CAT FOOD & TREATS

Importing cat food and treats into South Korea

In Korea, cat food and treats are not groceries — they are animal feed, and a different set of rules applies. This is what the route looks like, and what we need from you to start it.

Why the classification matters

The first thing that decides your route into Korea is not the recipe or the packaging — it is which law your product falls under. Cat food, wet pouches, freeze-dried treats and dental snacks are all handled as feed under the Feed Control Act. Human-grade wording on the pack does not change that.

The practical consequence is that a shipment cannot simply clear customs. Registration comes first, a declaration is filed per shipment, and where the recipe contains animal-derived material a quarantine check applies before anything is released.

The route, step by step

01 **Product review**

We read the ingredient list and the guaranteed analysis first. Some materials change the route entirely, and it is cheaper to find that out on paper than at the port.

02 **Feed importer registration**

Held by the importer, not the brand. It is a one-time step on our side and does not need to be repeated per brand.

03 **Ingredient registration check**

Whether a given product additionally requires ingredient registration depends on the item. We check this per product rather than assuming.

04 **Quarantine, where it applies**

Products containing animal-derived ingredients are checked against the scope of the Animal and Plant Quarantine Agency. Origin country matters here as much as the ingredient itself.

05 **Import declaration**

Filed for each shipment, with the documents that came with it. Declaration and lot numbers are kept on file so the same paperwork can be produced later if a channel or an authority asks.

06 **Korean labelling**

Applied before the goods go out to any channel. Product name, ingredients, net weight, best-before date, importer, country of origin and the registration number where one applies.

> **To be confirmed** Requirements are set per product and can change. Nothing here should be treated as a substitute for confirming your specific item with us before shipping.

What to send us first

Ingredient list	Full list in descending order by weight, including additives. This is the document that determines the route.
Guaranteed analysis	Crude protein, fat, fibre, ash, moisture.
Country of origin & plant	Where it is manufactured, not only where the brand is registered.
Packaging artwork & sizes	So the Korean label can be laid out without covering mandatory information on your own pack.
Shelf life & storage	Including whether the product needs temperature control in transit.
A sample	We use it before we put anything in front of a Korean customer.

What you cannot say on a Korean pack

Feed products may not be advertised as preventing, treating or curing disease. Claims that read as medical on an overseas pack routinely have to be reworded for Korea — this is one of the more common reasons a launch slips.

- Wording implying treatment of a condition needs replacing, not translating.
- Unsupported superlatives — “the best”, “number one” — are not usable as they stand.
- We review detail-page copy and campaign wording before it is published, not after.

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