1. Is the product fed to, and voluntarily consumed, by animals?

NO → VCP Not subject to this reform.

YES ↓

INGREDIENT REQUIREMENTS

2. Does the product contain any ingredients that are:
   - (a) a hormone
   - (b) material from a vertebrate (if the product is to be consumed by ruminants)
   - (c) an antibiotic listed in schedule 2, 3, 4, 7, 8 or 9 of the Poisons Standard
   - (d) an antibiotic listed in schedule 6 of the Poisons Standard, other than a preservative in the product, or
   - (e) an ingredient listed in the relevant APVMA legislative instrument?

YES → VCP Not subject to this reform.

NO ↓

3. Is each ingredient of the product:
   - A. a substance of plant or animal origin that is edible by an animal, including:
     - (a) an edible grain and a processing by-product of an edible grain; and
     - (b) whey powder and any other milk by-product

   OR

   - B. listed in at least one of the following, for the purpose and in accordance with any other restrictions specified on the list:
     - (a) Para 3(a)-(c) of Standard 1.3.3 of Food Standards Code
     - (b) Clause 11, or Schedule 3 or 4 of Standard 1.3.1 of Food Standards Code
     - (c) a determination under section 8B of New Zealand's Agricultural Compounds and Veterinary Medicines Act ("the GRAS Register for Oral Nutritional Compounds") as published at 1 January 2015
     - (d) Annex I of the European Union Register of Feed Additives (other than a category 5 substance), and a expiry date is listed for that ingredient
     - (e) Parts 573, 582 and 584 of Title 21 of the Code of Federal Regulations of the United States of America, as existing at the time of supply.
     - (f) Chapter 6 of the Official Publication of the Association of American Feed Control Officials
     - (g) Handbook of Pharmaceutical Excipients (for products for canine and equine only)
     - (h) An ingredient determination of the APVMA

NO → VCP Not subject to this reform.

YES ↓

MANUFACTURING REQUIREMENTS

4. Is the product manufactured under one of the following QA systems, noting the QA system must be appropriate for the product:
   - (a) APVMA GMP
   - (b) an Australian animal feed industry code of practice (such as FeedSafe or the FIAAA CoP)
   - (c) an Australian Standard for animal feed manufacture (in particular, AS 5812-2011)
   - (d) An animal feed quality standard of the United States of America or the European Union (such as FAMI-QS)?

NO → Needs to meet this requirement to be an END Product.

YES ↓

LABEL REQUIREMENTS

5. Does the label contain?
   - (a) Name of product
   - (b) Signal words required by Poisons Standard
   - (c) Instructions for safe handling (may be in accompanying material)
   - (d) Application / dosage rate
   - (e) Analysis of key ingredients to support claims (may be in accompanying material)
   - (f) List of ingredients (may be in accompanying material)
   - (g) Batch number and expiry date (may be in accompanying material)
   - (h) Name, address and phone number for person responsible for marketing the product
   - (i) That the product is supplied by a veterinary surgeon if the product can make claims about treating a disease or injury on that basis
   - (j) Information required by EU Commission directive 2008/38/EC about treating or alleviating a disease or condition or modifying the physiology of an animal.

NO → Needs to meet this requirement to be an END Product.

CLAIM REQUIREMENTS

YES ↓

6. Does the product claim to cure?
   - YES → 7. Is the product supplied by or in accordance with the instructions of a vet?
     - NO → VCP Not subject to this Reform
     - YES → Product is an Excluded Nutritional or Digestive (END) Product, subject to this reform. Registration is NOT required.
   - NO ↓

8. Does the product claim to alleviate or prevent a disease or condition?
   - YES → 9. Is the product supplied by or in accordance with the instructions of a vet?
     - NO → 10. Are the claims of the product supported by:
       - (a) Scientific studies that are published in a reputable journal, refereed scientific journal, or that are of a standard publishable in such a journal, or
       - (b) Compliance with EU Commission Directive 2008/38/EC?
       - NO → Needs to meet this requirement to be an END Product.
       - YES → Product is an Excluded Nutritional or Digestive (END) Product, subject to this reform. Registration is NOT required.
     - YES → Product is an Excluded Nutritional or Digestive (END) Product, subject to this reform. Registration is NOT required.
   - NO → Product does not require registration