

## **Model Regulations for Pet Food and Specialty Pet Food Under the Model Bill**

Section Editor—Lizette Beckman

These Model Regulations are approved by the Association of American Feed Control Officials (AAFCO) under the Model Bill and in conjunction with the Model Regulations. States proposing to adopt these Model Regulations for Pet Food and Specialty Pet Food under their own state feed law are encouraged to adopt AAFCO's Model Regulations for feed, which also apply to pet food and specialty pet food, unless otherwise noted within these regulations. Pursuant to due publication and public hearing required by the provisions of Chapter \_\_\_ of the Laws of this State, the \_\_\_ has adopted the following Rules and Regulations.

### **Regulation PF1. Definitions and Terms**

The definitions in the Model Bill and Model Regulations shall apply in addition to the following:

- (a) "All Life Stages" means gestation/lactation, growth, and adult maintenance life stages for dogs, cats, and other mammals or adult (including breeding animals) and juvenile life stages for non-mammalian species.
- (b) "Daily Food" means a specialty pet food product, other than a treat, food mixer or food supplement, for specialty pet species with no recognized nutritional authority.
- (c) "Family" means a group of products, which are nutritionally adequate for any or all life stages based on their nutritional similarity to a lead product, which has been successfully test-fed according to an AAFCO feeding protocol(s).
- (d) "Familiar Household Unit" means a typical feeding unit in volume or count (e.g., can, measuring cup, treat, or piece).
- (e) "Food Mixer" means a pet or specialty pet food product that is intended to top, accompany, or contribute to a complete diet but is not generally intended to be a complete diet.
- (f) "Food Supplement" means a pet or specialty pet food product that is intended to supply specific nutrient(s) or other food components but is not a complete diet.
- (g) "Immediate Container" means the unit, can, box, tin, bag, or other receptacle or covering in which a pet food or specialty pet food is displayed for sale to retail purchasers, but does not include containers used as shipping containers.
- (h) "Ingredient Statement" means a collective and contiguous listing on the label of the ingredients of which the pet food or specialty pet food is composed.
- (i) "Pet Nutrition Facts" means a graphic box located on the label containing nutritional information for a pet food product.
- (j) "Principal Display Panel" means the part of a label that is most likely to be displayed, presented, shown, or examined under normal and customary conditions of display for retail sale.
- (k) "Specialty Pet Nutrition Facts" means a graphic box located on the label containing nutritional information for a specialty pet food product.
- (l) "Veterinary Diet" means a pet or specialty pet food product that is intended to be used under veterinary supervision only.

### **Regulation PF2. Label Format and Labeling**

- (a) Pet food and specialty pet food shall be labeled with the following information prescribed

in this Regulation:

- (1) Product name and brand name, if any, on the principal display panel as stipulated in Regulation PF3;
  - (2) A Statement specifying the intended use of the products as stipulated in Regulation PF4(a);
  - (3) Quantity statement, as defined in Section 3(s) of this Act and Regulation 3(a)(8) of the Model Regulations, by weight (pounds and ounces, and metric), liquid measure (quarts, pints, and fluid ounces, and metric) or by count, on the principal display panel;
  - (4) Pet Nutrition Facts or Specialty Pet Nutrition Facts as stipulated in Regulation PF5;
  - (5) Ingredient statement as stipulated in Regulation PF6(a);
  - (6) Feeding directions as required under Regulation PF8;
  - (7) Name and address of the manufacturer or distributor as stipulated in Regulation PF11; and
  - (8) Handling and Storage Instructions may be displayed as stipulated in PF12.
- (b) When a pet food or specialty pet food enclosed in an outer container or wrapper is intended for retail sale, all required label information shall appear on the outer container or wrapper.
  - (c) A vignette, graphic, or pictorial representation on a pet food or specialty pet food label shall not misrepresent the contents of the package.
  - (d) The use of the word “proven” in connection with a label claim for a pet food or specialty pet food is not permitted unless the claim is substantiated by scientific or other empirical evidence.
  - (e) No statement shall appear upon the label or labeling of a pet food or specialty pet food which makes false or misleading comparisons between that product and any other product.
  - (f) A personal or commercial endorsement is permitted on a pet food or specialty pet food label provided the endorsement is not false or misleading.
  - (g) A statement on a pet food or specialty pet food label stating “Improved,” “New,” or similar designation shall be substantiated and limited to six (6) months production.
  - (h) A statement on a pet food or specialty pet food label stating preference or comparative attribute claims shall be substantiated and limited to one (1) year production, after which the claim shall be removed or re-substantiated.
  - (i) Raw milk distributed as pet food or specialty pet food shall bear the following statement **“WARNING: NOT FOR HUMAN CONSUMPTION - THIS PRODUCT HAS NOT BEEN PASTEURIZED AND MAY CONTAIN HARMFUL BACTERIA.”** This statement shall be displayed in a conspicuous manner and shall not be smaller than the height of the minimum font required by the Federal Fair Packaging and Labeling Act for the net quantity statement as shown in the following table:

