

Canadian Raw Food Manufacturers' Voluntary Questionnaire

Thank you so much for helping us spread the word about your company's products, formulations, and manufacturing. These questions come from Canadian pet parents and veterinarians wishing to learn more about Canada's growing raw pet food industry and are voluntary, so feel free to provide as little or as much information as you wish. Our goal is to provide people with as much information about Canada's raw pet food suppliers as possible.

Date: January 7, 2021

Company Name: Iron Will Raw Inc.

Brand(s): Iron Will Raw

Name of Authorized Representative: Matt Bonanno

Website: <https://ironwillrawdogfood.com/>

Public Email: info@ironwillrawdogfood.com

Public Phone: 905-714-9698

Some companies have offered to help fund testing. Would you like to contribute to your brand's analysis? (We'll let people know you proactively participated when we post the results!).

Yes, our company would like to contribute money to the cost of basic nutrient testing in the amount of \$_____ CAD.

No, our company does not want to contribute financially to our analysis.

Some companies would like to complete additional lab testing (beyond basic nutrient analysis) to share with the public. If you opt to add on tests, we will disclose you paid for these additional tests to provide additional transparency when we post results.

If interested in additional testing, please indicate below and we will contact you to discuss options and pricing.

- Yes, we'd like to discuss additional testing.
- No, we're not interested in additional testing.
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What are your company's goals or objectives for the foods you produce? (please strive for less than 500 words)

Iron Will Raw is committed to producing high quality, consistent, safe raw pet food for companion animals. As a company we are proud to remain educated on best manufacturing practices, food safety and pet nutrition so that we can continuously improve our formulas and practices.

How long has your company been in operation? Since 2013

What is your company's mission statement?

Iron Will Raw is dedicated to making a premium quality, consistent, safe and nutritious raw pet food for companion animals.

Is your product sold:

- in pet stores
- by delivery route
- online
- other: _____

Do you also produce or sell supplemental products?

- Yes
- No

If you produce or sell supplements, are they:

- Required: must be added to balance the diets you produce.
- Optional: suggested but will not create nutritional deficiencies if not used.

Do you make any reference or imply on your website or packaging that your products are complete and balanced, or that they are all a pet needs nutritionally?

- Yes, on all raw pet food products.
- Yes, on some raw pet food products.
- No.

Do you have disclaimers or guidance on your packaging for feeding your product to puppies?

- Yes
- We have separate foods for growing puppies.
- No, we do not recommend our food for growing puppies.

Do you have disclaimers or guidance on your packaging for feeding your product to cats?

- Yes
- We have separate foods for cats.
- No, we do not recommend our food for cats.

If your product information mentions or implies it is nutritionally complete and balanced, to what official standard have they been formulated?

- NRC 2006
- AAFCO 2020
- FEDIAF 2020

Have your products been formulated by a formulation service or a nutritionist?

- No
- Yes. Name: _____
- Yes. We prefer to keep the name confidential.

If your products were formulated by a nutritionist, were they:

- Formulated on a caloric basis.
- Formulated on a dry matter basis.
- Formulated to Atwater.
- Formulated to modified Atwater.

If you have performed micronutrient nutrition analyses (beyond a Guaranteed Analysis, such as iodine, vitamins D and E), do you disclose results to the public?

- We have not tested our products.
- We do not disclose results.
- Yes we have tested our products.
- We willingly disclose results via email.
- We post results on our website.

How have you verified the nutritional adequacy of your foods?

- Spreadsheet nutritional analysis using USDA/NRC data, pre-production.
- Feeding trial.
- Lab submission of final product.

Do you produce prey-model grinds, “80/10/10” (meat/bone/organ) blends, or whole prey blends?

- Yes
- No

If you produce prey-model grinds, “80/10/10” (meat/bone/organ) blends or whole prey blends, how do you quantify the nutrients in your products?

- We have not analyzed the nutrients in our grinds or blends.
- Spreadsheet nutritional analysis using USDA/NRC data, pre-production.
- Lab submission of final product.

If you produce prey-model grinds, “80/10/10” (meat/bone/organ) blends or whole prey blends, do you disclose nutritional analyses (beyond a Guaranteed Analysis, such as iodine, vitamins D and E) of the products?

- No, we have not tested our products or don’t disclose the results.
- Yes, via email.
- Yes, they are posted on our website.

If you produce prey-model grinds, “80/10/10” (meat/bone/organ) blends or whole prey blends, how do you indicate these foods are not nutritionally complete, require supplementation, or are for intermittent feeding only?

