



A NOSE OF JUSTICE REPORT

HOW 11 MONTHS OF CREATIVE DOG ADVOCACY SPARKED A GOVERNMENT INVESTIGATION

2025 JULY

IT STARTED WITH A RESCUE PUP, A PROBLEM, AND A PROVOCATIVE PROTEST.

Regulators weren't paying attention to unexpected meat in dog food, so one dog decided to fight back.

We sent man meat to the FDA's office in Irvine, CA—and turned a little-discussed issue about pet food mislabeling into a spectacle the public, and regulators, could no longer ignore.



← Post Insights

🏆 Nice work! This is the #7 post on r/pranks today!

r/pranks · 16h

"I'm, uh, here for the inspection..."





AdAge

campaign



Creativepool



THE Stable



COVERAGE IN 5 COUNTRIES



SHOPQUEST FOR DOG JUSTICEOPEN LETTER TO THE FDACOMPANY

🔍👤📧

An open letter to the FDA, from a dog.

Dear FDA,

What would you do if you were eating a burger and found out it had human meat in it? Would you shrug your shoulders and say, “eh, it happens?” Would you keep chewing and say, “it’s *just a little bit* of human meat?”

I’m asking because I’m a dog. I don’t like eating other dogs. But a 2023 university study found dog DNA in 2 out of 6 dog foods tested⁽¹⁾; the third time in four years⁽²⁾ something like this has happened.

Is this an oversight? A random fluke? Somebody thinking we might be in the mood for a little light cannibalism?

Unfortunately it’s just the tip of the mysterious, meaty iceberg.

Multiple university studies^(1,3,4,5,6) have found more than half of dog foods and treats tested contained undisclosed meat species that weren’t listed on the label.

I know I’m a dog so I’m not great at math... but that seems like a lot.

A 2019 statement even said you’d allow diseased animal meat in my food⁽⁷⁾, without any disclosure to pet parents? Even though the law says pet food must be “truthfully labeled?”⁽⁸⁾

Do we have different definitions of truthfully labeled?

Not to mention the recently introduced “Purr Act”⁽⁹⁾ that would give pet food manufacturers even more leeway and likely reduce transparency⁽¹⁰⁾ even further.

Look. I get it. You’ve got a lot of priorities and dogs aren’t highest on the list.

But... maybe we should be?

Dogs have been humans’ faithful companions for the past 20,000 years. We’ve helped you hunt, guard, herd, and farm; protected you from threats; sniffed out everything from bombs to contraband; provided therapy, service, and emotional support.

Anthropologists say we’re basically responsible for human society as you know it.⁽¹¹⁾

And who else is as genuinely excited to be with you as we are? We think you’re the

SCAN TO READ THE FULL LETTER



FDA-UNAPPROVED ADVOCACY ASSETS

HEY FDA,
IT'S SO HOT
WHEN YOU
HOLD PET FOOD
COMPANIES
ACCOUNTABLE...



TreatDogsRight.com/dearFDA



HEY FDA,
LET'S MAKE
DOG TREAT
LABELS
BARE IT ALL.



TreatDogsRight.com/dearFDA



HEY FDA,
WANNA DIG
FOR SOME
MISLABELED
DOG TREATS?



TreatDogsRight.com/dearFDA



HEY FDA,
DOES THIS
GET YOU IN
THE MOOD TO
INVESTIGATE
SHADY
PET FOOD?



TreatDogsRight.com/dearFDA



HEY FDA,
WHEN IT COMES
TO DOG TREATS,
LET'S NOT LEAVE
ANYTHING TO THE
IMAGINATION...



TreatDogsRight.com/dearFDA



HEY FDA,
GET UNEXPECTED
MEAT OUT OF OUR
FOOD, AND WE'LL
GET UNEXPECTED
MEAT OUT OF
YOUR EYES.

