

New Product Registration Instructions for New Manufacturers/Firms

Please review the instructions below carefully as they have recently changed. The North Carolina Animal Feed Program is no longer accepting outdated “New Animal Feed Product Registration Form” applications and requests that submissions for new product registration follow the formatting detailed below.

The North Carolina Animal Feed Program is excited to announce that it is now accepting “New Feed Product Registrations” via Excel template/spreadsheet format in the “NC New Brand Template Form” available on our website. This feature will allow our office to import your new product submissions directly into our Registration System, thus eliminating errors, and reducing the time required to complete the registration process and receive your Product Registration Certificate.

New Product Brand Submission:

Another newly implemented change is the addition of fields for the purpose of allowing firms to track their products using their Manufacturer’s Unique Product ID. For each new product you register you will have the option of providing the Manufacturer’s unique product tracking number (if applicable). Many firms refer to this number as their SKU, product ID, product code, etc. Whatever you call it, we want to record it for you. In our Registration System, this unique ID will be called the “Manufacturer ID”, and in the future, we plan on sharing it back with you to assist with product identification once registration is completed. On documents such as Annual Registration Renewal Notices, or Product Registration Certificates, we will be adding this number so that you will be able to more easily recognize your products. We will also be able to send out Excel files of your products along with the pdf files, so that you can sort and filter them in a way that means the most to you.

Most firms already have the ability to export their product list as a csv or Excel file right from their system, and in most cases that information is exactly what our Program needs. Please see the file “EXAMPLE NC New Brand Template Form” located on our website which shows the information we would like to have with some example data.

Please see the descriptions of the fields below for additional clarification while completing the “NC New Brand Template Form” found on our website. The order of the columns is not significant, as we can re-order them when we receive it.

Brand Name: Brand/Product name only, must be listed **EXACTLY** as it appears on the

product label or packaging. Please **DO NOT** include product ID's, SKU's or other Manufacturer unique product identifiers in the Brand Name. See "Manufacturer ID" section for instructions on how to provide this information.

Fee: The NC Registration Fee. Including the dollar sign and/or decimals is optional and not required.

\$5.00 per Brand sold in packages over 5 lbs

\$40.00 per Brand sold in packages of 5 lbs or less

\$45.00 per Brand sold in packages of 5 lbs or less & over 5 lbs

\$12.00 per Brand sold in Canned or Hermetically Sealed Containers

(DELINQUENCY FEES: \$30.00 per product if applicable for late registration)

Class: Livestock Feed, Feed Additive, Pet Food, Pet Treat, Mineral Premix, Specialty Pet, etc.

Composition Type: Pellet, Moist, Semi-Moist, Baked, Liquid, Kibble, Crumble, etc.

Manufacturer ID: Your firm's Unique Product Identifier that you utilize to track each product.

NADA Number: Only applicable for **medicated feeds**. If no medicated feeds, leave blank.

UPC Codes: If you wish to have this number added for your convenience, please do so. You can add as many UPC Codes per product as you wish. Please separate each code with a comma and no spaces.

If you have any questions regarding this new process or information included on the "NC New Brand Template Form", please send an email with your question and information to ncfeed.registration@ncagr.gov and our office will respond as soon as possible to address your questions.

Product Label Submission:

The final change implemented impacts how our Program would prefer to receive and review your firm's product labels. For those firms who would like to transition to all digital file submission (doc, pdf, jpg, pfg, etc.), we have several options available at this time.

1. The Firm establishes and manages a shared drive/space where they provide the NC Animal Feed Program registration personnel access to search for, view and print current labels of products registered in NC. This library can include products being submitted for new registration and existing product labels already registered in NC.

2. The Firm provides NC with a digital library that is searchable by the firms provided Manufacturer ID or Registered Brand Name (as listed on the “NC New Brand Template Form” and/or Registration Renewal Notice), and is a complete library for all products registered in NC at that given time. If during the year, the firm registers new products, they must submit an updated digital library that is comprehensive/all-inclusive, and not just a library of the new items recently submitted for registration. This library can be provided via CD or USB drive.

Payment Submission:

When you are ready to submit your new product brands for registration, you must email your completed “NC New Brand Template Form”, “New Manufacturer/Firm Account Registration Form”, and product labels to NCFeed.Registration@ncagr.gov along with a message notifying our office of how you wish to submit payment for New Product Registration. At this time our office can accept payment by check or credit card (Visa or MasterCard accepted). **If paying by credit card**, you must send an email to our office with the most convenient date/time and contact information and someone from our office will call to collect the card information and process the payment over the phone. FOR SECURITY REASONS PLEASE DO NOT EMAIL CREDIT CARD INFORMATION.

We are excited about the new systems being made available to us and we look forward to working with you to make the registration process as convenient and user-friendly as possible.

In order to ensure that New Product Registrations are processed and any questions are addressed in a timely manner, we ask that you include your firm’s NC Feed ID (located above the mailing address on Registration Renewal paperwork) in the subject line and/or body of any emails or referenced on any paperwork mailed to our office. If you are having trouble locating your NC Feed ID, please contact our office at 919-733-7366 or ncfeed.registration@ncagr.gov and someone will be able to assist you.