<b>Panel Size</b>	<b>Minimum Warning Statement Type Size</b>
≤5 in. <sup>2</sup>	1/16 in.
>5 – ≤25 in. <sup>2</sup>	1/8 in.
>25 – ≤100 in. <sup>2</sup>	3/16 in.
>100 – ≤400 in. <sup>2</sup>	1/4 in.

>400 in.<sup>2</sup>1/2 in.

- (j) When pet food or specialty pet food consists of raw milk, the words, “Raw [blank] Milk” shall appear conspicuously on the principal display panel (blank is to be completed by using the species of animal from which the raw milk is collected).

### **Regulation PF3. Brand and Product Names**

- (a) The names of the ingredient(s) used in the brand or product name or elsewhere on the product label shall appear in order of predominance by weight in the product. Names of flavors due to their varying intensity can be in any order.
- (b) The words “100%,” or “All,” or words of similar designation shall not be used in the brand or product name of a pet food or specialty pet food if the product contains more than one ingredient.
- (c) An ingredient or combination of ingredients may form part of a brand or product name of a pet food or specialty pet food:
  - (1) When the named ingredient(s) constitutes at least 95% of the total weight of the product. Water sufficient for processing may be excluded when calculating the percentage; however, the named ingredients shall constitute at least 70% of the total product weight.
  - (2) When any named ingredient(s) constitutes at least 25% of the total weight of the product, provided that:
    - A. Water sufficient for processing may be excluded when calculating the percentage; however, the named ingredient(s) shall constitute at least 10% of the total product weight; and
    - B. A descriptor is used with the ingredient name(s). This descriptor shall imply other ingredients are included in the product formula. Examples of descriptors include “dinner,” “platter,” “entree,” “formula,” and “recipe”; and
    - C. The descriptor shall be in the same size, style, and color print as the ingredient name(s).
  - (3) When a combination of ingredients which are included in the brand or product name in accordance with Regulation PF3(c) provided that:
    - A. Each named ingredient constitutes at least 3% of the total weight of the product, excluding water sufficient for processing; and
    - B. All such ingredient names appear on the label in the same print size, style, and color print.
- (d) When the name of any ingredient appears in the brand or product name of a pet food or specialty pet food or elsewhere on the product label and includes a descriptor such as “with” or similar designation, the named ingredient(s) must each constitute at least 3% of the product weight exclusive of water sufficient for processing. The 3% minimum level shall not apply to claims for nutrients, such as, but not limited to, vitamins, minerals, and fatty acids, as well as condiments. The word “with,” or similar designation, and named ingredients shall be in the same size, style, color, and case print and be of no greater size than:

<b>Panel Size</b>	<b>Maximum “With” Claim Type Size</b>
$\leq 5$ in. <sup>2</sup>	1/8 in.
$> 5 - \leq 25$ in. <sup>2</sup>	1/4 in.
$> 25 - \leq 100$ in. <sup>2</sup>	3/8 in.
$> 100 - \leq 400$ in. <sup>2</sup>	1/2 in.
$> 400$ in. <sup>2</sup>	1 in.

- (e) A flavor designation may be included as part of the product name or elsewhere on the label of a pet food or specialty pet food when the flavor designation meets all of the following:
  - (1) The flavor designation:
    - A. Conforms to the name of the ingredient as listed in the ingredient statement; or
    - B. Is identified by the source of the flavor in the ingredient statement; and
  - (2) The word “flavor” is printed in the same size type and with an equal degree of conspicuousness as the name of the flavor designation; and
  - (3) Substantiation of the flavor designation, the flavor claim, or the ingredient source is provided upon request.
- (f) Contractions or coined names referring to ingredients shall not be used in the brand name of a pet food or specialty pet food unless it is in compliance with Regulation PF3(c), (d), or (e).
- (g) Unless a pet food and specialty pet food is identified on the principal display panel as a stew, gravy, sauce, broth, aspic, juice, milk replacer, or other such name, the maximum moisture declared on a pet food or specialty pet food label shall not exceed 78.00% or the natural moisture content of the ingredients, whichever is higher.