LOVE,
DOGS



TreatDogsRight.com/dearFDA



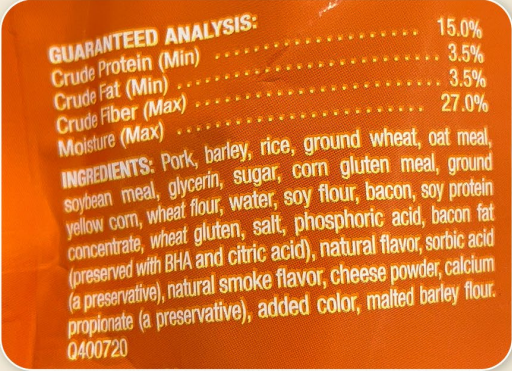
THE SNIFF TEST

We DNA tested dog foods and treats on pet store shelves to check if what’s on the label matched what’s in the bag.

(Spoiler alert: it didn’t.)

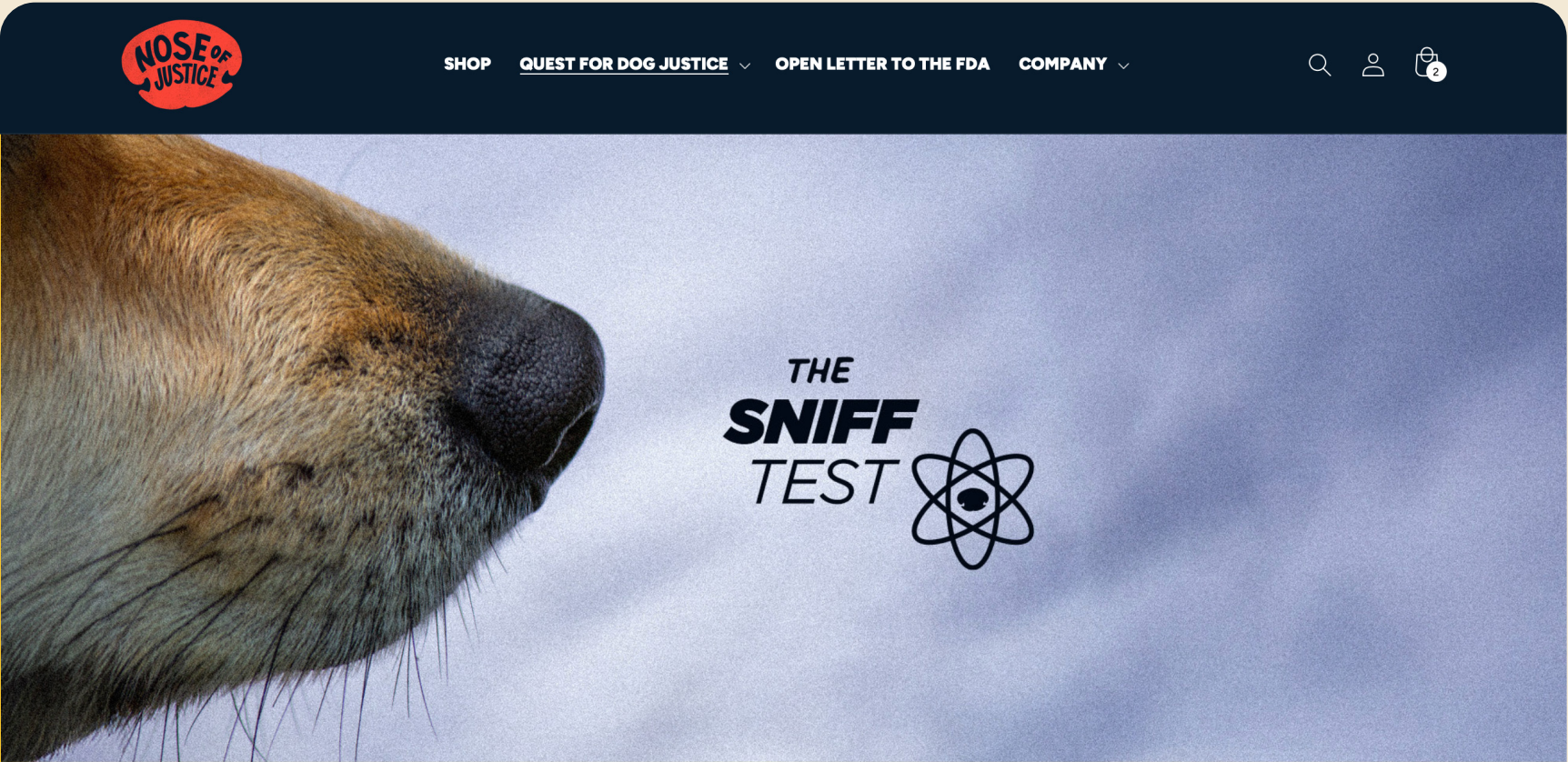


LABEL SAYS:
NO CHICKEN. TRUST US! 🙏🐔



SCIENCE SAYS: 🤖🐔🤖

DNA	Chicken Specific DNA	Pork
	Detected	
	Detected	
= Chicken Specific DNA MB541, MB542 (PCR Anal		



The Sniff Test: How to test your dog’s treats (and food) to see if they’re telling the truth.

Share

Multiple studies over the past decade suggest more than half of dog foods/treats may not be truthfully labeled.

Which begs the question: as a dog parent, how are you supposed to know which ones are telling the truth and which ones are doggone liars?

The unfortunate answer is, when you can't trust labels, the only way to know for sure

DIGGING DEEPER

We sent DNA results revealing mislabeled brands to the FDA via their official reporting portal.

And submitted three California Public Records Act requests for a list of manufacturers holding valid state health licenses.



Safety Reporting Portal

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Announcement

Safety Reporting Portal (SRP) site maintenance is scheduled from [Friday, March 6, 2026 6:00 PM ET to 11:30 PM ET](#). You may experience service outages while using the portal during this time. Please ensure that your reports are saved and/or submitted prior to the start of this maintenance window. Thank you for your patience and we apologize for any inconvenience.

Name: Pet Food Safety Report
ID: 492893 (1)
Created: 02/27/2026

Attachments

