



pet food institute

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MAIN EXPORT REQUIREMENTS FOR U.S. PET FOOD IN BRAZIL

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Brazilian Regulatory Authority: MAPA

The Brazilian Ministry of Agriculture, Livestock and Food Supply (known as MAPA) is responsible for regulating and inspecting Pet Food Products in Brazil. Every company that manufactures, processes, fractionates, or imports these products must be registered with MAPA agencies (specific for each federative unit of Brazil in which company is registered). The organization is responsible for supervising hygiene, sanitation and manufacturing parameters, ensuring the safety and origin of imported products. MAPA has a large number of departments and secretariats under its jurisdiction, the Pet Food sector is under the Department of Inspection of Products of Animal Origin (DIPOA).

I. Importer and Product Registration

Exporting pet foods to Brazil requires an importer representing and authorized by the exporting company to be registered with MAPA – plant registration; this registration may be valid for up to 5 years. The importer will then be fully responsible for the product in the country, answering for any legal infraction that may occur.

This importer's authorization is carried out through the RADAR license, which is the only license granting a Brazilian company the right to import products. The importer can only operate the Brazilian Integrated Foreign Trade System (Siscomex) if the license is issued. An importer with the license will also need to request an Import License (LI) from Siscomex to start the import process. This document must have information about what will be imported and will be evaluated by MAPA before approved.

DO NOT SHIP the products until the importer has its LI approved.
WAIT for the IMPORTER'S GREEN LIGHT to ship to Brazil

The application for registration of a pet food product must be accompanied by a report signed by a technician in charge of them and must be inputted with the following information:

- Brand
- Product format
- Packaging
- Composition
- Description of the manufacturing process
- Control of raw materials and finished product
- Instructions on how to use it
- Pet species that can consume the product
- Volume
- Expiry date
- Storage instructions
- Name, address and CNPJ (tax-paying ID number) of the importer
- Guarantee levels*

*guarantee levels works just like a nutritional facts label, showing minimum and maximum amounts of certain pet food ingredients.

MAPA requires some others documents for accreditation of importation of pet food:

I - A legal document issued by the company owner abroad, which enables the representative in Brazil to respond to MAPA for all requirements and regulations, including any infractions and penalties and other obligations resulting from the importation and commercialization of the product;

II - A certificate (consular notarial visa recently waived by Brazilian Government) of the official qualification of the exporting company and manufacturer (when third-party) in the country of origin; and

III – An official certificate (consular notarial visa recently waived by Brazilian Government) of the registration or authorization of free sale or the exclusive manufacturing authorization for exporting the product in the country of origin, specifying its composition.

IV - Certificate of Good Manufacturing Practices issued by the competent authority of the country of origin or by an assessment body duly accredited in the country of origin for this purpose.

MAPA can request an in-person inspection by a MAPA’s inspector, at the Exporter’s manufacturing plant to observe the equivalence of the required parameters.

This registration may be valid for up to 5 years.

II. Additional certificates required during process

Product(s)	Title of Certificate	Attestation Required	Purpose	Requesting Entity
A – Feed and Animal Supplements made with animal-origin ingredients	Good Manufacturing Practices Certificate for Animal-Origin Feed Products	That the plant where products are manufactured complies with this certificate	To obtain sanitary registration of the plant	Ministry of Agriculture, Livestock, and Food Supply - MAPA
B – Veterinary Drugs	Veterinary Drugs and Media for Laboratory Use Containing Animal-Origin Ingredients	The plant where products are manufactured complies with this certificate	To certify against traditional contagious diseases	Ministry of Agriculture, Livestock, and Food Supply - MAPA
C – Extruded and Pelletized Pet Foods	Extruded and Pelletized Pet Foods for Dogs, Cats, Reptiles, and Ferrets (Mustelidae) for export to Brazil from the United States	The plant where products are manufactured complies with this certificate	To obtain product registration	Ministry of Agriculture, Livestock, and Food Supply - MAPA