#### **Regulation PF4. Intended Use Statement and Nutritional Adequacy Claims**

- (a) A statement identifying the intended use of a pet food or specialty pet food is required on the principal display panel of the label in accordance with the following:
  - (1) The intended use of a pet food or specialty pet food shall be stated as:
    - A. “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);
    - 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:
      - i. “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
      - ii. “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);”

- C. “Veterinary Diet for [Species]” – for food products intended to be used under veterinary supervision only in accordance with Regulation PF4(d);
  - 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;
  - E. “[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;
  - F. “[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
  - G. “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].”
- (2) This intended use statement shall:
- A. Appear within the bottom 30% of the area of the label principal display panel in lines generally parallel to the base on which the package rests as it is designed to be displayed and shall be repeated on the alternate principal display panel, if present. However, on packages having a principal display panel of 5 square inches or less, the requirement for placement within the bottom 30% of the area of the label panel shall not apply;
  - B. Be at least as large as the statement of net quantity, consistent with 16 CFR 500.21;
  - C. Appear in the same color and style as the statement of net quantity and on the same background color as the statement of net quantity; and
  - D. Be separated by at least a space equal to the height of the letter “N” used in the statement of net quantity from other printed label information appearing above or below it and by at least a space equal to twice the width of the letter “N” of the style of type used in the quantity of contents statement from other printed label information appearing to the left or right of it.
- (b) The label of a pet food or specialty pet food which is intended for all life stages and sizes of the pet or specialty pet may make unqualified claims, directly or indirectly, such as “complete and balanced,” “perfect,” “scientific,” or “100% nutritious” if at least one of the following apply:
- (1) The product meets the nutrient requirements for all life stages and sizes established by an AAFCO-recognized nutrient profile; or
  - (2) The product meets the criteria for all life stages as substantiated by completion of the appropriate AAFCO-recognized animal feeding protocol(s);
    - A. Unqualified claims of nutritional adequacy that include large size dogs (greater than 70 lb. as an adult) can be substantiated by completing the appropriate protocols using large size dogs; or

- B. Can be substantiated by completing the appropriate protocols using dogs less than 70 lb. adult weight while containing no more calcium and phosphorus than the maximum limits for large size dogs listed in the AAFCO Dog Food Nutrient Profiles; or
- (3) The product is a member of a product family which is nutritionally similar to a lead product which contains a combination of ingredients that has been fed to a normal animal as the sole source of nourishment in accordance with the testing procedures established by AAFCO for all life stages, provided that:
  - A. The nutritional similarity of the family product can be substantiated according to the Procedures for Establishing Pet Food Product Families developed by AAFCO; and
  - B. The family product meets the criteria for all life stages; and
  - C. Under circumstances of reasonable doubt, the [State Control Official] may require the manufacturer to perform additional testing of the family product in order to substantiate the claim of nutritional adequacy.
- (c) The label of a pet food or specialty pet food which is intended for a limited purpose (such as size of dog) or a specific life stage, but not for all life stages and sizes, may make qualified claims, directly or indirectly, such as “complete and balanced,” “perfect,” “scientific,” or “100% nutritious” when the product and claim meet both of the following:
  - (1) The claim is qualified with a statement of the limited purpose or specific life stage for which the product is intended or suitable, for example, “complete and balanced for puppies (or kittens).” The claim and the required qualification shall be juxtaposed on the same label panel and in the same size, style, and color print; and
  - (2) The product meets at least one of the following:
    - A. The nutrient requirements for the limited purpose or specific life stage established by an AAFCO-recognized nutrient profile; or
    - B. The criteria for a limited purpose or a specific life stage as substantiated by completion of the appropriate AAFCO-recognized animal feeding protocol(s);
      - i. Qualified claims of nutritional adequacy that include large size dogs can be substantiated by completing the appropriate protocols using large size dogs; or
      - ii. Can be substantiated by completing the appropriate protocols using dogs less than 70 lb. adult weight while containing no more calcium and phosphorus than the maximum limits for large size dogs listed in the AAFCO Dog Food Nutrient Profiles; or
    - C. The requirements of a product family which is nutritionally similar to a lead product which contains a combination of ingredients which, when fed for such limited purpose, will satisfy the nutrient requirements for such limited purpose and has had its capabilities in this regard demonstrated by adequate testing, and provided that:
      - i. The nutritional similarity of the family product can be substantiated according to the Procedures for Establishing Pet Food Product Families developed by AAFCO; and
      - ii. The family product meets the criteria for such limited purpose; and
      - iii. Under circumstances of reasonable doubt, the [State Control Official] may require the manufacturer to perform additional testing for the family product to substantiate the claim of

nutritional adequacy.