***=Required Field**

You may upload up to 5 (10 MB each) attachments per submission. The following file extensions are permitted: .doc, .docx, .pdf, .bmp, .gif, .jpg, .jpeg, .png, .tif, .tiff, .txt, .rtf, .xls, .xlsx, .wpd

Attach a File

File Name	Type	Description
☒ bag1.jpg	Product Label	Front of bag
☐ bag2.jpg	Product Label	Back label
☐ bag3.jpg	Product Label	Lot number
☐ DNATestingResults.jpg	Analysis	Laboratory analysis - the product should not contain chicken per the ingredient label, but it does.



Safety Reporting Portal

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Name:	Pet Food Safety Report
ID:	492893 (I)
Created:	02/27/2026
OMB	0910-0291
Approval Number:	(exp 09/30/2027)

[OMB Burden Statement](#)

Report Submission Confirmation

Your initial Pet Food Safety Report, ID 492893, was successfully submitted on 2/27/2026 4:04:02 PM EST to the FDA, and it was issued an Individual Case Safety Report Number (ICSR) of 2195789.

Since you submitted this report as a Guest user of the Portal, you will also need the following key to link this report to any subsequent follow up reports you may want to associate with this report in the future.
Report Key: F73BD982-CA1B7E88-E3BF5A06-8DD76F50-4FE470BE-ABF96DA1-41C12BA7-1DB38952.

Thank you for using the Safety Reporting Portal.

[View Report](#) [View Report PDF](#) [Return to Portal Home](#)



CDPH

California Department of Public Health

Public Records Menu

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- Submit a Request
- My Request Center

Public Records Request

View File(s)

View Message(s)

California Public Records Request

Description:

Public Records Menu

- Home
- FAQs
- Submit a Request
- My Request Center

FAQs

What are the CDPH guidelines for access to public records?

Where can I obtain marriage, divorce, birth or death certificates?

