

[Your Name]
[Your Address]
[City, State ZIP]

[Date]

The Honorable [Representative's Full Name]
[Office Address]
[City, State ZIP]

Dear Representative [Last Name],

As a concerned pet parent and your constituent, I am writing to express my deep concerns about H.R. 597, the Pet Food Uniform Regulatory Reform Act of 2025 (PURR Act).

Currently, pet food in the United States is regulated through a balanced system involving both state officials and those within the FDA's Center for Veterinary Medicine, with additional guidance from the American Association of Feed Control Officials (AAFCO). This system has effectively protected our pets for decades by ensuring that pet food labels accurately reflect what ingredients make up the food and that claims made by pet food products are not misleading or false.

The PURR Act, however, would eliminate this balanced approach and create several alarming opportunities for pet food transparency and innovation to suffer. I am specifically concerned about the following elements of the bill.

It would allow for "Ingredients Sometimes Present" on labels, meaning manufacturers could substitute ingredients without updating labels. For example, corn could replace peas, or chicken fat could replace sunflower oil. As someone who carefully selects food for my pet, this is deeply concerning—especially for pets with allergies or food sensitivities that depend on accurate ingredient lists.

H.R. 597 would permit vague ingredient listings using terms like "or," "and/or," and "contains one or more of the following." This makes it impossible for me to know exactly what I'm feeding my pet, which again, could be especially detrimental for pets with allergies, sensitivities, and specific dietary needs. Additionally, ingredients making up less than 2% of the food would no longer need to be listed in order of predominance, further reducing transparency.

The legislation would centralize control at the federal level, potentially making it easier for large pet food manufacturers to influence regulations at the expense of smaller companies. Small pet food companies often provide specialized options for pets with

unique needs and give pet consumers more choices in the marketplace that they might not otherwise have.

Lastly, while the bill claims to speed up the FDA ingredient approval processes, many experts believe shifting all regulatory responsibility to the already resource-stretched FDA could actually slow down the entire system—not just the day-to-day regulation of pet food, but also the process by which companies gain new ingredient approvals through FDA-CVM. This could potentially deprive pets and pet parents access to foods made with healthy new novel ingredients because the approval process has become even more unknown and cumbersome due to a lack of federal resources.

The Pet Food Institute (PFI), which primarily represents the largest pet food manufacturers, supports this bill, but as someone who wants the best for my pet, I believe this legislation would harm pet food quality, transparency, and safety, while putting smaller brands with great innovations at a significant disadvantage.

With these key concerns in mind, I respectfully urge you to oppose H.R. 597 and maintain our current balanced regulatory system that protects pets, informs consumers, and maintains a fair marketplace for companies of all sizes.

Thank you for your consideration.

Sincerely,
[Your Signature]
[Your Printed Name]