

EU Food to Amazon US

The FDA does not approve food, labels or shipments before import. At the border it checks three things: **the maker is registered**, **the shipment was announced**, and **a US importer vouches for the supplier**. Amazon then checks labels and shelf life at the warehouse.

CHECK 1 • ONE TIME

Facility registration

The maker registers its factory with the FDA. It's free and renews every two years.

CHECK 2 • EVERY SHIPMENT

Prior Notice

Someone tells the FDA what is arriving, from whom, and when, before it lands.

CHECK 3 • ONE TIME + KEPT UP

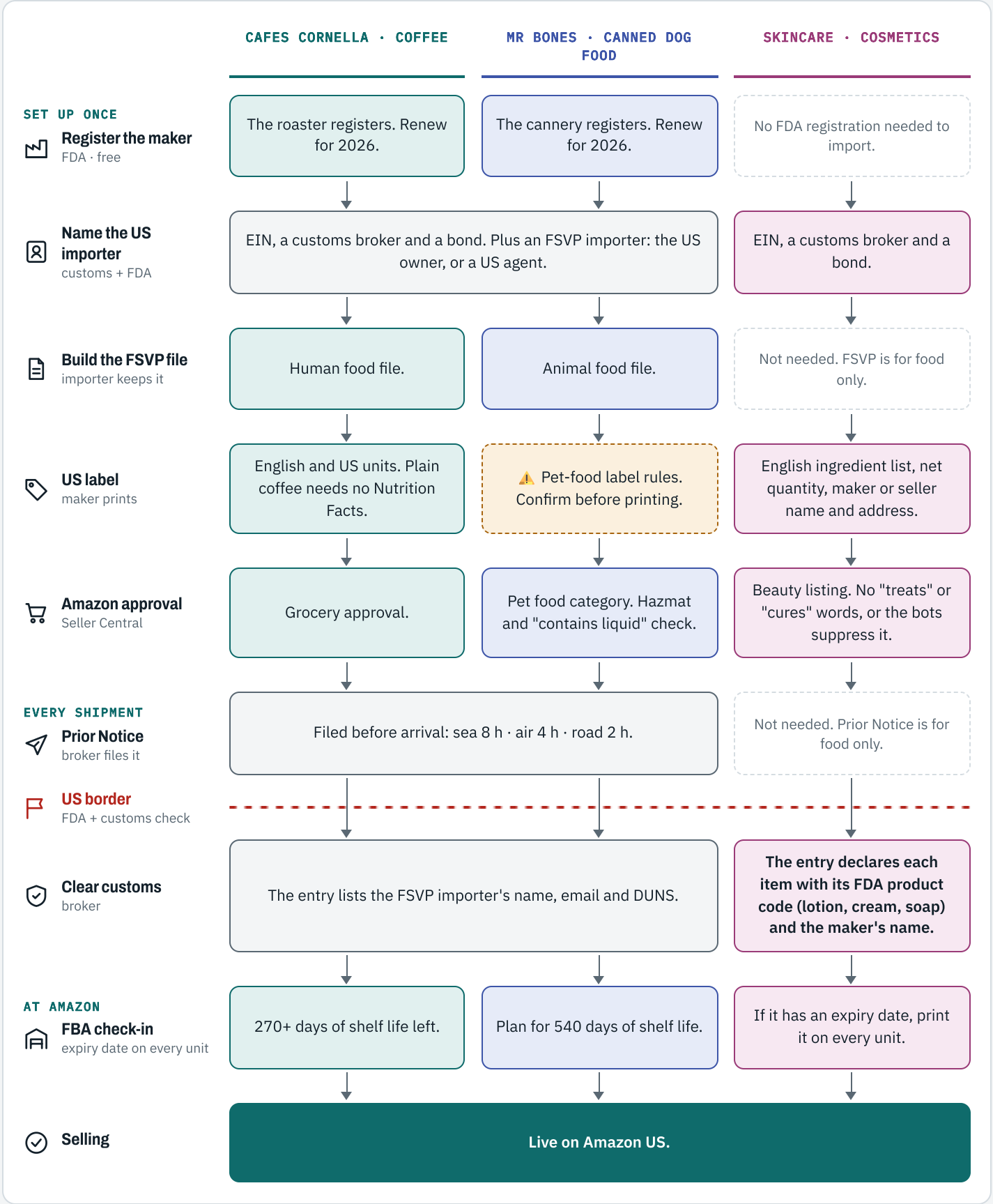
FSVP importer

A US-based importer keeps a file showing the supplier makes safe food.

