

OPTIMIZOR DRY DOG FOOD RECALL FAQs

How did RCL FOODS detect the issue

During the verification of testing results, we identified elevated levels of naturally occurring mycotoxin, Deoxynivalenol (DON) in certain batches of maize used to produce certain Optimizor Dry Dog Food manufactured on **17 June 2025**.

What is Deoxynivalenol (DON)?

Deoxynivalenol is a naturally occurring compound produced by certain moulds (*Fusarium* species) that can grow on grains such as maize, wheat, and barley.

What are regulatory limits for DON in pet food?

Fertilizers, Farm Feeds, Agricultural Remedies and Stock Remedies Act (Act 36 of 1947) as well as amendments published in Government Notice No R.70 of 12 February 2010, stipulates a limit of 1 000 ppb (parts per billion), equivalent to 1ppm (part per million) in products intended for consumption by pets.

Why is DON a concern in pet food?

The presence of DON in these products originated from raw materials (maize) used during production. DON is considered safe at levels below 1 000 ppb. At elevated levels it typically presents as refusal to eat, and if ingested may cause temporary digestive upset.

How did you initially miss the DON

Deoxynivalenol (DON) is found in pockets within a batch of maize (e.g. in an incoming truck). These pockets, if not picked up during sampling, can be transferred through the manufacturing process and sporadically found in final product. Product analysed at the time of production was found to be compliant with regulatory requirements based on pocket samples analysed at the time.

Have you received any product complaints of animal illness arising from these elevated levels of DON

No. We have received 2 complaints during the investigation period, where pets refused to eat their food. No severe health issues or illness has been reported.

Why did you recall?

We recalled products in affected batches because DON levels exceeded legal limits. We have adopted a conservative approach in identifying the affected range because it is not possible to test for elevated DON levels with absolute certainty, due to the fact that it occurs in pockets.

What steps are you taking to prevent this from happening again?

Our testing frequency, which is in line with regulatory requirements, has been increased.

This will increase our ability to detect elevated levels of DON, helping to ensure only ingredients that meet our strict standards are utilised in our pet food products, whilst outgoing products are also strictly monitored.

Which products are affected?

Only products manufactured on specific dates are affected. You can check the following list to determine if you have an affected product:

Brand	Product	Manufacture Dates
OPTIMIZOR	Premium Adult Chicken & Rice 8kg	17 June 2025

Where do I find the manufacture dates on the packaging?

The manufacture date is found on the back of the packaging. It has the code “MNF:” and then the date on which it was produced in the format Day.Month.Year



What should I do if I think I have one of the products affected?

1. Check your bag's manufacturing date against dates listed on our recall communication.
2. If you have an affected product, manufactured on one of the dates specified, stop feeding your pet the product immediately.
3. Return your affected product to where you bought it, to get a refund or replacement.

What symptoms should I look for in my pet?

Most pets will not experience any symptoms as they typically refuse to eat affected food. However, if they have consumed food with elevated DON levels for a prolonged period, you might notice:

- Refusal to eat or loss of appetite

- Digestive upset

Will this make my pet seriously ill?

Serious illness is unlikely, unless very large amounts are consumed consistently over time. Most pets recover quickly once exposure stops. We are recalling these products as a precaution, even though no widespread health issues have been reported.

Is it safe to feed other Optimizor Dry Dog Food products?

Yes. Only the listed batches produced on **17 June 2025** are affected. All of our other products have been thoroughly tested and are safe to feed your pet.

How are you making sure that pet food available for sale is not part of the recall?

We are working with merchandisers, distributors and retailers to remove any affected products, manufactured on the specified dates, from shelves. All products still available on shelf are not part of the recall and are safe to feed to your pet.

Where do I return these products to and will I be refunded?

If you have any of the affected product packs produced on the affected dates, it is recommended that you return it to the store or wholesaler you purchased the product from for an exchange, or a refund, depending on the relevant outlet's refund policy.

Will I need to show a till slip in order to be refunded?

No, a till slip is not required. You can return the product either to the store where you purchased it or to your nearest supermarket or wholesaler that stocks the product. The exchange or refund will be processed in accordance with the store's refund policy.

Who can I contact for more information?

You can reach our customer care team:

- **Telephone:** 0860 103 764 (24 hours)
- **WhatsApp:** 087 359 0476
- **Email:** RCLConsumerCare@rclfoods.com (Business hours)

We will respond promptly to support you and your pet.