How can I obtain a copy of a Form 700?

How can I obtain a digital copy of my COVID-19 vaccination record?

How can I request immunization records?

Public Records Menu

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Public Records Request

Request Type: California Public Records Request

Description: A public record is any record relating to the conduct of the California Department of Public Health business, and which is prepared, owned, used or retained by the department. The record may be in a variety of forms such as writing, a recording, a picture, electronic data, etc.

Prior to submitting a public records request, you are encouraged to browse the [CHHS Open Data Portal](#) for information, insights and analysis from the California Department of Public Health.

Contact E-Mail: None

Status: Ready For Review

Files:	03/06/2025	Pet_Food_PO25028-022725.csv
 DOWNLOAD ALL		

Describe the Record(s) Requested:

I would like to request a list of firms holding valid Pet Food Processor licenses for DOG TREATS issued by the CDPH. On the list, please specify what activities the firms are licensed for (Manufacturing, Repacking, Warehousing, Labeling). Thank you in advance for your help.

Please provide as much information as possible so we can better assist you.

Are you requesting marriage, divorce, birth, or death certificates?

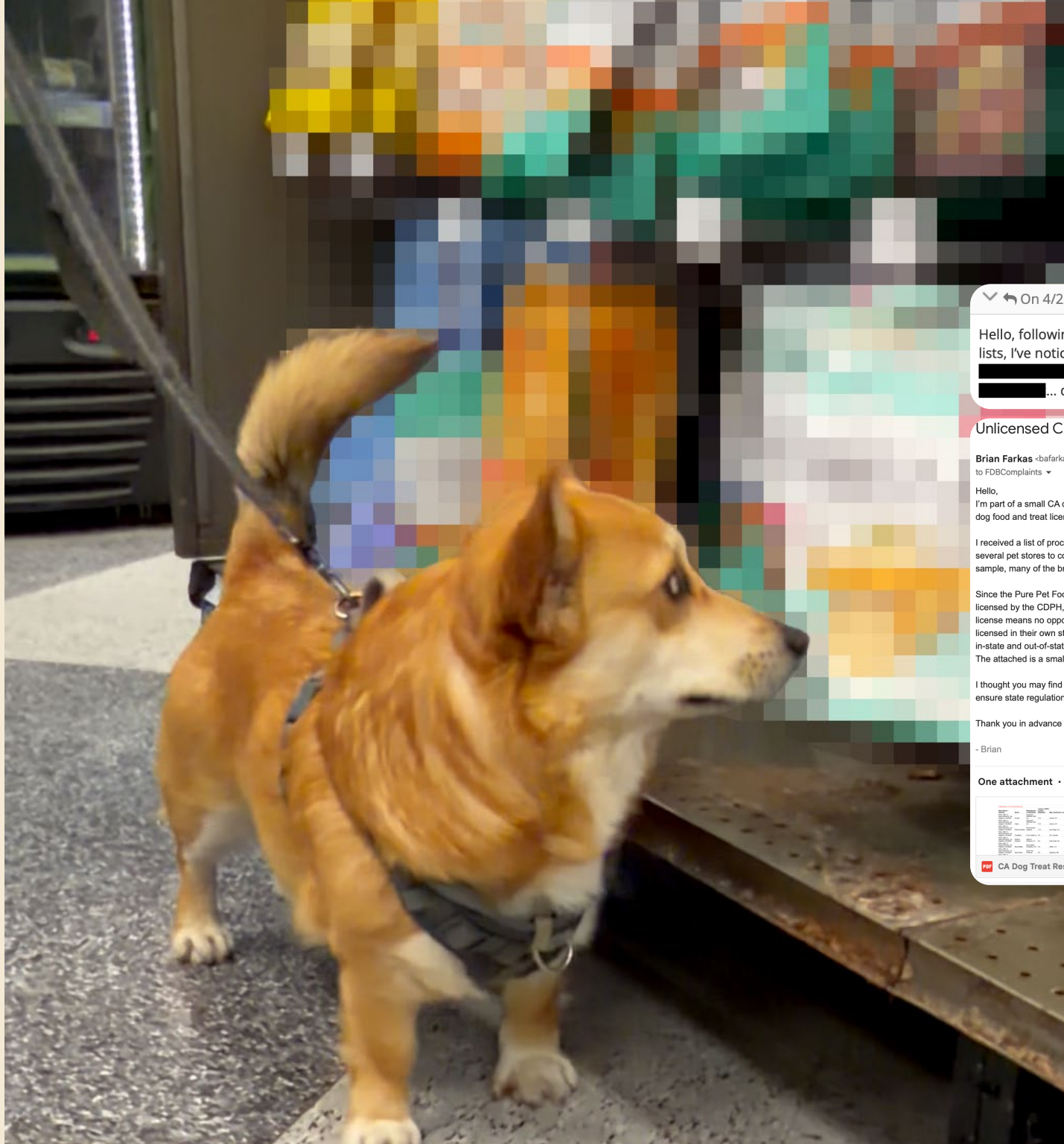
BLOCKED CONTENT

APRIL 2026

UNCOVERING A NEW PROBLEM

Our research revealed evidence of pet food manufacturers operating without proper health licenses in CA – perhaps one of the reasons why unexpected ingredients keep showing up in dog food.

We contacted California Department of Public Health (CDPH) via their public records portal, official complaint email address, and USPS mail.



On 4/22/2026 3:16:46 PM, Brian Farkas wrote:

Hello, following up with another question in addition to my previous message: when I've looked at food/treats in pet stores and compared them against the two lists, I've noticed many manufacturers/distributors I would expect to be listed do not appear to be, for example: [REDACTED]

[REDACTED]... do these companies hold a CDPH pet food processor license?

Unlicensed CA dog food/treats

