12 provide guidelines for the use of the FeedSafe logo and associated statement. See Attachment A for a copy of the guidelines.

Distribution Only arrangements

If you are distributing product from a FeedSafe accredited company, then please contact SFMCA and complete Attachment B "Application Form for the Use of the FeedSafe Logo and Product Distribution".

Case Study(s)

1. Mill A is a FeedSafe accredited feed mill and has a contract with Mill B (which is also FeedSafe accredited) for Mill B to produce pellets and bag them in Mill A's bag with the FeedSafe logo on it. *In this case Mill A is adhering to the Logo Guidelines.*
2. Mill A is a FeedSafe accredited feed mill and produces a ration which is then sent to Mill B (which is not FeedSafe accredited). Mill B adds additional inputs to the ration, mixes the newly formed ration and bags the final product on behalf of Mill A. The bag is printed with the FeedSafe logo. *In this case Mill A is in breach of the Logo Guidelines* as the whole manufacturing process is not performed within FeedSafe accredited facilities.
3. Mill A is a FeedSafe accredited feed mill and produces a ration which is then sent to Mill B (which is not FeedSafe accredited) for contract bagging. The bag is printed with the FeedSafe logo. If Mill B is accredited with another form of QA (e.g. HACCP + GMP) or undergoes a second party audit by Mill A, Mill A is not in breach of the Logo Guidelines. However, if Mill B is not accredited with another program or is not second party audited then Mill A is in breach of the Logo Guidelines.
4. Mill A receives ingredients from a supplier that it processes and packages on behalf of a third party. As Mill A is a FeedSafe accredited mill and has followed the operating procedures for its own product the FeedSafe logo can be placed on the bag or invoice/delivery docket. *In this case Mill A is not in breach of the Logo Guidelines.*
5. Mill A is a FeedSafe accredited feed mill and produces a ration which is then sent to Mill B (also a FeedSafe accredited mill). Mill B adds additional inputs to the ration, mixes the newly formed ration and bags the final product on behalf of Mill A. The bag is printed with the FeedSafe logo. *In this case Mill A is adhering to the Logo Guidelines.*



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PO Box 151 Curtin ACT 2605
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Actions Required

All accredited and suspended feed mills review their adherence to the Logo Guidelines and if necessary, rectify any non-conformances.

N.B.: Such a review can be used as part of your internal audit and review process. Remember to record all audit details and any rectifications.

Should you have any questions relating to this Guidance, please contact SFMCA:

Phone: 02 5111 0207

Email: contact@sfmca.com.au.

Ellen Buckle

Executive Officer

SFMCA

Attachment A: FeedSafe Logo and Statement Use Guidelines

Attachment B: Application Form for the Use of the FeedSafe Logo and Product Distribution

ATTACHMENT A

Appendix 2: FeedSafe Logo and Statement Use Guidelines

These guidelines are provided to animal feed manufacturer's that have completed FeedSafe® certification and seek to use the FeedSafe® logo.

Companies are given the opportunity to use the FeedSafe® logo and the following preferred statement on products, promotional materials, signage and advertising. The FeedSafe® logo, including an eps file format for sign writing, can be downloaded from the SFMCA website www.sfmca.com.au.



"FeedSafe Accredited - a HACCP based QA certification program"

The following guidelines relate to the use of the FeedSafe® logo and statement as shown above:

1. Restricted use to companies that are SFMCA Full Members and have achieved FeedSafe® certification. Manufacturers using the logo who cease to be members of SFMCA or fail to achieve FeedSafe® certification to the satisfaction of the FCC must remove all reference to FeedSafe® within one (1) month of the lapse of their membership and are not thereafter to use the FeedSafe logo under any circumstances.
2. The FeedSafe logo can be used in isolation or where accompanied by text the preferred wording is *"FeedSafe Accredited - a HACCP based QA certification program"*.
3. This statement can be used to refer to the products supplied from a manufacturing site that has completed FeedSafe® certification. The site can also be promoted as having achieved FeedSafe® certification.
4. Completion of FeedSafe® relates to specific site manufacturing operations and their compliance with the *Code of GMP for the Feed Manufacturing Industry*. FeedSafe® certification does not warrant nor imply that the feeds manufactured are in their own right accredited or endorsed by the SFMCA.
5. The FeedSafe® logo can be printed in either dark blue (PMS287) or black. No other colours are to be used. Users of the logo should make reference to the FeedSafe® *Style Guide*.
6. All enquiries relating to the logo and statement use should be directed to the SFMCA Executive Officer.
7. The FeedSafe® name, corporate logo, or certification logo must not be misrepresented or used in any manner that could be misconstrued or may be defamatory to FeedSafe®.
8. Permission to use the FeedSafe® logo in any way other than as specified in these rules must be requested in writing and approved by FeedSafe®.
9. A business must immediately cease using the FeedSafe® name, corporate logo and certification logo if its certification has lapsed (certificate expired); or has been suspended or withdrawn.
10. A business with permission to use the FeedSafe® name or logo(s) acknowledges and agrees that auditors are requested to advise FeedSafe® of any misuse of the FeedSafe® name or logo(s).



ATTACHMENT B

Application Form for the Use of the FeedSafe Logo and Product Distribution

The Executive Officer
SFMCA
PO Box 151
CURTIN ACT 2605
Email: contact@sfmca.com.au

To the SFMCA team,

I hereby apply to be a registered distributor of FeedSafe labelled products.

Rules of Distribution:

- we will keep records to enable full product recall,
- we will meet the FeedSafe style guide,
- have the Manufacturer's name and contact details on the bag,
- all FeedSafe products will be stored to maintain product integrity,
- we will update our product list with FeedSafe Management immediately upon adding a new product, and
- no production, including rebagging or relabelling, will be performed on FeedSafe products.

Company Details

Company ABN	
Company Name	
Address	
Postal Address	
Contact Person	
Contact Phone Number	



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Product Details

Please list below the product names and manufacturer for each FeedSafe labelled product that is being distributed.

Product Name	Manufacturer

We agree to meet the Rules of Distribution as listed on page 1.

Applicant:

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Signature:

.....

Date:

.....

Approval by FeedSafe Management

The above application has been approved commencing

Expiry*

FeedSafe
Management
Representative:

.....

Signature:

.....

Date:

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