



Intended Use Statement and Nutritional Adequacy Claims

Major Label Changes

There are 4 areas of major labeling changes for Pet Food and Specialty Pet Food:

- Nutrition Facts Box
- **Intended Use Statement**
- Ingredient Statement
- Handling and Storage

Reasons for Changes

The Intended Use Statement and Nutritional Adequacy Claim will now be required on the principal display panel to help consumers easily identify the intended life stage and purpose of the pet food or specialty pet food, including complete foods, treats, food mixers, food supplements, veterinary diets, and daily foods.

Key Changes

Regulation PF4. Intended Use Statement and Nutritional Adequacy Claims

- A statement identifying the intended use and life stage of a pet food or specialty pet food is required on the lower third of the label principal display panel. As seen in the regulations, the intended use of a pet food or specialty pet food shall be stated as:
 - "Complete [Species] Food" – for food products intended to be the complete diet for all life stages and sizes of a pet or specialty pet in accordance with the unqualified claims in Regulation PF4(b);
 - For food products intended to be the complete diet for a limited life stage or size of a pet or specialty pet in accordance with the qualified claims in Regulation PF4(c), one of the two following statements shall be used:
 - "Complete Food for [blank]" where the blank shall be filled with one or more of the following:
 - aa. "Adult [Species],"
 - bb. "Puppies," "Kittens," or "Juvenile [Species other than dog or cat],"
 - cc. "Puppies (<70 lb as an adult)," or
 - dd. "Dogs (except puppies >70 lb as an adult)"; or
 - "Complete [Blank] Food" where the blank shall be filled with one or more of the following:
 - aa. "Adult [Species],"
 - bb. "Puppy," "Kitten," or "Juvenile [Species other than dog or cat],"
 - cc. "Puppy (<70 lb as an adult)," or
 - dd. "Dog (except puppies >70 lb as an adult)";
 - "Veterinary Diet for [Species]" – for food products intended to be used under veterinary supervision only in accordance with Regulation PF4(d);
 - "[Species] Treat" – for food products for pets or specialty pets, provided occasionally for enjoyment, training, entertainment, or other purposes, and not generally intended or represented to be a complete food or nutritional supplement;
 - "[Species] Food Supplement" – for food products for pets or specialty pets that are intended to supply specific nutrient(s) or other food components but are not a complete diet;

Regulation PF4. Intended Use Statement and Nutritional Adequacy Claims (cont.)

- “[Species] Food Mixer” – for food products for pets or specialty pets that are intended to top, accompany, or contribute to a complete diet but are not generally intended or represented to be a complete diet; or
 - “Daily [Specialty Pet Species] Food” – for food products that are intended to be the daily diet for specialty pets where no recognized nutritional authority exists. A limited life stage may be indicated, i.e., “Daily [Specialty Pet Species] Food for [Juveniles or Adults].”
- The regulations also contain details on size and spacing requirements for the Intended Use Statement and Nutritional Adequacy Claim.

Note: Nutritional Adequacy Claims vs. Nutritional Adequacy Statement

This summary covers the new Nutritional Adequacy Claims required on the PDP as part of the Intended Use Statement.

No changes have been made to the existing Nutritional Adequacy Statement wording. However, the existing Nutritional Adequacy Statement will be consistently located at the bottom of the new Pet Nutrition Facts Box.

This is not a complete summary of all changes to the Pet Food Model Regulations. Additional sections have some minor revisions. Please refer to the Official Publication for all details.



History of Pet Food Label Modernization

In 2015, AAFCO began the Pet Food Label Modernization (PFLM) project to update the Pet Food Model Regulations. The new model regulations are intended to enhance transparency and provide information in a format more familiar to consumers. These updates are for all pet and specialty pet foods, including complete foods, treats, food mixers, food supplements, veterinary diets, and daily foods.

[Learn more at aafco.org/pflm](https://www.aafco.org/pflm)

V1 07-31-2023

The Association of American Feed Control Officials
1800 S. Oak Street, Suite 100
Champaign, IL 61820-6974
(217) 398-4119 | aafco@aafco.org



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