

Red Collar Quality Policy



We are pet people. And to us, pets are family. That's why we believe they all deserve good food. Wholesome, balanced nutrition – grounded in the best food science – in every bag and bowl.

Our mission is to provide our customers with the highest quality pet products that consistently meet the high expectations for quality, safety, performance, and value. This commitment is rooted in our core values and is essential to our business growth and success. Our food is made right here in the U.S. from quality ingredients in factories that meet the highest pet food safety standards. We think you'll be proud to put your brand on the food we make.

In order to deliver product and service excellence, conformance to statutory and regulatory requirements, and local legislative requirements, we use the FSSC 22000 Food Safety System Certification. This system is based on existing ISO standards and is fully recognized by the Global Food Safety Initiative (GFSI). We meet these standards in the design, manufacturing, and distribution of all our products. Our system ensures that risks are evaluated and mitigated, effective controls are applied to our work processes, and records of our quality-related activities are created.

We are committed to maintain and continuously improve this system. All of our associates and suppliers are invited and expected to share this commitment. We allocate sufficient resources to ensure that quality remains at the heart of our business. Finally, this policy and our quality systems will be regularly reviewed by Senior Management to ensure they remain effective and continuously improve.

Our enduring commitment to pets and their people means Red Collar is a partner you can trust. We nourish some of the best four-legged friends around. We hope some of them are yours.