

Pet Food Label  
Modernization  
Show-N-Tell

# Rules

- This presentation is a show-n-tell of topics and possible solutions discussed by the teams.
- 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).

# Complete and Balanced

Member's Mark. QUALITY GUARANTEED

EVERYDAY NUTRITION FOR ALL BREEDS

# COMPLETE

Member's Mark. QUALITY GUARANTEED

NET WT 55 LB (24.95 kg)

Member's Mark. QUALITY GUARANTEED

# COMPLETE

DOG FOOD

Actual size

Blue sized kibbles



55 LB

NET WT 55 LB (24.95 kg)

EVERYDAY NUTRITION FOR ALL BREEDS

- With essential vitamins and minerals
- Linoleic acid to help maintain healthy skin and shiny coat
- High-quality protein to help support strong muscles

Member's Mark. QUALITY GUARANTEED

NET WT 55 LB (24.95 kg)

Member's Mark. QUALITY GUARANTEED

NET WT 55 LB (24.95 kg)

COMPLETE & ALL LIFE STAGES ALL BREEDS BALANCED

Actual size

# COMPLETE

EVERYDAY NUTRITION FOR ALL BREEDS

Member's Mark. QUALITY GUARANTEED

NET WT 55 LB (24.95 kg)

Member's Mark. QUALITY GUARANTEED

EVERYDAY NUTRITION FOR ALL BREEDS

# COMPLETE



Member's Mark® Complete Dog Food is formulated by expert animal nutritionists, who make our pet products with quality ingredients to provide sound nutrition. We know that your dog is not just a pet, but a part of your family. With Member's Mark® Complete Dog Food, your family member has the nourishment to maintain a healthy, happy life.

- EVERYDAY NUTRITION FOR ALL BREEDS
- With essential vitamins and minerals
  - Linoleic acid to help maintain healthy skin and shiny coat
  - High-quality protein to help support strong muscles

**FEEDING INSTRUCTIONS**

Feed your pet according to a help message pop sheet or chart, making slight adjustments to ensure you're feeding the right amount. It's important to feed your dog the right amount of food to keep them healthy and happy. If you're unsure, consult your veterinarian for advice. It's important to feed your dog the right amount of food to keep them healthy and happy. If you're unsure, consult your veterinarian for advice.

**Pet Nutrition Facts**

Ingredient	Amount	% Daily Value
Protein	22.0%	44.0%
Fat	12.0%	24.0%
Fiber	1.0%	2.0%
Moisture	10.0%	20.0%
Calcium	0.10%	0.20%
Phosphorus	0.08%	0.16%
Sodium	0.01%	0.02%
Potassium	0.01%	0.02%
Magnesium	0.01%	0.02%
Zinc	0.01%	0.02%
Copper	0.01%	0.02%
Iron	0.01%	0.02%
Chlorine	0.01%	0.02%
Sulfur	0.01%	0.02%
Fluorine	0.01%	0.02%
Iodine	0.01%	0.02%
Selenium	0.01%	0.02%
Manganese	0.01%	0.02%
Vanadium	0.01%	0.02%
Cobalt	0.01%	0.02%
Molybdenum	0.01%	0.02%
Chromium	0.01%	0.02%
Boron	0.01%	0.02%
Nickel	0.01%	0.02%
Antimony	0.01%	0.02%
Strontium	0.01%	0.02%
Barium	0.01%	0.02%
Lithium	0.01%	0.02%
Scandium	0.01%	0.02%
Titanium	0.01%	0.02%
Zirconium	0.01%	0.02%
Yttrium	0.01%	0.02%
Rubidium	0.01%	0.02%
Silver	0.01%	0.02%
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Polonium	0.01%	0.02%
Astatine	0.01%	0.02%
Tellurium	0.01%	0.02%
Uranium	0.01%	

