

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.

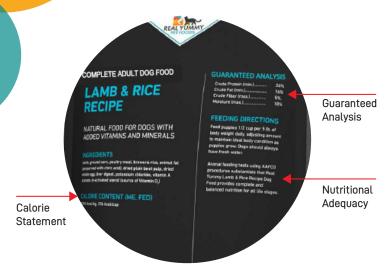
Key Changes

Regulation PF5. Pet and Specialty Pet Nutrition Facts

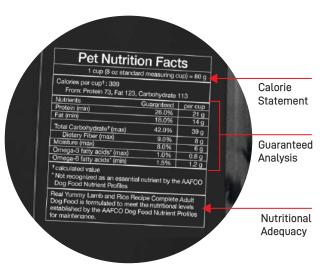
- The nutritional information shall be set off in a box by use of hairlines and shall be all black or one-color type, printed on a white or other neutral contrasting background to be clearly visible.
- Regulations include details for formatting and language requirements. Examples of the Nutrition Facts 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



New Pet Food Nutrition Facts Example



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 Gu	uaranteed	per cup
Protein (min)	4%	21 g
Fat (min)	2%	14 g
Total Carbohydratet (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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