

Key Label Changes

Intended Use Statement

You will notice that the Intended Use Statement is now prominently displayed on the front of packaging to help you easily identify the life stage (puppy, kitten, adult, senior, pregnant, or lactating), as well as by size and weight, for which the food is intended.

Life Stage Information*

You will see information to guide you on the product's use for specific stage of life. A complete food is intended to be fed as the sole ration.

Examples:

- Complete (Dog or Cat) Food: A complete diet for all dogs or all cats in any stage of life. (Complete Dog Food)
- Complete Food for (Life Stage) (Dog or Cat): A complete diet for limited life stage or size of pet. (Complete Adult Dog Food for Small Breeds)
- Veterinary Diet for (Species): Products intended to be used under veterinary supervision. (Veterinary Diet for Cats)
- (Species) Treat: Products for pets or specialty pets, for enjoyment, training, entertainment, or other purposes, and not intended as the primary diet. (Hamster Treat)
- (Species) Food Supplement: Products for pets or specialty pets that are intended to supply specific nutrient(s) or other food components but are not a complete diet. (Cat Food Supplement)
- (Species) Food Mixer: Products for pets or specialty pets that are intended to top, accompany, or contribute to a complete diet but are not intended as a substitute for the pet's primary diet. (Dog Food Mixer)
- Daily (Specialty Pet Species**) 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. (Daily Ferret Food for Juveniles)

* Life Stage and Size Types:

By life stage: Adult Dog or Cat, Puppy, Kitten, Juvenile (for species other than dog or cat)

By Size: Puppy (<70 lb. as an adult), Dogs (except puppies >70 lb. as an adult)

****Specialty Pet Types:** Birds, Fish, Rabbits, Ferrets, Rodents, other small pocket pets, and reptiles.

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Additional Resources

Scan the QR code to view the interactive Nutrition Facts Box, explore more nutritional information, and read other label updates.

This is not a summary of all changes to the Pet Food Model Regulations. Some other sections have been edited to correspond with these updates.



AAFCO
Association of American Feed Control Officials

What You Need to Know About Updated Nutritional Facts on Pet Food Labels

The Association of American Feed Control Officials (AAFCO), a non-profit organization with state and federal government representatives, began a project in 2015 to modernize pet food labels and regulations.

The new model regulations are intended to enhance transparency and provide dog, cat, and specialty pet label information in a format more familiar to pet owners.

These updates are for all pet and specialty pet foods, including daily pet foods (i.e., complete foods), treats, toppers, mixers, supplements, and veterinary diets.

The centerpiece of the updated label is a newly designed Pet Nutrition Facts Box. You will also see other important updates of value to help you choose food best suited to the needs of your pets.

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AAFCO
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A Roadmap to the New Pet Nutrition Facts Box

and the Other Important Changes



Making an Informed Decision

This information, in addition to the information within the feeding instructions, can be used to understand how much food (measured in cups) to feed as well as the calorie concentration of the food.

These nutrient values allow you to choose a food that meets the specific needs of the pet. It also allows you to compare one product choice against another to make an informed decision as to which is best for the pet. If you have a pet with special dietary needs, you should consult a veterinarian or pet nutritionist to assist you.

This footnote identifies nutrients that are not included in the AAFCO Nutrient Profile (in this case the minimum amount of omega-6 fatty acids and omega-3 fatty acids). AAFCO Nutrient Profiles are the nutritional standards that pet food companies follow. Because a claim on the label refers to these nutrients, the minimum amount present in the food must be guaranteed.

This information tells you what life stage this product was formulated to feed. In this case, the label advises the product offers all the nutrients required by the AAFCO Dog Food Nutrient Profile for a complete diet for an adult dog.

Pet Nutrition Facts

1 cup (8 oz standard measuring cup) = 80 g

Calories per cup[†]: 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

* Not 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.

The Pet Nutrition Facts Box is generally found on the back of the package or on the side label.

These New Symbols on the Package Provide Additional Guidance on the Handling and Storage Instructions of the Product



SEPARATE
from
human
food



CLEAN
hands,
surfaces &
utensils



REFRIGERATE
unused
portions or
discard



KEEP OUT
OF REACH
of children



KEEP FROZEN
until ready
to use



STORE
in a cool,
dry place



THROW
OUT
when in
doubt

Learn more at aafco.org/pftm