- (d) A product intended for use by, or under the supervision or direction of, a veterinarian shall clearly indicate the nutritional adequacy of the product in accordance with Regulation PF5(a)(3)(F) or PF5(b)(2)(F) as would be required for any other pet food or specialty pet food.
- (e) A signed affidavit attesting that the product meets the requirements of Regulation PF4(b) or PF4(c)(2) shall be submitted to the \_\_\_\_\_ upon request.
- (f) If the nutrient content of a product does not meet those nutrient requirements established by an AAFCO-recognized nutrient profile, or if no requirement has been established by an AAFCO-recognized nutritional authority for the life stage(s) of the intended species, the claimed nutritional adequacy of the product shall be scientifically substantiated.
- (g) The following AAFCO-recognized nutritional authority, nutrient profile, and/or animal feeding protocol shall be acceptable as the basis for a claim of nutritional adequacy:
  - (1) As an AAFCO-recognized nutrient profile or nutritional authority:
    - A. For dogs, the AAFCO Dog Food Nutrient Profiles;
    - B. For cats, the AAFCO Cat Food Nutrient Profiles;
    - C. For specialty pets, the nutrient recommendations approved by the Committee on Animal Nutrition of the National Research Council of the National Academy of Sciences, provided that, this nutrient recommendation is recognized only for the specific specialty pet for which the profile is intended.
  - (2) As an AAFCO-recognized animal feeding protocol(s), the AAFCO Dog and Cat Food Feeding Protocols.
- (h) When the label of a pet food or specialty pet food includes a comparison of the nutrient content of the food with levels established by an AAFCO-recognized nutrient profile such as a table of comparison, a percentage, or any other designation referring to an individual nutrient or all of the nutrient levels, the following apply:
  - (1) The product shall meet the AAFCO-recognized nutrient profile; and
  - (2) The statement of comparison shall be preceded by a statement that the product meets the AAFCO-recognized profile; however, the statement that the product meets the AAFCO-recognized nutrient profile is not required provided that the nutritional adequacy statement as per Regulation PF4(b)(1) or PF4(c)(2)(A) appears elsewhere on the product label; and
  - (3) The statement of comparison of the nutrient content shall constitute a guarantee and shall be in the nutrient guarantees within the pet or specialty pet nutrition facts; and
  - (4) The statement of comparison shall appear on the label separate and apart from the nutrient guarantees within the pet or specialty pet nutrition facts.

#### **Regulation PF5. Pet and Specialty Pet Nutrition Facts**

- (a) **Pet Nutrition Facts** shall be displayed in a prominent place on the label of all pet foods (including treats, food supplements, veterinary diets, and food mixers), but not necessarily on the principal display panel. The 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 so as to be clearly visible under the heading “Pet Nutrition Facts” that is centered in the top row of the box and twice the size of all other text in the box. A hairline rule that is centered between the lines of text shall separate “Pet Nutrition Facts” from the next line of text. The box contains the following required elements with all text the same

size and style in the following order:

- (1) The stated whole familiar household unit (e.g., can, measuring cup, treat, or piece), consistent with the feeding directions, and its weight in grams shall be right justified. This is set off by a bold line centered between this and the next line of text.
- (2) A statement of Calorie content, determined as specified in Regulation PF9, shall include the following:
  - A. The Calorie content of the product shall be stated after the left justified heading:
    - i. “Calories per [familiar household unit]<sup>†</sup>: [#]” when the Calorie content is determined in accordance with Regulation PF9(a)(1); or
    - ii. “Calories per [familiar household unit] (fed): [#]” when the Calorie content is determined in accordance with Regulation PF9(a)(2).
  - B. Below the Calorie content statement, the number of Calories contributed by Protein, Fat, and Carbohydrate shall be declared, in that order, after “From:”. The “From:” line shall be indented to reflect that it is a component of the total Calories on the line above. If the total Calorie content of the product is determined by feeding trial in accordance with Regulation PF9(a)(2), then “+” shall be declared immediately after the number of Calories from Carbohydrates. The determination of Calories from protein, fat, and carbohydrate are as described in Regulation PF9(c). This is set off by a bold line centered between this and the next line of text.
- (3) The nutrient guarantees shall appear under the headers “Nutrients” that is left justified to the edge of the box, “Guaranteed” that is right justified to a vertical hairline that runs from this line of text to the last guaranteed nutrient value, and “per [familiar household unit]” that is right justified to the edge of the box. The amount “per [familiar household unit]” for each nutrient is determined by multiplying the guaranteed amount (concentration) by the number of grams in the familiar household unit and shall include the resultant unit of such amount (e.g., grams, milligrams, or international units). The guarantees shall be listed in the following order with a hairline centered between each line of text:
  - A. A pet food label shall list the following required guaranteed amounts, stated as a maximum or minimum, as appropriate:
    - i. “Protein” is minimum percentage of crude protein;
    - ii. “Fat” is minimum percentage of crude fat;
    - iii. “Total Carbohydrate<sup>†</sup>” is maximum percentage equal to  $[100 - (\text{Crude Protein} + \text{Crude Fat} + \text{Moisture} + \text{Ash})]$ ;
    - iv. “Dietary Fiber” is maximum percentage of total dietary fiber. The dietary fiber guarantee shall be indented to reflect that it is a component of the total carbohydrate guarantee on the line above;
    - v. “Moisture” is maximum percentage of moisture; and
    - vi. Maximum percentage of crude fat (“Fat”) shall be listed between the minimum percentage of crude fat and the maximum percentage “Total Carbohydrate” if required by Regulation PF9;
    - vii. Additional required or voluntary guarantees shall follow moisture or ash, if listed.
  - B. When “Ash” is listed, it shall be guaranteed as a maximum percentage and shall immediately follow moisture.

- C. When listed on the label of a dog or cat food product, guarantees for “Dietary Starch” and “Sugars” shall be stated as maximum guaranteed amounts. Neither guaranteed amount shall be listed without the other. The guaranteed amount for dietary starch shall follow dietary fiber with the same indentation. The guaranteed amount for sugars shall follow dietary starch with the same indentation.
- D. The “+calculated value” shall appear immediately after the last guarantee below a bold line.
- E. Other additional required or voluntary guarantees shall appear in accordance with the following:
  - i. Guarantees for nutrients are in the same order and units of the nutrients in the AAFCO Dog (or Cat) Food Nutrient Profiles following ash, if also listed, or moisture, if ash is not listed.
  - ii. Guarantees for substances not listed in the AAFCO Dog (or Cat) Food Nutrient Profiles, or not otherwise provided for in these Regulations, shall immediately follow the listing of the recognized nutrients and be accompanied by an asterisk.
    - aa. For any such guarantees, a hairline shall be centered between the last and the next line of text;
    - bb. The disclaimer “\*not recognized as an essential nutrient by the AAFCO Dog [or Cat] Food Nutrient Profiles” shall appear immediately after “+calculated value”.
- F. The statement of nutritional adequacy shall appear immediately below the bold line separating it from the disclaimers which follow the guarantees:
  - i. A statement that the dog or cat food meets the requirements of one or more of the recognized categories of nutritional adequacy: gestation/lactation, growth, maintenance, and all life stages. It shall be stated verbatim as one of the following:
    - aa. “(Name of product) is formulated to meet the nutritional levels established by the AAFCO Dog (or Cat) Food Nutrient Profiles for \_\_\_\_.” (Blank is to be completed by using the stage or stages of the pet’s life, such as gestation/lactation, growth, maintenance, or the words “All Life Stages”.) For a dog food, when the blank includes the words “Growth” or “All Life Stages,” one of the following phrases must also be added verbatim to the end of the claim:
      - “including growth of large size dogs (70 lb. or more as an adult)” if the product has been formulated to meet the levels of nutrients specifically referenced in the Dog Food Nutrient Profiles as being applicable to large size growing dogs.
      - “except for growth of large size dogs (70 lb. or more as an adult)” if the product has not been formulated to meet the levels of nutrients specifically referenced in the Dog Food Nutrient Profiles as being applicable to large size growing dogs; or
    - bb. “Animal feeding tests using AAFCO procedures substantiate that (Name of Product) provides complete and balanced nutrition for \_\_\_\_.” (Blank is to be completed by using the stage or stages of the pet’s life tested, such as, gestation/lactation, growth, maintenance, or the words “All Life