# Complete & Balanced New Elements

INGREDIENTS: CORN, POULTRY BY-PRODUCT MEAL, MEAT AND BONE MEAL, CORN GLUTEN MEAL, POULTRY FAT (PRESERVED WITH MIXED TOCOPHEROLS), SOYBEAN MEAL, MINERAL PREMIX (SALT, POTASSIUM CHLORIDE, ZINC SULFATE, IRON SULFATE, ZINC OXIDE, COPPER SULFATE, MANGANOUS OXIDE, SODIUM SELENITE, CALCIUM IODATE, COBALT CARBONATE), CONTAINS 2% OR LESS OF: VITAMIN PREMIX (L-ASCORBYL-2-POLYPHOSPHATE [VITAMIN C], VITAMIN E SUPPLEMENT, NIACIN, VITAMIN A SUPPLEMENT, BIOTIN, d-CALCIUM PANTOTHENATE, VITAMIN B12 SUPPLEMENT, THIAMINE MONONITRATE, PYRIDOXINE HYDROCHLORIDE, MENADIONE SODIUM BISULFITE COMPLEX [SOURCE OF VITAMIN K ACTIVITY], RIBOFLAVIN SUPPLEMENT, FOLIC ACID, VITAMIN D3 SUPPLEMENT), NATURAL FLAVOR, DRIED PLAIN BEET PULP, SALT, CARAMEL COLOR, CHOLINE CHLORIDE, IRON OXIDE COLOR, SODIUM SELENITE, CALCIUM IODATE

## Pet Nutrition Facts

1 cup (8oz Measuring Cup) = 90g

Intended Use: Daily Feeding of Adult Dogs 1-7 years  
or Daily feeding of Puppies <1 year

Calories Per Cup (calculated) 270  
From: Protein 68, Fat 56, Carbohydrate 146

Nutrients	Guaranteed Amount	Amount of Nutrient Per Cup
<b>Protein</b>	23% Min	20.7g
<b>Fat</b>	8% Min	7.2g
<b>Fat</b>	9% Max	8.1g
<b>Fiber</b>	4% Max	3.6g
<b>Moisture</b>	8% Max	7.2g
<b>Calcium</b>	1.2% Min	1.08g
<b>Magnesium</b>	0.9% Min	0.81g
<b>Vitamin E</b>	440 IU/kg Min	18 IU
<b>Riboflavin</b>	550 mg/kg Min	22.5 mg
<b>L-Carnitine*</b>	40 mg/kg Min	3.6 mg
<b>Omega-6 Fatty Acids*</b>	2.14% Min	1.92g
<b>Omega-3 Fatty Acids*</b>	0.14% Min	0.12g

\*Not recognized as an essential nutrient by the AAFCO Dog Food Nutrient Profiles.



