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Search Archive

[Home](#)³ [Safety](#)⁴ [Recalls, Market Withdrawals, & Safety Alerts](#)⁵ [Archive for Recalls, Market Withdrawals & Safety Alerts](#)⁶ [2007](#)⁷

Safety

Recall -- Firm Press Release

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Royal Canin USA Announces the Voluntary Nationwide Recall of its Dry Pet Food Products Containing Rice Protein Concentrate

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FOR IMMEDIATE RELEASE -- St Charles, Missouri -- April 19, 2007 -- Royal Canin USA is announcing today that the company has determined there is a melamine derivative in the rice protein concentrate in some of its dry pet food products.

Although Royal Canin USA has no confirmed cases of illness in pets, we have decided to voluntarily remove all of our dry pet food products containing rice protein concentrate. We are taking this proactive stance to avoid any confusion for our customers about which Royal Canin USA products are safe and which products may be affected.

"We are as passionate about the health and happiness of our customers' pets as we are of our own, so we are committed to taking the steps necessary to ensure this never happens again," said Olivier Amice, President and CEO of Royal Canin USA.

As a precaution, Royal Canin USA is voluntarily recalling the following dry pet food products:

ROYAL CANIN VETERINARY DIET™ (available only in veterinary clinics)

Dry Dog Food

- Canine Early Cardiac EC 22™
- Canine Skin Support SS21™

Dry Cat Food

- Feline Hypoallergenic HP23™

ROYAL CANIN SENSIBLE CHOICE® (available in pet specialty stores nationwide)

Dry Dog Food

- Chicken Meal & Rice Formula Senior
- Lamb Meal & Rice Formula Puppy
- Lamb Meal & Rice Formula Adult
- Lamb Meal & Rice Formula Senior
- Rice & Catfish Meal Formula Adult

Based on today's announcement, pet owners should immediately stop feeding their pets the Royal Canin USA dry pet food products listed above. Pet owners should consult with a veterinarian if they are concerned about the health of their pet. No other Royal Canin diets are affected by this recall and CONTINUE TO BE safe for pets to eat.

Along with this announcement, Royal Canin USA will no longer use any Chinese suppliers for any of our vegetable proteins.

"On behalf of the entire Royal Canin family, our hearts go out to the pet owners and everyone in the pet community who have been affected by all of the recent recalls," said Dr. Denise Elliott, Director of Scientific Affairs for Royal Canin USA. "We are working very closely with the FDA to assist in its efforts to determine the cause of this most recent and disturbing development."

The safety and nutritional quality of our pet food is Royal Canin USA's top priority as we understand that the health of pets comes first. Pet owners who have questions about this recall and other Royal Canin USA products should call 1-800-592-6687 or visit our web site at www.royalcanin.us¹¹.

All Royal Canin USA products have a satisfaction guarantee and we will refund or replace the diets that have been recalled.

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