Pet Food Label Modernization
July 2018
Same Rules as January 2018:

• This presentation is a show-n-tell of topics and possible solutions discussed by the team.
• The following labels are concepts to invoke discussion amongst the membership.
• None of the new elements have been finalized.
• Please do not have a heart attack over anything presented on the following slides (EMS is not on-site to resuscitate you).
At our Anaheim meeting in January 2018

• Reviewed progress from each of the 4 work groups assisting AAFCO with this project.
• Took a look at mock up labels as of January 2018.
• Each subgroup’s chair reviewed the subgroup’s work to date
The plan for today:

• Introduce the subgroup chairs and their subgroup members.
  • Ask each subgroup chair to explain the progress their subgroup has made since January 2018.

• Explain the consumer market research portion of the overall project.

• Return the floor to the PFC Chair.
Subgroups and Chairs

• Jason Schmidt: Nutrition Facts Box
• Jo Lynn Otero: Nutritional Adequacy Statement
• Liz Beckman: Safety Handling Instructions
• Richard Ten Eyck: Ingredient List

Each subgroup includes stakeholders as well as regulatory people.

AAFCO appreciates the time and energy that the Subgroup chairs, members and industry are putting into this project! Thank you!
New to the Subgroups: CVM

- Charlotte Conway
- Bill Burkholder

AAFCO appreciates CVM’s interest in this project!

Thank you!
Current versions of label draft layout
Pet Nutrition Facts Box Team

Cathy Allinovi
Jim Barritt
Dave Dzanis
Liz Higgins
Alfredia Johnson
Robert King

Mollie Morrisette
Jason Schmidt
Angelle Thompson
Charlotte Conway
Pet Nutrition Facts Box Team

Charge # 1:

Alignment with human food nutrition box formatting

Results:

The team desires consumer input on multiple elements within the box.
Pet Nutrition Facts Box Team

Charge #2:
Take into account:
• Availability of new sugar and dietary starch methods
• Use of modern fiber labeling

Members of the Expert Panel:
William J. Burkholder, DVM, PhD, DACVN
David A. Dzanis, DVM, PhD, DACVN
Robert C. Backus, MS, DVM, PhD, DACVN
Anna Kate Shoveller, Ph.D.
Angele Thompson, PhD

Options under consideration based on the panel’s recommendations:
1. Replace crude fiber with dietary fiber; Add a Non Fiber Carbohydrate (NFC) guarantee. 
\[ NFC = 100 - [%\text{moisture} + %\text{crude protein} + %\text{crude fat} + %\text{dietary fiber} + %\text{ash}] \]
2. Replace crude fiber with dietary fiber; make Sugar and Dietary Starch mandatory guarantees.
3. Replace crude fiber with dietary fiber and with no additional carbohydrate info.

The team is currently soliciting feedback from industry as to the feasibility of these options.
Nutritional Adequacy

Jo Lynn Otero, Team Leader
SUPPLEMENTAL FEEDING

INTERMITTENT FEEDING

COMPLEMENTARY FEEDING

COMPLETE & BALANCED
Safety Handling Instructions

Liz Beckman, Team Leader
Safe Handling Instruction Workgroup – Categories and Statements

- **Extruded, baked, or cooked products**
  - **Handling and Storage Instructions:** Keep this product separate from human foods. Wash hands, feeding utensils, and any other items that contact the product with hot, soapy water. Keep this product out of the reach of children.

- **Retorted products**
  - **Handling and Storage Instructions:** After opening, refrigerate unused portions promptly or discard.

- **Non-heat-treated (raw) products that contain animal-derived ingredients**
  - **Handling and Storage Instructions to prevent illness from bacteria:** Keep this product separate from human foods. Wash hands, working and feeding surfaces, utensils (including cutting boards, preparation and feeding utensils), and any other items that contact this product with hot, soapy water. Refrigerate unused portions immediately or discard. Keep this product out of the reach of children.
  - If product is frozen, keep frozen until ready to use. Thaw in refrigerator or microwave.
Safe Handling Instruction Workgroup – Optional Graphics

- Keep frozen
- Separate from human food
- Clean hands, surfaces, & utensils
- Throw out when in doubt
- Store in a cool, dry place
- Refrigerate open container
Safe Handling Instruction Workgroup – Future Topics for Discussion

• Determining whether the statements will be required.
• Whether additional information to the safe handling instructions can be provided by a company.
• Provide a website or QR code on a label for optional graphics and additional information on the AAFCO site.
Ingredient List

Richard Ten Eyck, Team Leader
Complete & Balanced New Elements

Safe Handling Instructions: Keep this product separate from other foods. Wash hands, working surfaces, utensils (including cutting boards, preparation and feeding utensils), and any other items with hot, soapy water. Keep this product out of reach of infants and young children.
X Complete & Balanced
Supplemental Feeding
Slash Complete & Balanced
Not Complete & Balanced
Intermittent Feeding
Complementary Feeding
Small Package Label
Veterinary Diet Label
Consumer Market Research
What we are considering

• Qualitative approach is proposed.

• Focus Groups conducted by independent and professional consumer market research firms.

• Initial thoughts on desired outcomes:
  • Validation that what the subgroups have developed is what the consumer needs in a pet food product label.
  • Validation that the consumer comprehends the meaning of the components of the example pet food product label.

• Proposals uploaded to the BIN Library for PFC on July 16, 2018.

• PFC members received proposals in email from Kristen same date.
Today’s Discussion

• First discussion of the two proposals received.

• Thoughts on a process:
  • Discuss today to get our basis for this part of the Pet Food Label Modernization project.
  • Discuss setting up PFC conference calls with each of the proposers for some time in August 2018.
    • Gives PFC members the chance to hear and talk to each proposer.
    • Revisions to one or both proposals may be in order after discussions conclude.
  • Schedule consideration of final versions of proposals as soon as possible.
  • Complete contracting with selected company in timely manner.

• Target PFC report out date: January 8, 2019