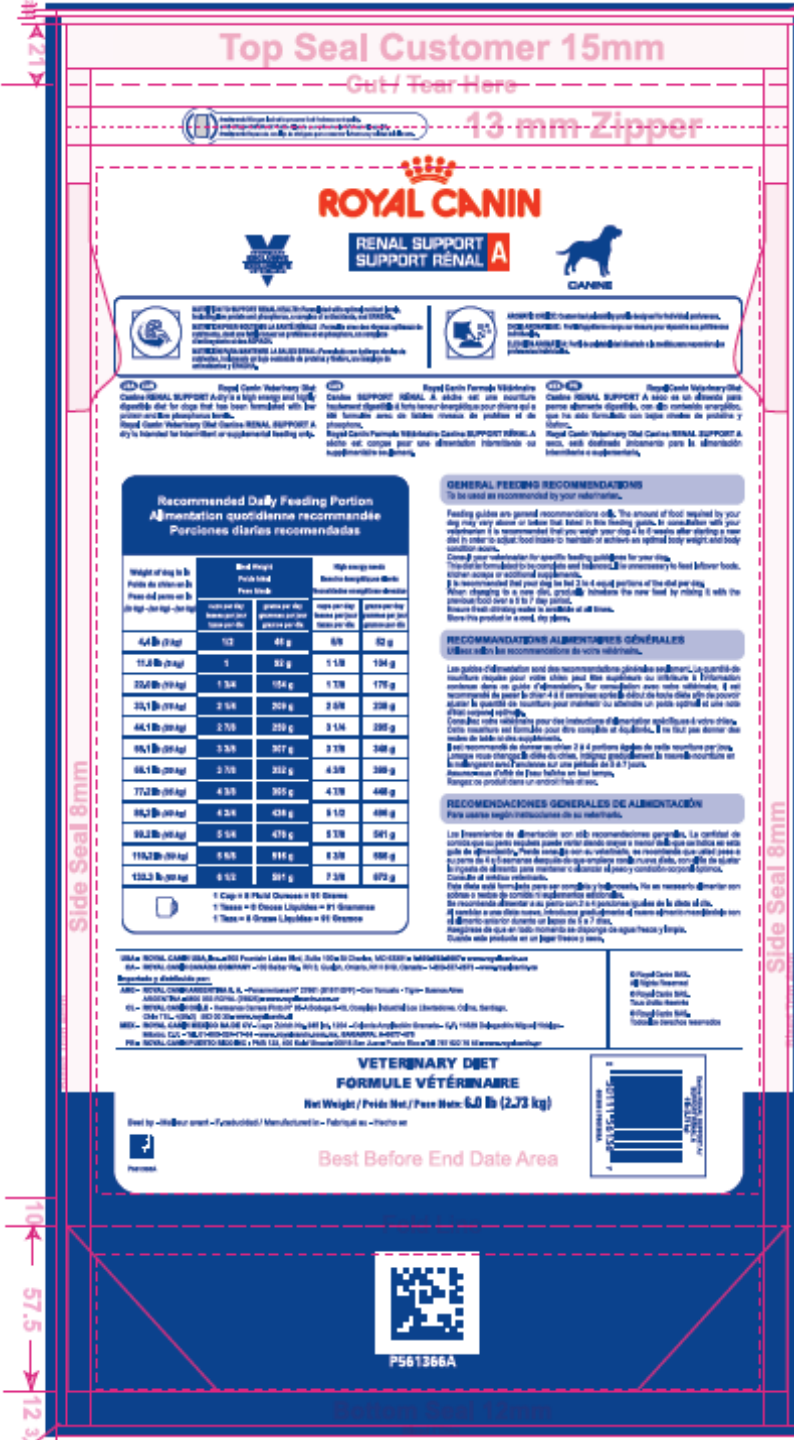
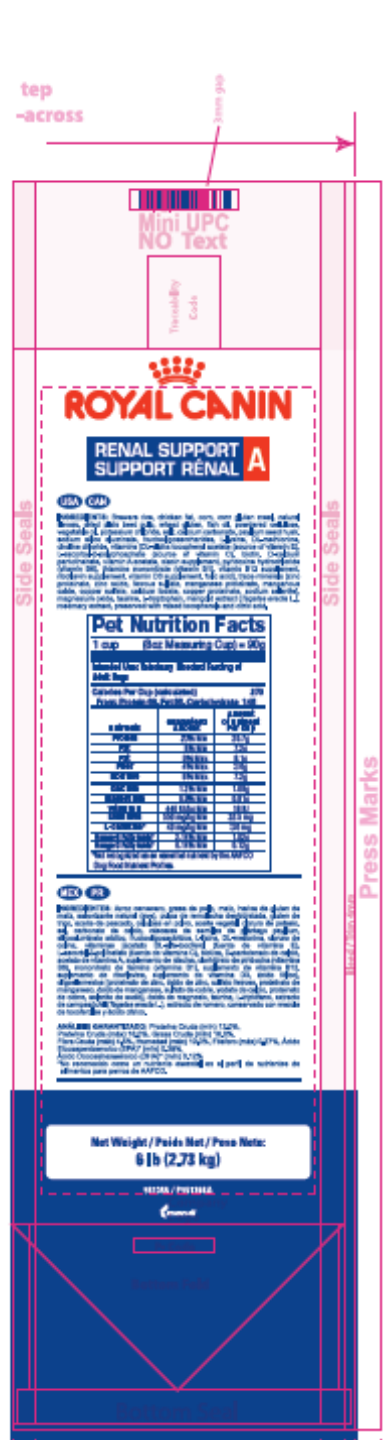
### Needs to be added to the label:

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.





# Veterinary Diet



Mini UPC NO Text  
Threatfully Code

**ROYAL CANIN**  
**RENAL SUPPORT RÉNAL A**

**RENAL SUPPORT RÉNAL A**

**Pet Nutrition Facts**

1 cup (Best Measuring Cup) = 50g

Amounts listed are based on a diet of 100% animal protein.

	PER 100g	PER 1/2 CUP (50g)
MOISTURE	10.0%	5.0%
PROTEIN	28.0%	14.0%
FAT	12.0%	6.0%
FIBER	0.5%	0.25%
ASH	1.0%	0.5%
Calcium	0.1%	0.05%
Phosphorus	0.1%	0.05%
Sodium	0.05%	0.025%
Iron	0.005%	0.0025%
Zinc	0.005%	0.0025%
Copper	0.0005%	0.00025%
Magnesium	0.005%	0.0025%
Chlorine	0.005%	0.0025%
Sulfur	0.005%	0.0025%
Phosphorus	0.005%	0.0025%
Potassium	0.005%	0.0025%
Selenium	0.0005%	0.00025%
Calcium	0.0005%	0.00025%
Phosphorus	0.0005%	0.00025%
Sodium	0.0005%	0.00025%
Iron	0.0005%	0.00025%
Zinc	0.0005%	0.00025%
Copper	0.0005%	0.00025%
Magnesium	0.0005%	0.00025%
Chlorine	0.0005%	0.00025%
Sulfur	0.0005%	0.00025%