Brian Farkas <bafarkas@gmail.com> to FDBComplaints Tue, Apr 28, 11:11 AM

Hello,
I'm part of a small CA dog treat & advocacy group that recently conducted a research project on dog food and treat licensure in CA, and I'm writing to share the results.

I received a list of processed pet food/treat licensees via a Public Records request, then surveyed several pet stores to compare the brands on shelves to the list. As you can see in the attached sample, many of the brands I encountered on store shelves appeared to be unlicensed by CDPH.

Since the Pure Pet Food Act requires manufacturers selling processed pet food in CA to be licensed by the CDPH, whether made in CA or imported into the state, I found this alarming. No license means no opportunity for CDPH oversight, to verify if out-of-state manufacturers are licensed in their own state, or if in-state manufacturers are licensed at all. And I discovered both in-state and out-of-state brands/manufacturers/distributors that did not appear on the licensee list. The attached is a small sample but points to a more widespread issue.

I thought you may find this helpful and be interested in investigating further, as oversight is vital to ensure state regulations are being followed for our pets' health and safety.

Thank you in advance for your help.

- Brian

One attachment • Scanned by Gmail • Add to Drive

CA Dog Treat Res...

May 20, 2026

Food & Drug Branch
P.O. Box 997435 MS-7602
Sacramento, CA 95899-7435

To whom it may concern,

I am writing to file a formal complaint and request an investigation into unlicensed pet food sales in California. I previously emailed FDBComplaints@cdph.ca.gov on 4/28/26 and contacted CDPH through the public records portal on 4/22/26 (reference # P029310-040626).

I obtained a list of companies holding valid CA Pet Food Processor licenses through a Public Records Act request, then surveyed pet stores and compared the brands I found against the list.

I was alarmed that many of the brands and manufacturers on pet store shelves appeared to be unlicensed. Please find the list attached.

I request that you please confirm the license status of these companies, because based on the public records provided they did not appear to be licensed or registered by CDPH.

