

Dedicated to Making the Healthiest Pet Food in the World: Food Quality, Safety, and Security

By Brian Streit, VP of Manufacturing

At Natura, we believe that making the healthiest pet food in the world does not solely rely on one's recipes and ingredients but also on how the food is made. We rely not only on our self-performed audits, but also on third party auditing. The following list of certifications and compliances exemplify our dedication to continuous improvement and food safety excellence:

ISO 22000:2005

Food Safety Management System Compliant

Natura was the first pet food manufacturer in the United States to operate in compliance with ISO 22000:2005. It is defined by the International Organization for Standardization (ISO) as "a food safety management system where an organization in the food chain needs to demonstrate its ability to control food safety hazards in order to ensure that food is safe at the time of human consumption." We are proud to have recently received this unique compliance without any needed changes to our already existing comprehensive Food Safety Program.

ISO 9001:2000

Quality Management System Compliant

Natura holds this prestigious international standard for companies whose quality management systems are focused on ensuring that all of the business processes have established procedures for monitoring effectiveness, auditing compliance, and management review to ensure continuous improvement.

USDA Organic Production Certification by OneCert

OneCert, Inc. has certified not only our organic dog food, Karma®, but also our Fremont, NE facility for organic handling and processing of Karma brand dog food. According to the USDA National Organic Program, certified plants must meet very strict regulations regarding the use of not only organic ingredients but any ingredients used in organic foods as well as specific protocols for sanitation, product segregation, and process control. This means that even our other natural dry foods and treats that are not certified organic have the benefit of being produced at one of our own organic certified production facilities.

USDA APHIS

(Animal and Plant Health Inspection Service) Registered

To ensure that products made in the United States, like all Natura foods and treats, do not pose any potential health issue to other countries' (or America's) animals, the USDA APHIS has established regulations and registration for facilities handling ingredients used in the pet food industry. At Natura, we are registered with the USDA APHIS, enabling our foods and treats to represent healthy offerings available from the USA to the international community.

American Institute of Baking (AIB) International Superior Rating Certification

Natura has been successful in receiving a superior rating (the highest possible) for the last eight consecutive years from the prestigious American Institute of Baking through their stringent food safety inspection program. These audits are conducted by seasoned and professionally trained food safety auditors for companies worldwide. Their extensive facility and program inspections are performed for manufacturers and distributors to the food industry. Most recently Natura received a superior rating at both its manufacturing facilities following an "unannounced" audit – the most challenging form of audit possible.

AIB's Standards for

Food Defense and Security Compliance

In addition to the stringent food safety auditing process, Natura also has been audited with compliance to AIB's Standards for Food Defense and Security, which is defined by having the appropriate protocols and programs in place to reduce the risk of "intentional" acts on the food chain. We feel as an American food company that it is our obligation to our human customers and to dog, cat, and ferret consumers to do our part in protecting our country's food chain.

At Natura we are privileged to be the industry leader in independent, third party certifications, compliances, and registration. We feel that it is our duty to you and your animals to utilize the best manufacturing practices, stringent food safety programs, and comprehensive quality controls in the world so that we can produce the "healthiest pet food in the world" for your loved ones.