**RENAL SUPPORT RÉNAL A**

Net Weight / Poids Net / Peso Neto: 6 lb (2.73 kg)

**ROYAL CANIN**  
**VETERINARY DIET FORMULE VÉTÉRAIRE**

Net Weight / Poids Net / Peso Neto: 6 lb (2.73 kg)  
Dog food / Nourriture pour chiens / Alimento para perros

**Recommended Daily Feeding Portion**  
**Alimentation quotidienne recommandée**  
**Porciones diarias recomendadas**

Weight of dog to be fed / Poids du chien à être nourri / Peso del perro a ser alimentado	Mid Weight / Poids moyen		High weight / Poids élevé	
	1 cup per day / 1 tasse par jour / 1 taza por día	1/2 cup per day / 1/2 tasse par jour / 1/2 taza por día	1 cup per day / 1 tasse par jour / 1 taza por día	1/2 cup per day / 1/2 tasse par jour / 1/2 taza por día
4.4 lb (2 kg)	1/2	1/4	3/4	1/2
11.2 lb (5 kg)	1	1/2	1 1/2	1 1/4
22.4 lb (10 kg)	1 1/2	1	2 1/2	1 3/4
33.6 lb (15 kg)	2	1 1/2	3 1/2	2 1/2
44.8 lb (20 kg)	2 1/2	2	4 1/2	3 1/2
56 lb (25 kg)	3	2 1/2	5 1/2	4 1/2
67.2 lb (30 kg)	3 1/2	3	6 1/2	5 1/2
78.4 lb (35 kg)	4	3 1/2	7 1/2	6 1/2
89.6 lb (40 kg)	4 1/2	4	8 1/2	7 1/2
100.8 lb (45 kg)	5	4 1/2	9 1/2	8 1/2
112 lb (50 kg)	5 1/2	5	10 1/2	9 1/2
123.2 lb (55 kg)	6	5 1/2	11 1/2	10 1/2

**GENERAL FEEDING RECOMMENDATIONS**  
To be used as recommended by your veterinarian.

Feeding guidelines are general recommendations only. The amount of food required by your dog may differ based on breed, age, activity level, and health status. Consult with your veterinarian if you are unsure of the appropriate amount of food for your dog.

Consult your veterinarian for specific feeding guidelines for your dog. This diet is formulated to be used as a complete and balanced diet. It is not intended to be used as a supplement or as a partial diet.

**RECOMMANDATIONS ALIMENTAIRES GÉNÉRALES**  
Utiliser selon les recommandations de votre vétérinaire.

Les guides d'alimentation sont des recommandations générales. Le montant de nourriture requise pour votre chien peut être influencé par son âge, son état de santé, son niveau d'activité, son poids et son état de santé. Consultez votre vétérinaire si vous n'êtes pas sûr de la quantité de nourriture pour votre chien. Ce régime est formulé pour être utilisé comme une alimentation complète et équilibrée. Il n'est pas destiné à être utilisé comme supplément.

**RECOMENDACIONES GENERALES DE ALIMENTACIÓN**  
Este alimento está formulado para ser utilizado como dieta completa y equilibrada. No es necesario utilizar en adición a otras dietas o cantidades de suplementos.

Las recomendaciones de alimentación son sólo recomendaciones generales. La cantidad de comida que su perro requiere puede variar debido a su raza, edad, nivel de actividad y estado de salud. Consulte con su veterinario si no está seguro de la cantidad de alimento que su perro necesita. Este alimento está formulado para utilizarse como una alimentación completa y equilibrada. No es necesario utilizar en adición a otras dietas o cantidades de suplementos.

