



Pet and Specialty Pet Nutrition Facts

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

Pet and Specialty Pet Nutrition Facts were created to more closely align with current human food labeling and to provide nutrition information in one consistent format.

Key Changes

Regulation PF5. Pet and Specialty Pet Nutrition Facts

- The nutritional information shall be set off in a box by use of hairlines and shall be all black or one-color type, printed on a white or other neutral contrasting background to be clearly visible.
- Regulations include details for formatting and language requirements. Examples of the Nutrition Facts boxes will appear after PF12.
- Under the header 'Pet Nutrition Facts' the following is required:
 - The unit of familiar household unit (e.g., can, measuring cup, treat or piece) and its weight in grams
 - A statement of calorie content (calculated or fed)
 - Below total calorie content, calories from protein, fat, and carbohydrate
- New additions:
 - Total Carbohydrate (max) %: calculated value
 - Dietary Fiber (max) %: replacing crude fiber
- Nutritional adequacy statement shall appear in the Facts Box to ensure statement is in a consistent place on all pet food labels.
- Requirements for Specialty Pet Nutrition Facts are similar to the Pet Nutrition Facts EXCEPT:
 - Header is 'Specialty Pet Nutrition Facts'
 - Calorie statement not present
 - A nutritional adequacy statement is now required. Acceptable verbatim statements are given in the regulations.
- There are allowances for small packages (total printable area of 12-40 square inches) and very small packages (total printable area of less than 12 square inches).

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

Current Pet Food Nutrition Information Example

COMPLETE ADULT DOG FOOD
LAMB & RICE RECIPE

NATURAL FOOD FOR DOGS WITH ADDED VITAMINS AND MINERALS

INGREDIENTS
 95% ground lamb, poultry meal, brown rice, animal fat preserved with citric acid, dried plain level peas, dried whole egg, iron digest, potassium chloride, vitamin A, zinc, activated steel (source of Vitamin D₃)

GUARANTEED ANALYSIS

Crude Protein (min)	26%
Crude Fat (min)	14%
Crude Fiber (max)	5%
Moisture (max)	10%

FEEDING DIRECTIONS
 Feed puppies 1/2 cup per 5 lb. of body weight daily, adjusting amount to maintain ideal body condition as puppies grow. Dogs should always have fresh water.

Animal feeding tests using AAFCO procedures substantiate that Real Yummy Lamb & Rice Recipe Dog Food provides complete and balanced nutrition for all life stages.

CALORIE CONTENT (IME, FED)
 375 kcal/cup

Calorie Statement

Guaranteed Analysis

Nutritional Adequacy

New Pet Food Nutrition Facts Example

Pet Nutrition Facts
 1 cup (8 oz standard measuring cup) = 80 g

Calories per cup¹: 309
 From: Protein 73, Fat 123, Carbohydrate 113

Nutrients	Guaranteed	per cup
Protein (min)	26.0%	21 g
Fat (min)	18.0%	14 g
Total Carbohydrate* (max)	42.0%	39 g
Dietary Fiber (max)	9.0%	8 g
Moisture (max)	8.0%	6 g
Omega-3 fatty acids* (max)	1.0%	0.8 g
Omega-6 fatty acids* (min)	1.5%	1.2 g

*calculated value
¹Not recognized as an essential nutrient by the AAFCO Dog Food Nutrient Profiles

Real Yummy Lamb and Rice Recipe Complete Adult Dog Food is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for maintenance.

Calorie Statement

Guaranteed Analysis

Nutritional Adequacy

Small and Very Small Example



New Specialty Pet Food Nutrition Facts Example

Specialty Pet Nutrition Facts		
1 cup (8 oz standard measuring cup) =		32 g
Nutrients	Guaranteed	per cup
Protein (min)	4%	21 g
Fat (min)	2%	14 g
Total Carbohydrate† (max)	8.327%	39 g
Dietary Fiber (max)	2%	8 g
Moisture (max)	8.0%	6 g
†calculated value		
*(Name of product) is formulated to meet the nutritional levels established by [the AAFCO-recognized authority] for _____."		

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

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