Source: USDA

Packing and Labeling

Pet Food is exempted of product registration according to MAPA's [Instruction 42 of 2010](#) given that all of the ingredients are [approved](#) to be used in Brazil in animal feed. If all ingredients are approved and product is manufactured in Brazil, the label will bring the following sentence: "Produto isento de Registro pelo Ministério da Agricultura, Pecuária e Abastecimento" (Product exempt of registration by the Ministry of Agriculture, Livestock and Food Supply)

Notwithstanding, all imported products, even those that are exempt from registration, must be enrolled with MAPA. Typically the importer is responsible for enrolling the product and, if needed, registering it – label registration

The packaging of imported products may have text in English, as long as a sticker with a new label is added with the minimum information required in Portuguese. Please find below the required information according to Brazilian legislation:

I - Product classification;

II - Name of the product;

III - Brand, if any;

IV - Composition;

V - Volume or net weight

(in metric system);

VI - Guarantee levels;

VII – Indication for use

(circumstances for using);

VIII – Animal species for which it is intended;

IX – Instruction on how to use;

X – Storage, restrictions, precautions - when applicable;

XI - The expression: "*Produto Registrado no Ministério da Agricultura, Pecuária e Abastecimento sob o no...*"

(Product Registered with the Ministry of Agriculture, Livestock and Supply under no...)

[insert registration number];

XII – Importer's name, complete address, CNPJ (Taxpaying ID) and telephone number for customer service;

XIII – Batch/Lot number

(indicate the sequential numbering of the batch/lot);

XIV - Date of manufacture

(clearly indicate the day, month and year, in the format DD/MM/YY);

XV - Expiry date

(clearly indicate the day, month and year, in the format DD/MM/YY);

XVI - Period of consumption after opening the package, when applicable;

XVII - Storage conditions;

XVIII - In case of outsourcing production, include the expression: "*Fabricado por... Para...*"

(Manufactured by... to...);

Information to be followed by the complete identification of both parties, including full company's name and full address);

XIX - In case re-processing/re-packing, include the expression: "Fabricado por...Fracionado por..."

(Manufactured by... Fractionated by...)

Information to be followed by the complete identification of both parties, including full company's name and full address);

XX – All feed must contain the expression “Uso Proibido Na Alimentação de Ruminantes”

(Prohibited to use in feeding ruminants)

XXI – Treats must contain the expression: “Este produto não substitui o Alimento Completo”

(This product does not substitute the complete food)

[it gives the idea that one cannot replace the regular dog/cat food and feed the pet only with treats]

XXII - Official stamp of MAPA’s federal inspection service referring to the plant registration, which basic elements, format and dimensions are stated in MAPA’s act 47 of 2020.

(See image below)

MAPA’s stamp of legally inspected plant:



The packages must be approved by MAPA, properly stored and cannot be reused. The reuse of packaging can only be requested for products that are stored, distributed and sold in larger volumes – bulk -, as long as the safety of the process is ensured. Products sold in bulk must have the labels, registered by MAPA, attached to the invoice.

Inspection and Fiscalization

The inspection may be carried out in all steps of distribution chain and the physical structure of the place the product is stored in any of the points in which the product passes by: manufacture, transport and sale, including: factories, ports, airports, distributors, wholesalers, retailers, means of transportation, border controls and other customs areas, as well as any warehouses.

The inspection will focus on the following points:

- I - The operation and general hygiene of the environment;
- II - Microbiological, physical-chemical analyzes and bioassay;
- III - The stages of production, fractioning, conservation, handling, preparation, packaging, transporting and storing;
- IV - Packaging and label;
- V - The quality and safety management system.

The inspector must evaluate all these points, collecting product samples for analysis. In case of non-compliance, the inspector may suspend the establishment, describing the problems encountered and requesting the resolution of the products. If no irregularities are found, the inspector will just issue a certificate of conformity.