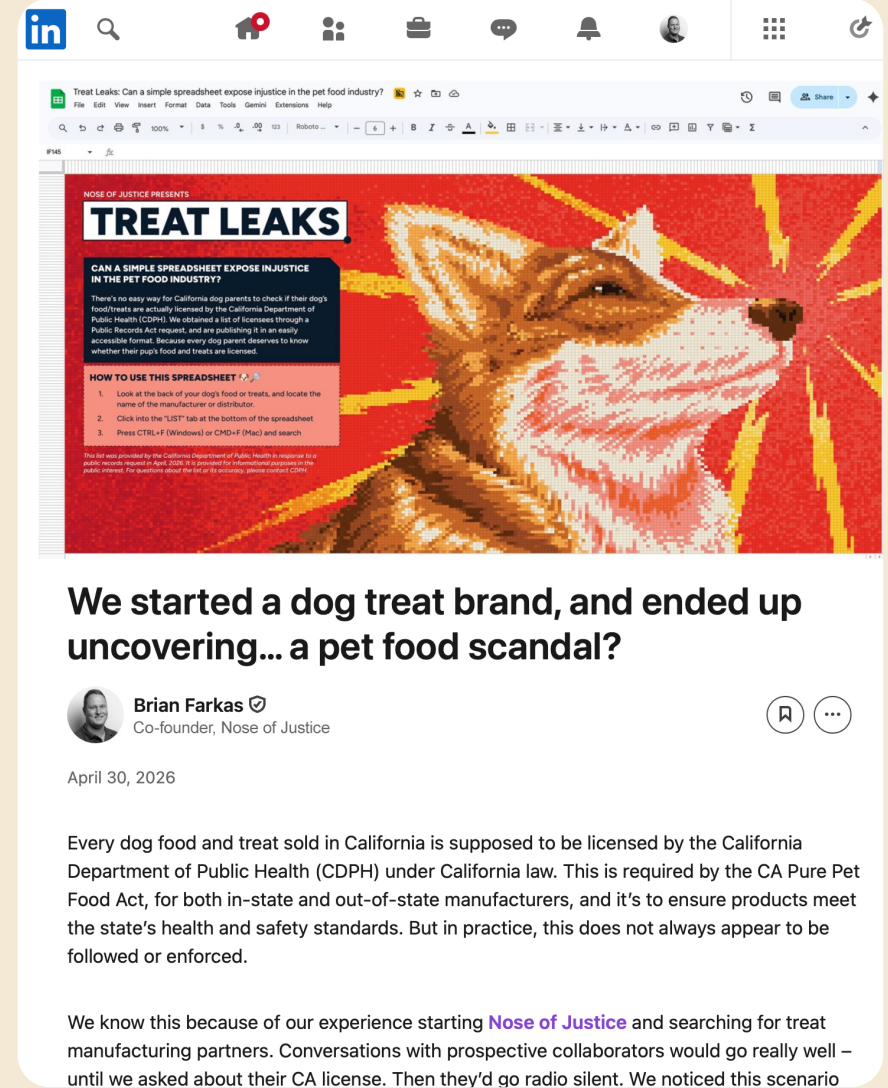
Thank you in advance for your help and I hope to hear back from you soon.

Sincerely yours,

Brian Farkas
Co-founder, Nose of Justice

TREAT LEAKS

We didn't receive a response, so we published our research findings into a publicly searchable spreadsheet and article.

