

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

Nutrition Facts Box

Jason Schmidt, Team Leader

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		
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) 158 From: Protein 43, Fat 47, Carbohydrate 68		
Nutrients	Guaranteed Amount	Amount of Nutrient Per Cup
Protein	23% Min	20.7g
Fat	12% Min	10.8g
Fat	13% Max	11.7g
Non Fiber Carbohydrate	34% Max	30.6g
Dietary Fiber	15% Max	13.5g
Moisture	8% Max	7.2g
Calcium	1.2% Min	1.08g
Magnesium	0.9% Min	0.81g
Vitamin E	440 IU/kg Min	18 IU
Riboflavin	550 mg/kg Min	22.5 mg
L-Carnitine*	40 mg/kg Min	3.6 mg
Omega-6 Fatty Acids*	2.14% Min	1.92g
Omega-3 Fatty Acids*	0.14% Min	0.12g

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

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.
$$\text{NFC} = 100 - [\% \text{moisture} + \% \text{crude protein} + \% \text{crude fat} + \% \text{dietary fiber} + \% \text{ash}]$$
- ~~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

SQUARE SEAL 17 + 3 variations
MAR 2018

1" height

**SUPPLEMENTAL
FEEDING**

1" height

**INTERMITTENT
FEEDING**

1" height

**COMPLEMENTARY
FEEDING**

1" height

~~**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 provide 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

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
Protein	23% Min	20.7g
Fat	8% Min	7.2g
Fat	9% Max	8.1g
Fiber	4% Max	3.6g
Moisture	8% Max	7.2g
Calcium	1.2% Min	1.08g
Magnesium	0.9% Min	0.81g
Vitamin E	440 IU/kg Min	18 IU
Riboflavin	550 mg/kg Min	22.5 mg
L-Carnitine*	40 mg/kg Min	3.6 mg
Omega-6 Fatty Acids*	2.14% Min	1.92g
Omega-3 Fatty Acids*	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.



X Complete
& Balanced





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
Non Fiber Carbohydrate	53% Max	52 g
Dietary Fiber	7% Max	6.9 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

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3 Treats

NOW WITH MORE BONES!*



MEDIUM JUMBONE
DELICIOUSLY SATISFYING

BACON FLAVOR



Treats for Dogs

NET WT 298 g (10.5 oz) | 3 Treats

COMPLETE & BALANCED



Also try these great treats from PEDIGREE®

INGREDIENTS Rice Flour, Glycerin, Sugar, Wheat Flour, Powdered Cellulose, Sodium Caseinate, Contains 2% or Less Of: 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.

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.




0 23100 11656 3

1354409

Supplemental Feeding



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
Non Fiber Carbohydrate	53% Max	52 g
Dietary Fiber	7% Max	6.9 g
Moisture	16% Max	17.3 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 40% 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.



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MEDIUM JUMBONE

DELICIOUSLY SATISFYING

BACON FLAVOR



SUPPLEMENTAL FEEDING

Treats for Dogs

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. Contains 2% or Less Of: 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.

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.




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Slash Complete & Balanced

ABONE
DELICIOUSLY SATISFYING

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

Net Nutrition Facts

Weight	99 g	
Recommended Use:	Snack or Treat for Adult Dogs	
Calories Per Piece (calculated)	298	
Amount Per Piece:	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	53% Max	52 g
Carbohydrate	7% Max	6.9 g
Dietary Fiber	18% Max	17.8 g
Moisture		

FEEDING GUIDE

JUMBONE™ Medium Treat for Dogs

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

For adult dogs under 15 lbs (6.8 kg) or puppies. Each treat provides 44% of the daily energy needs of a dog. Therefore, your dog's main meal should be fed first. Always keep fresh drinking water available.

Medium Bacon Flavor Treats for Dogs

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MEDIUM JUMBONE™
DELICIOUSLY SATISFYING

BACON FLAVOR

COMPLETE & BALANCED

Treats for Dogs

NET WT 298 g (10.5 oz) | 3 Treats

DENTA

Also try these great treats from PEDIGREE

INGREDIENTS Rice Flour, Glycerin, Sugar, Flour, Powdered Cellulose, Sodium Caseinate, Contains 2% or Less Of: Natural Poultry Flavor, Sodium Tripolyphosphate, Calcium Carbonate, Dried Meat By-Product, Potassium Chloride, Iodized Salt, Mono-Phosphate, Potassium Sorbate (a preservative), Vitamins (Choline Chloride), Natural Bacon Minerals (Zinc Oxide), Red 40, Blue 2, Yellow 6.

Handling and Storage Instructions: Keep product separate from human foods. Wash feeding utensils, and any other items that come in contact with the product with hot, soapy water. Keep product out of the reach of children.

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WALTHAM
THE WORLD'S LEADING AUTHORITY ON PET CARE AND NUTRITION

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Not Complete & Balanced

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
Non Fiber Carbohydrate	53% Max	52 g
Dietary Fiber	7% Max	6.9 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

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3 Treats

NOW WITH MORE BONES!*

MEDIUM JUMBONE
DELICIOUSLY SATISFYING

BACON FLAVOR

Treats for Dogs

NET WT 298 g (10.5 oz) | 3 Treats

NOT COMPLETE & BALANCED

Also try these great treats from PEDIGREE®

INGREDIENTS Rice Flour, Glycerin, Sugar, Wheat Flour, Powdered Cellulose, Sodium Caseinate, Contains 2% or Less Of: 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.

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.

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Intermittent Feeding



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 50, Carbohydrate 174

Nutrients	Guaranteed Amount	Amount of Nutrient Per Piece
Protein	7% Min	6.9 g
Fat	1% Min	1.9 g
Non Fiber Carbohydrate	53% Max	52 g
Dietary Fiber	7% Max	6.9 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

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3 Treats

NOW WITH MORE BONES!*



MEDIUM JUMBONE
DELICIOUSLY SATISFYING

BACON FLAVOR



INTERMITTENT FEEDING

Treats for Dogs

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, Contains 2% or Less Of: 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.

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.

PEDIGREE FOUNDATION

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THE WORLD'S LEADING AUTHORITY ON PET CARE AND NUTRITION

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Complementary Feeding

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
Non Fiber Carbohydrate	53% Max	52 g
Dietary Fiber	7% Max	6.9 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

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MEDIUM JUMBONE
DELICIOUSLY SATISFYING

BACON FLAVOR

COMPLEMENTARY FEEDING

Treats for Dogs

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, Contains 2% or Less Of: 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.

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.

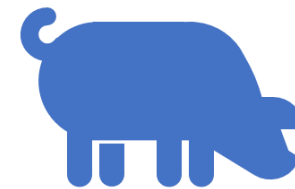
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Small Package Label

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