Current Status

Nutritional Adequacy Subgroup
GREAT Consumer Understanding and Acceptance
Consumer Confusion

- Regulatory Statement Is Not Understood by Consumer

- This product is intended for intermittent or supplemental feeding only.

- INTERMITTENT FEEDING
- OCCASIONAL FEEDING
- NOT COMPLETE & BALANCED
Consumer Comment “WE UNDERSTAND TREATS OR SNACKS DO NOT DELIVER COMPLETE NUTRITION”
OPTIONS FOR BETTER LABEL “POP”
SORRY, NO LABEL EXAMPLE FOR THIS ONE
Regulation PF7 (c)
Dog and cat food labels shall include a statement of nutritional adequacy or purpose of the product except when the dog or cat food is clearly and conspicuously identified on the principal display panel as a “snack,” “treat,” or “supplement.”
CURRENT STATUS
FOR SAFE HANDLING INSTRUCTIONS

- Regulations have been written and agreed upon; the work group will meet one more time to finalize.
Comments from the focus group were to keep the graphics and the statement together. One graphic was added “Keep out of reach from children”.

- Separate from human food
- Clean hands, surfaces, & utensils
- Keep out of reach from children
- Refrigerate unused portions or discard
- Keep frozen until ready to use
- Store in a cool, dry place
- Throw out when in doubt