The route map: food vs skincare

FACTORY → BORDER → FBA

Cafes Cornella Mr Bones Skincare Same for both food brands Open question Not needed



Skincare lane = how we import cosmetics today: no FDA registration, just the FDA product code on each customs line. ⚠️
Not checked here: whether the maker must list products with the FDA under the 2022 cosmetics law (MoCRA). Small makers (under \$1M a year) are exempt.

Set up once, before the first order STEPS 1-5

1 The maker registers with the FDA

- The roaster (coffee) or the cannery (dog food) registers, not the reseller. Pet food counts as food.
- A foreign factory must name a US agent who is physically in the US, plus a DUNS number.
- **\$0 FDA fee.** There is no certificate. "FDA certificate" sellers are not official.
- Renewal runs 1 Oct to 31 Dec of even years. **The 2026 window is open now and closes 31 Dec 2026.**

Maker

Ask: "What's your FDA registration number, and is it renewed for 2026?"

2 Decide who the importer is

- **Customs importer of record:** his company can do this with an EIN, a US customs broker and a customs bond.
- **FSVP importer (FDA):** the US owner or consignee of the food when it arrives.
- With no US owner or consignee at entry, a **US agent** takes the role. The agent signs a written consent before the food arrives.
- The FSVP importer's name, email and DUNS go on every customs line. A DUNS number is free from Dun & Bradstreet.

Maarten

US agent / US entity

An EU company alone is not a US owner: plan for an agent

3 Build the FSVP file

- The file holds: the hazards for this food, a review of the supplier, a check that the supplier controls those hazards, fixes when something fails, and records.
- **Very small importer** (under \$1M a year in food): written assurances from the supplier can replace the full hazard analysis.
- The same rule covers food for animals, so Mr Bones is included.

FSVP importer

Maker supplies documents

4 Make the label US-ready

- English. If any other language appears, every required statement must appear in both.
- Net quantity in metric **and** US units (for example "Net wt 8.8 oz (250 g)").
- Nutrition Facts. **Plain whole or ground coffee is exempt** if the label makes no nutrition claim.
- The 9 major allergens, a "manufactured for / distributed by" name and address, and the country of origin.
- No FDA logo and no "FDA approved" wording, anywhere.

Maker prints

Dog food: US pet-food labels follow extra state feed rules (not covered here).
Confirm before printing.

5 Get approved on Amazon

- Grocery: Add Products → Apply to sell. Have invoices dated within 180 days and photos of all sides. Review takes 2-7 business days.
- On each ASIN, set "Is expiration dated product", the expiration type and the shelf life.
- Canned wet food: run the ASIN through the hazmat check, and answer the "contains liquid" field truthfully.

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Amazon

Do every shipment STEPS A-C

A File the Prior Notice

- One per shipment, and one per food item. You can't add an item to a notice already filed.
- Deadline before arrival at the port: **road 2 h • rail 4 h • air 4 h • sea 8 h**. Filed up to 30 days ahead (ACE) or 15 days ahead (FDA PNSI).
- It carries the FDA product code, the maker's name, registration number and city, the shipper, the carrier, and the importer.
- The FDA charges \$0. A broker may charge for filing it.

Broker or forwarder files

Maker gives reg. number

B Clear customs

- The broker files the entry: commercial invoice, HS codes, importer of record, bond, and the FDA product code on each line.
- The FSVP importer's name, email and DUNS go on each food line.

Customs broker

C Arrive at FBA with enough shelf life

- Minimum days left at check-in (Amazon's table): **coffee 270 · pet food 180 · canned food 540**.
- Print a date on every unit **and** on the outer box. Use **MM-DD-YYYY**. Each box holds one ASIN with one expiry date.
- Lot numbers alone are not enough. "Best by" counts as an expiry date.

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Canned dog food can fall under both pet food (180) and canned food (540). Plan for 540 until Amazon confirms.

What stops a shipment at the border

- No Prior Notice, or a wrong or late one → **refused entry**. The food is held at the port.
- No registration number for the maker → the Prior Notice is incomplete.
- No FSVP importer name and DUNS on the entry → the entry is not accepted.
- At Amazon: a short or missing expiry date → unsellable or marked for disposal.

Not legal advice. The rules were checked against the FDA eCFR text (21 CFR 1.225-1.232, 1.277-1.283, 1.500-1.512, 101.9, 101.15) and Amazon help pages G201511970, G200164550, G200333160 and G201003420 on 2026-10-07. Confirm who the importer is, and the pet-food label, with the customs broker before the first shipment.