- Stages”); or
- cc. “(Name of Product) provides complete and balanced nutrition for (Blank is to be completed by using the stage or stages of the pet’s life, such as gestation, lactation, growth, maintenance, or the words “All Life Stages”) and is comparable in nutritional adequacy to a product which has been substantiated using AAFCO feeding tests.”
- ii. A nutritional or dietary statement for purposes other than those listed in Regulation PF4(b) or (c) if the statement is scientifically substantiated; or
- iii. The statement: “This product is intended for intermittent or supplemental feeding only,” if a product does not meet the requirements of Regulation PF4(b) or (c) or any other special nutritional or dietary need and so is suitable only for limited or intermittent or supplementary feeding.
- (b) **Specialty Pet Nutrition Facts** shall be displayed in a prominent place on the label of all specialty pet foods (including treats, food supplements, veterinary diets, and food mixers), but not necessarily on the principal display panel. The 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 so as to be clearly visible under the heading “Specialty Pet Nutrition Facts” that is centered in the top row of the box and twice the size of all other text in the box. A hairline rule that is centered between the lines of text shall separate “Specialty Pet Nutrition Facts” from the next line of text. The box contains the following required elements with all text the same size and style in the following order:
- (1) The stated whole familiar household unit (e.g., can, measuring cup, treat, or piece), consistent with the feeding directions, and its weight in grams shall be right justified. This is set off by a bold line centered between this and the next line of text.
- (2) The nutrient guarantees shall appear under the headers “Nutrients” that is left justified to the edge of the box, “Guaranteed” that is right justified to a vertical hairline that runs from this line of text to the last guaranteed nutrient values, and “per [familiar household unit]” that is right justified to the edge of the box. The amount “per [familiar household unit]” for each nutrient is determined by multiplying the guaranteed amount (concentration) by the number of grams in the familiar household unit and shall include the resultant unit of such amount (e.g., grams, milligrams, or international units). The guarantees shall be listed in the following order with a hairline centered between each line of text:
- A. A specialty pet food label shall list the following required guaranteed amounts, stated as a maximum or minimum, as appropriate:
- i. “Protein” is minimum percentage of crude protein;
- ii. “Fat” is minimum percentage of crude fat;
- iii. “Total Carbohydrate\*” is maximum percentage equal to  $[100 - (\text{Crude Protein} + \text{Crude Fat} + \text{Moisture} + \text{Ash})]$ ;
- iv. “Dietary Fiber” is maximum percentage of total dietary fiber. The dietary fiber guarantee shall be indented to reflect that it is a component of the total carbohydrate guarantee on the line above; and
- v. “Moisture” is maximum percentage of moisture;
- vi. Additional required or voluntary guarantees shall follow moisture or ash, if listed.

- B. When “Ash” is listed, it shall be guaranteed as a maximum percentage and shall immediately follow moisture.
- C. When listed on the label of a specialty pet food product, guarantees for “Dietary Starch” and “Sugars” shall be stated as maximum guaranteed amounts. Neither guaranteed amount shall be listed without the other. The guaranteed amount for dietary starch shall follow dietary fiber with the same indentation. The guaranteed amount for sugars shall follow dietary starch with the same indentation.
- D. The “+calculated value” shall appear immediately after the last guarantee below a bold line.
- E. Other additional required or voluntary guarantees shall appear in accordance with the following:
  - i. These guarantees shall follow ash, if also listed, or moisture, if ash is not listed;
  - ii. Guarantees for nutrients are in the same order and units of the nutrients in an AAFCO-recognized nutrient profile for the intended animal species; however, if no species-specific AAFCO-recognized nutrient profile is available, the order and units shall follow the same order and units of nutrients in the AAFCO Cat Food Nutrient Profile;
  - iii. For those specialty pet species with an AAFCO-recognized nutrient profile for the intended animal species, guarantees for substances not listed in that profile, or not otherwise provided for in these Regulations, shall immediately follow the listing of the recognized nutrients and be accompanied by an asterisk.
    - aa. For any such guarantees, a hairline shall be centered between the last and the next line of text;
    - bb. The disclaimer “\*not recognized as an essential nutrient by the \_\_\_\_.” (Blank is to be completed by listing the specific AAFCO-recognized nutrient profile) shall appear immediately after the last such guaranteed amounts.
    - cc. No such disclaimer shall appear unless an AAFCO-recognized nutrient profile is available for the specific species of specialty pet.
- F. The statement of nutritional adequacy shall appear immediately below the bold line separating it from the guarantees as one of the following:
  - i. For daily foods for those specialty pet species where no recognized nutritional authority exists, the statement: “This product is intended to be a daily food.”
  - ii. For all other specialty pet foods:
    - aa. A statement substantiating that the specialty pet food meets the requirements for nutritional adequacy in Regulation PF4(b) or (c) by an AAFCO-recognized nutritional authority. It shall be stated verbatim as the following: “(Name of product) is formulated to meet the nutritional levels established by [the AAFCO-recognized authority] for \_\_\_\_.” (Blank is to be completed by stating the species and the stage or stages of the specialty pet’s life.);
    - bb. A nutritional or dietary claim for purposes other than those listed in Regulation PF4(b) or (c) if the claim is scientifically substantiated; or
    - cc. The statement: “This product is intended for intermittent or supplemental feeding only,” if a product is suitable only for limited or intermittent or

supplementary feeding.