**VETERINARY DIET FORMULE VÉTÉRAIRE**  
Net Weight / Poids Net / Peso Neto: 6.0 lb (2.73 kg)

Best Before End Date Area

**ROYAL CANIN**  
**VETERINARY DIET FORMULE VÉTÉRAIRE**

Net Weight / Poids Net / Peso Neto: 6 lb (2.73 kg)  
Dog food / Nourriture pour chiens / Alimento para perros

8561366A

# Treat (Supplemental Feeding)

**Pedigree®**

**MEDIUM JUMBONE**  
DELICIOUSLY SATISFYING

- Hard, chewy outside with a delicious meaty center
- Great taste dogs love

### Pet Nutrition Facts

1 Piece 99 g

Intended Use: Snack or Treat for Adult Dogs

Calories Per Piece (calculated) 298  
From: Protein 68, Fat 56, Carbohydrate 174

Nutrients	Guaranteed Amount	Amount of Nutrient Per Piece
Protein	7% Min	6.9 g
Fat	1% Min	1.0 g
Fiber	5% Max	5.0 g
Moisture	18% Max	17.8 g

### FEEDING GUIDE

JUMBONE™ Medium Treat for Dogs

Weight of Adult Dog	Pieces per Week
15 to 20 lbs	1
20 to 45 lbs	1 to 2

Not suitable for adult dogs under 15 lbs (6.8 kg) or puppies. Each JUMBONE™ snack provides 44% of the daily energy needs of a 30 lb (13.6 kg) adult dog. Therefore, your dog's main meal should be reduced accordingly. Always keep fresh drinking water available.

\*vs. 2ct JUMBONE™ Medium Bacon Flavor Treats for Dogs

**MARS**  
petcare  
us

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Dogs Rule®

www.pedigree.com  
questions or comments?  
1800-525-5273

**3**  
Treats

**NOW WITH MORE BONES!\***

**Pedigree®**

**MEDIUM JUMBONE**  
DELICIOUSLY SATISFYING

**BACON FLAVOR**



Treats for Dogs



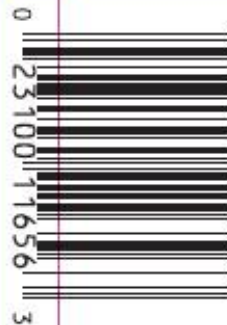
**SUPPLEMENTAL FEEDING**

**NET WT 298 g (10.5 oz) | 3 Treats**



Also try these great treats from PEDIGREE®

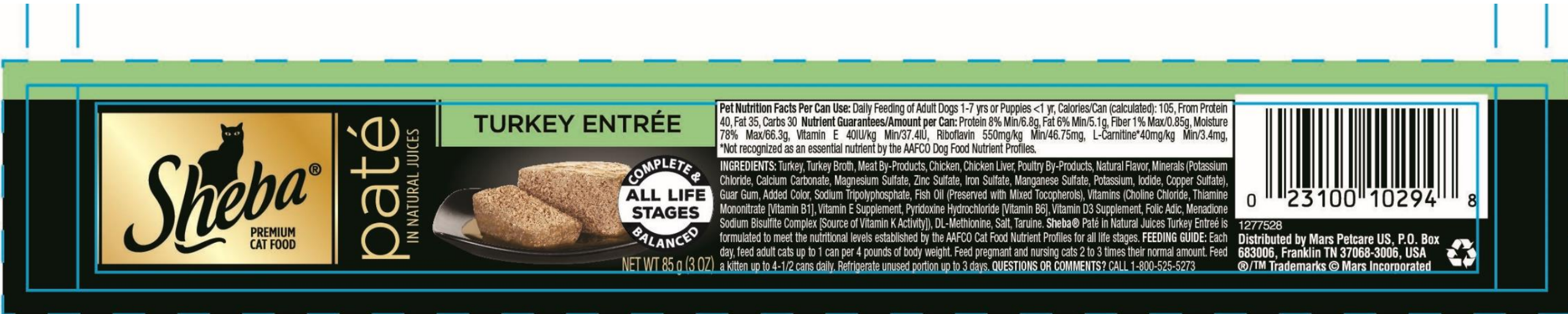
**INGREDIENTS** Rice Flour, Glycerin, Sugar, Wheat Flour, Powdered Cellulose, Sodium Caseinate, Natural Poultry Flavor, Sodium Tripolyphosphate, Calcium Carbonate, Dried Meat By-Products, Potassium Chloride, Iodized Salt, Monocalcium Phosphate, Potassium Sorbate (a preservative), Vitamins (Choline Chloride), Natural Bacon Flavor, Minerals (Zinc Oxide), Red 40, Blue 2, Yellow 5, Yellow 6.



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# Small Package



## Needs to be added to the label:

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.