- All packaging states “for intermittent or supplemental feeding only.”
- Our website states which products are not nutritionally complete.

For products not marketed as balanced, do you provide further instruction for the additions required to make the diet nutritionally complete and balanced?

- Yes
- No

For products not marketed as balanced, do you provide a complete micronutrient nutritional analysis so pet parents are capable of knowing what may need to be added to your foods?

- Yes
- No

If you produce grinds, blends or recipes that are meant to be **fed in rotation** to meet minimum nutritional adequacy, have you submitted the complete rotational program for nutritional analysis?

- Yes
- No

If you produce grinds, blends or recipes that are meant to be **fed in rotation** to meet minimum nutritional adequacy, do you disclose the nutritional analysis of each “stand alone” recipe (in case people choose not to rotate)?

- Yes
 No

Does your company perform any ongoing or recurrent testing, as a quality control measure?

- Yes, for nutritional adequacy via sample submission to a lab.
 How often? Annually and/or as ingredients may change

Yes for pathogens.

- Method (lab submission, in-house, etc.)
Provided by raw material supplier for applicable raw material
 How Often: Prior to receiving shipment of any new lot code of the applicable raw material

- Other: _____
 No

Does your customer support include detailed/individualized consultation or advice?

- Yes
 No

Please share a brief overview about how you approach quality control:

To promote responsible and transparent pet food manufacturing, Iron Will Raw has voluntarily worked to acquire HACCP Canada Certification. We are proud to be the first raw pet food manufacturer in Eastern Canada and third in the country to receive this internationally recognized certification.

HACCP stands for Hazard Analysis Critical Control Points. To achieve HACCP Canada Certification, a manufacturer must operate at the highest standards in food safety, traceability, and accountability. A HACCP Certified facility demonstrates internationally recognized commitment to safe food production. A HACCP Certified facility must:

- Identify and control any food hazards in production
- Demonstrate control of microbiological, physical and chemical contaminants
- Verify and test internal food safety programs and have final audits by third-party auditors
- Have a proactive, rather than reactive, approach to food safety

From internal checklists to third-party audits, Iron Will Raw products and procedures are constantly monitored and assessed for quality and safety.

Are you in the midst of any formulation changes, or do you have future plans for product improvements? (500 words or less)

Yes

Do you have plans to do additional nutrient testing to determine the nutritional profiles of your products?

Yes

What is the sourcing for your food ingredients?

All of our meats come from federally or provincially inspected processors. With the exception of green tripe and spleen all cuts are identified as "HUMAN EDIBLE" by CFIA inspectors in these facilities. It's important to note that CFIA will not classify Green tripe or spleen as human edible. We select quality cuts of meat to ensure a superior quality of food produced for our companions. *Kangaroo is sourced from inspected processors in Australia and imported under the approval of CFIA.

What is the sourcing on any vitamin/mineral supplements you may be using?

N/A

If you use any human grade ingredients, how do you substantiate the ‘human grade’ claim? (How do you prove to your customers you’re really using human grade meats, veggies, etc.?)

Our suppliers MUST follow established CFIA guidelines for processing.

(<https://www.inspection.gc.ca/food-safety-for-industry/food-specific-requirements-and-guidance/meat-products-and-food-animals/standards-to-identify-a-meat-product-as-edible/eng/1526680768561/1526680768858>)

Supplier documentation required for approval include

- CoA
- LoG
- Copy of food safety Audit
- Product specification
- FSMS / GMP / GAP Questionnaire
- Evidence of Coding, Traceability & Recall systems
- Allergen Statement for Facility
- HACCP & GMP plan

If you use any organic ingredients, how do you substantiate this claim?

N/A

Does your company have any third-party validation, verification, or quality control measures you would like to share?

Yes HACCP (Hazard Analysis Critical Control Point) certification updated quarterly

Would you like to include any pictures, graphs or charts about your company?

(Please list and attach.)

What are the Top 3 things you want consumers to know about your products?

1. We are HACCP certified, we do not just follow practices.
This means we are audited on a regular basis to ensure we are upholding the 7 foundational principles of HACCP. If we fail to do this, our certification can be revoked.
2. We ONLY use premium quality, human grade consumption ingredients from federally or provincially inspected facilities. We have very strict requirements for our suppliers and will not compromise.
3. Products are made in Canada and sourced as locally as possible.

Do you have any additional comments or feedback that you'd like to provide us.

Thank you for sharing this information with us!!! We are excited to help show the world who you are!