



PROJECT: MONARCH STATEMENT #1
DATE: January 3, 2025
DRAFT: v1.1

****FOR IMMEDIATE RELEASE****

Monarch Raw Food Pet Company Addresses Allegations Regarding Bird Flu Claims

Banning, CA — January 3, 2025 — The entire team at Monarch Raw Food Pet Company is committed to the health and safety of pets and their owners. Recently, we have been made aware of an allegation suggesting that a pet fell ill with the new strain of bird flu after consuming one of our products. We want to assure our customers and the public that these claims are not substantiated by any scientific evidence at this time.

At Monarch Raw Food Pet Company, we adhere to the highest industry standards when it comes to quality and safety. The ingredients that we purchase for our products undergo rigorous testing and quality assurance processes to ensure they are safe for pets. There is currently no credible evidence to suggest that our raw food products are linked to avian influenza or any other health risks.

We understand the concern that misinformation can cause within our community, and we take these allegations seriously. The well-being of the pets we serve is our top priority. We are actively monitoring the situation and will collaborate with veterinary and health professionals to investigate this claim thoroughly. Transparency is vital to us, and we promise to keep our consumers updated as we learn more about this situation. We are committed to reviewing our manufacturing processes and safety protocols to ensure the highest quality of our products.

We urge pet owners to remain informed through reliable sources and to consult their veterinarians if they have concerns regarding their pets' health. The best defense against misinformation is honest communication, and we are here to provide any information necessary about our products and their safety. We thank our community for their understanding and support as we navigate this challenging time.