- (c) The Pet Nutrition Facts or Specialty Pet Nutrition Facts box of a pet food or a specialty pet food which is formulated as and represented to be a food supplement shall include all of the information required in Regulation PF5(a) or PF5(b) except that guarantees shall only be displayed on a per feeding unit (e.g., tablets, capsules, granules, or liquids) basis:
  - (1) For a food supplement that is intended to be a source of nutrients, guarantees shall appear for all nutrients that the product is intended to provide under the headers “Nutrients” that is left justified to the edge of the box and “per [feeding unit]” that is right justified to the edge of the box:
    - A. For nutrients with an established requirement by an AAFCO-recognized nutrient profile, minimum guarantees shall be declared in the same order and units (i.e., g, mg, or IU) specified in the AAFCO-recognized nutrient profile for the intended species; or
    - B. When no species-specific nutrient profile has been recognized by AAFCO, minimum guarantees shall be declared in the same order and units (i.e., g, mg, or IU) specified in the AAFCO Cat Food Nutrient Profiles; and
    - C. Guarantees for substances not listed in an AAFCO-recognized nutrient profile for the intended animal species, or not otherwise provided for in these Regulations, shall immediately follow the listing of the recognized nutrients and be accompanied by an asterisk.
      - i. For any such guarantees, a hairline shall be centered between the last and the next line of text;
      - ii. The disclaimer “\*not recognized as an essential nutrient by the \_\_\_\_.” (Blank is to be completed by listing the specific AAFCO-recognized nutrient profile) shall appear immediately after the last such guaranteed amounts. No such disclaimer shall appear unless an AAFCO-recognized nutrient profile is available for the specific species of specialty pet.
  - (2) For a food supplement that is intended to supply microorganisms and/or enzymes, guarantees shall be declared as stipulated in Model Regulations 4(g) and/or 4(h) on a per feeding unit (e.g., tablets, capsules, granules, or liquids) basis. The enzyme activity unit meaning should follow the disclaimer within the box.
- (d) The sliding scale method of expressing a guaranteed amount on a pet food or specialty pet food label (for example, “Protein 15–18% Min”) is prohibited.
- (e) Protein, fat, calculated total carbohydrate, or dietary fiber are not required when the pet food or specialty pet food is intended for purposes other than to furnish these substances or they are of minor significance relative to the primary purpose of the product, such as a mineral or vitamin supplement.
- (f) For small packages with a total printable area of more than 12 square inches and less than or equal to 40 square inches, all information required in Regulation PF5(a), (b), or (c) shall appear, but may appear in a linear format. This information shall appear in one place without other intervening material. In the linear format, the required information shall:
  - (1) Appear in the same order as required by Regulation PF5(a), (b), or (c) but without the formatting described;
  - (2) Text shall be all black or one-color type and all text shall be the same size and style, except that the heading “Pet Nutrition Facts” or “Specialty Pet Nutrition Facts” shall

- be bolded;
- (3) The text shall be sufficiently large so as to be conspicuous and must not be smaller than 1/16 inch;
- (4) The guaranteed amount shall appear immediately after the amount “per [familiar household unit]” for each nutrient with the guaranteed amount enclosed in parentheses and all units clearly identified;
- (5) The following abbreviations may be used: Total Carbohydrate as “Carb<sup>+</sup>,” Dietary Fiber as “Fiber”.
- (g) For very small packages with a total printable area of less than or equal to 12 square inches, the information required elsewhere in Regulation PF5 is not required to appear on the label. However, all information specified elsewhere in Regulation PF5 for the particular product type shall be determined and shall be submitted to the [regulatory authority] upon request. The following limited information is required to appear on the label:
  - (1) This information shall appear in one place without other intervening material;
  - (2) Text shall be all black or one-color type and all text shall be the same size and style, except that the heading “Nutrition Facts” shall be bolded;
  - (3) The text shall be sufficiently large so as to be conspicuous and must not be smaller than 1/16 inch;
  - (4) For pet foods, only total calories are required and shall be stated as:
    - A. “Cal (calc): [#]” when the Calorie content is determined in accordance with Regulation PF9(a)(1); or
    - B. “Cal (fed): [#]” when the Calorie content is determined in accordance with Regulation PF9(a)(2).
  - (5) Guaranteed amounts shall be stated in weight per entire contents (e.g., grams per pouch). The following required guaranteed amounts stated as a maximum or minimum, as appropriate:
    - A. “Protein” is crude protein;
    - B. “Fat” is crude fat;
    - C. “Carb” is calculated from  $[100 - (\% \text{ Crude Protein} + \% \text{ Crude Fat} + \% \text{ Moisture} + \% \text{ Ash})]$ ;
    - D. “Fiber” is total dietary fiber;
    - E. “Moisture” is moisture; and
    - F. Additional required or voluntary guarantees shall follow moisture or ash, if listed, and shall comply with the requirements for such guarantees in Regulation PF5(a)(3) or PF5(b)(2), as appropriate, except that they shall be stated in only in weight per entire contents.