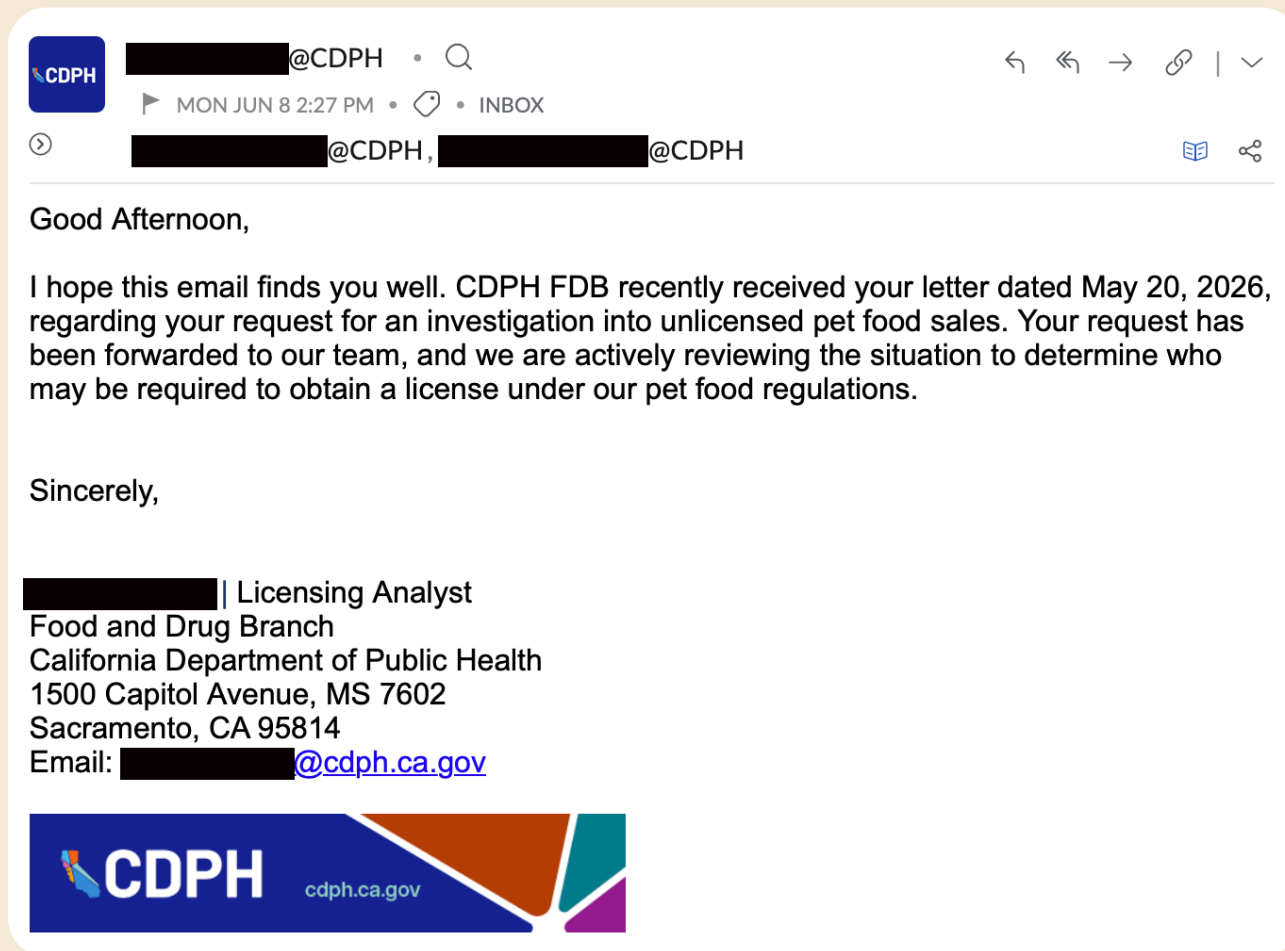


THE FDA NEVER RESPONDED.



BUT THE STATE OF CALIFORNIA DID...

2026
JUNE



**THE CALIFORNIA DEPARTMENT
OF PUBLIC HEALTH OPENED AN
INVESTIGATION IN RESPONSE TO
PET FOOD VIOLATIONS IDENTIFIED
THROUGH OUR CAMPAIGN.**

“THANK YOU FOR FOLLOWING UP. I WANT TO LET YOU KNOW THAT THE DEPARTMENT IS ACTIVELY LOOKING INTO THIS MATTER AND WILL USE THE INFORMATION YOU PROVIDED TO GUIDE OUR NEXT STEPS.”

**-CALIFORNIA DEPT OF PUBLIC HEALTH OFFICIAL
JULY, 2026**



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