In case of inspection and request of analysis, the collection of samples performed in the places mentioned above will be carried out in the presence of the product holder and the inspector in charge so that they can prove compliance with the requirements and sign a confirmation term. The samples will be divided into four parts, one being in possession of the product holder, one for the manufacturer or importer, and finally, the last two will be sent to MAPA for analysis. Copies of the terms signed at the time of collection will be sent to each interested party. If the product is collected at the importer's location, a fourth part will not be necessary, since it will simultaneously be the importer and holder of the product. If the sample analyzed by MAPA is not approved by the laboratory tests, the result can be disputed by requesting a new analysis using the other samples (provided that it is confirmed that those samples were not adulterated, intentionally or due to poor storage conditions).

The Importer is also responsible for maintaining quality control on its own, through laboratories contracted for this purpose, keeping the results and certificates that the laboratory provides. If it finds any problem in the internal inspection, the establishment must report the problem to MAPA and remove the related products from the market - recall. Finally, the importer must have a technician in charge graduated and accredited to work in an area relevant to animal nutrition, such as: veterinary medicine, zootechnics, agronomic engineering and co-related fields.

Tariffs and Taxes

Dogs and Cats are the most common Pets in Brazil, making up over 55% of all pets in the Country. Most of the pet food imported in Brazil are registered under HS Code 230910: “Dog or cat food; put up for retail sale, used in animal feeding”.

This report will consider HS 2309.10 for the purpose of calculating estimated taxes related to the import process in Brazil.

- Import Duty (Federal tax), in most cases. Brazilian import duty rates range from 0% to 35%. **For HS 2309.10 it's 12.6%**
- Industrialized Product Tax (IPI) (Federal tax) applied to most domestic and imported manufactured products and assessed at the point of Customs clearance. Generally, the IPI tax rate ranges from 0 to 15%, being charged on the product's CIF value + import duty. **For HS 2309.10 it's 6.5%.**
- Tax over Merchandise and Services Circulation (ICMS) (State government) is a value-added tax applicable to both imports and domestic products, being assessed ad valorem on the CIF value, plus import duty, plus IPI. The rate varies among states: in the State of São Paulo, the rate is 18% for most of the products. Currently most of Brazilian states applies **taxes between 17% and 18%**.
 - o If the product has no equivalent being produced domestically in Brazil – according to the Chamber of Foreign Trade's "[Lessin](#)" list, it may benefit of a 4% interste tax for that imported product that has not been processes/modified in Brazil, nor has equivalent in Brazil, which is not the case for regular Pet Food, but may in case of very innovative products and in special for ingredients.
- PIS/Cofins - PIS (Social Integration Program) and COFINS (Social Security Financing Contribution), both (federal) taxes are collected at the time of import declaration. **For HS 2309.10, the taxes are 2.1% and 9.65%, respectively, totaling 11.75%.**
- Merchant Marine Renewal Tax (AFRMM) is a Federal social contribution instituted for the development of Brazil's merchant marine and naval construction industry. It applies only to **imports by sea: 25% tax on the ocean freight cost plus all port handling charges.**
- Other costs – A broker commission and other taxes such as inspection, weighting, handling, storage insurance, foreign trade system's fee and union taxes may apply to compound the total cost of import to Brazil and ads approximately US\$ 1,000 to the process (considering a shipment of US\$ 20,000).

Identity and Quality Standards (Benchmarks for Dogs and Cats)

The following benchmark tables were published for pet food intended for dogs and cats and must be observed for all of those products marketed in Brazil:

I. Nutritional values for complete foods and edible foods

1.1 - For growing puppies:

Required Level (%)	Growing Puppies		
	Dry food	Semi-moist food	Wet Food
Humidity (max.)	12,0	30,0	84,0
Gross Protein (min.)	22,0	18,0	4,0
Ethereal extract* (min.)	7,0	6,0	1,3
Fibers (max.)	6,0	5,0	2,0
Minerals (max.)	12,0	10,0	2,5
Calcium (max.)	2,0	1,6	0,4
Phosphorus (mín.)	0,8	0,6	0,1

* The determination of ether extract must be previously submitted to acid hydrolysis

1.2 - For adult dogs:

Required Level (%)	Adult Dogs		
	Dry food	Semi-moist food	Wet Food
Humidity (max.)	12,0	30,0	84,0
Gross Protein (min.)	16,0	13,0	3,0
Ether extract* (min.)	4,5	3,6	1,0
Fibers (max.)	6,5	5,2	2,0
Minerals (max.)	12,0	10,0	2,5
Calcium (max.)	2,4	2,0	0,4
Phosphorus (mín.)	0,6	0,5	0,1

* The determination of ether extract must be previously submitted to acid hydrolysis

1.3 - For growing kittens:

Required Level (%)	Growing Kitten		
	Dry food	Semi-moist food	Wet Food
Humidity (max.)	12,0	30,0	84,0
Gross Protein (min.)	28,0	23,0	5,3
Ether extract* (min.)	8,0	6,5	1,5
Fibers (max.)	4,5	3,6	2,0
Minerals (max.)	12,0	10,0	2,5
Calcium (max.)	2,0	1,6	0,4
Phosphorus (mín.)	0,8	0,6	0,1

*The determination of ether extract must be previously submitted to acid hydrolysis.

1.4 - For adult cats:

Required Level (%)	Adult Cats		
	Dry food	Semi-moist food	Wet Food
Humidity (max.)	12,0	30,0	84,0
Gross Protein (min.)	24,0	19,0	4,4
Ether extract* (min.)	8,0	6,5	1,5
Fibers (max.)	5,0	4,0	2,0
Minerals (max.)	12,0	10,0	2,5
Calcium (max.)	2,4	2,0	0,4
Phosphorus (mín.)	0,6	0,5	0,1

* The determination of ether extract must be previously submitted to acid hydrolysis.

II. Nutritional values for supporting foods:

Required Level (%)	Dry food		Semi-moist food		Wet Food		Liquid food	
	Dogs	Cats	Dogs	Cats	Dogs	Cats	Dogs	Cats
Humidity (max.)	12.0	12.0	30.0	30.0	84.0	84.0	95.0	95.0
Gross Protein (min.)	7.0	24.0	5.6	19.0	1.3	4.4	0.4	1.4
Ether extract* (min.)	4.0	7.0	3.2	5.6	0.7	1.3	0.3	0.4
Fibers (max.)	26.0	16.0	21.0	13.0	5.0	3.0	1.5	1.0
Minerals (max.)	12.0	12.0	10.0	10.0	2.5	2.5	0.7	0.7
Calcium (max.)	2,5	2,5	2,0	2,0	0.5	0.5	0.2	0.2
Phosphorus (mín.)	0,1	0,3	0,08	0,2	0,02	0,02	0,02	0,02

* The determination of ether extract must be previously submitted to acid hydrolysis.

To attribute the words "light", "low calorie" and other similar terms, it is necessary to reach the required parameters presented in the table below with the reference values for dogs and cats.

Possible wording to be assigned to product	Parameters required
"lite", "leve" - "light"	For dogs: <ul style="list-style-type: none"> • maximum of 3,100 kcal/kg* for foods formulated with up to 12% moisture. • maximum of 900 kcal* for foods with more than 65% moisture.
"baixa caloria" - "low calorie"	
"caloria reduzida" - "reduced calorie"	For cats: <ul style="list-style-type: none"> • maximum of 3,250 kcal/kg* for foods formulated with up to 12% moisture. • maximum of 950 kcal* for foods with more than 65% moisture.
"baixa energia" - "low energy"	
"baixa gordura" - "low fat"	

* Ether extract level 10% maximum.

Source of all tables: MAPA

More information about the requirements to export Pet Food to Brazil can be verified at:

MAPA (In Portuguese): <https://www.gov.br/agricultura/pt-br/assuntos/insumos-agropecuarios/insumos-pecuarios/alimentacao-animal/legislacao-alimentacao-animal>

USDA (In English): https://www.aphis.usda.gov/aphis/ourfocus/animalhealth/export/iregs-for-animal-product-exports/sa_international_regulations/sa_by_country/sa_b/ct_product_brazil

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