### **Regulation PF6. Ingredients**

- (a) Each ingredient of a pet food or specialty pet food shall be listed in the ingredient statement as follows:
  - (1) The names of all ingredients in the ingredient statement shall be shown in letters or type of the same size, style, and color, except where the defined name of the ingredient includes genus and species (e.g., microorganisms) which may be shown in italics;
  - (2) The ingredients shall be listed in descending order by their predominance by weight in non-quantitative terms, except if the ingredient is a vitamin and/or mineral premix,

- the premix may be declared in order of predominance by the name “vitamins” or “minerals,” as appropriate, followed by a parenthetical listing of all the vitamins and/or minerals in the premix, each in their order of predominance by weight as listed on the ingredient statement of the premix label;
- (3) Ingredients shall be listed and identified by the name established in the AAFCO Official Common or Usual Names and Definitions of Feed Ingredients, except any ingredient for which no AAFCO ingredient name exists shall be identified by the common or usual name;
  - (4) Any ingredient suitable for use in pet food or specialty pet food for which there is a codified standard of identity in Title 9 or 21 of the Code of Federal Regulations shall be declared in accordance with the applicable regulation, which includes the name of the standardized food followed by a parenthetical listing of its ingredients, if necessary, as provided in the regulation;
  - (5) The ingredients “meat,” “poultry,” “poultry by-products,” or “meat by-products” shall be qualified to designate the animal from which the ingredients are derived unless the meat or meat by-products are derived from cattle, swine, sheep, goats, or any combination thereof or the poultry or poultry meal are derived from chickens, turkeys, ducks, geese, guineas, ratites, or squabs, or any combination thereof. For example, ingredients derived from deer shall be listed as “venison” or “venison by-products;”
  - (6) For ingredients consisting of fish, “fish meal,” or “fish by-products,” the name of the ingredient may include “fish” without further specification of the type of the fish or if it bears a name descriptive of its kind (e.g., “ocean whitefish” or by using the acceptable market name(s) or common name (but not any vernacular or slang names) of the individual fish species in the ingredient as established by the FDA Seafood List), it must correspond thereto; and
  - (7) For purposes of ingredient labeling of pet food or specialty pet food, the ingredient “sugar” shall refer to sucrose, which is obtained from sugar cane or sugar beets in accordance with the provisions in Title 21 of the Code of Federal Regulations. For all other labeling purposes outside the ingredient list, the term “sugar” shall be synonymous with “sugars” as defined in the Official Feed Terms.
- (b) Brand or trade names shall not be used in the ingredient statement.
  - (c) Reference to quality or grade of an ingredient shall not appear in the ingredient statement.
  - (d) If properly used as specified by the USDA National Organic Program (7 CFR Part 205), the term “organic” does not apply to Regulation PF5(c).
  - (e) A reference to the nature, form, or other attribute of an ingredient shall be allowed in the ingredient statement when that attribute imparts a distinctive characteristic to the pet food or specialty pet food.
  - (f) Any reference to the percentage of an ingredient or combination of ingredients, by symbol or word, in the brand or product name or elsewhere on a pet food or specialty pet food label, shall be based in relation to the total weight of all ingredients in the product.
    - (1) The names of the ingredient(s) shall appear in order of predominance by weight in the product, provided that names of flavors due to their varying intensity can be in any order.
    - (2) Where water sufficient for processing is excluded from the declared percentage, the exclusion of water shall be indicated in words juxtaposed to, the same style and color

print, and at least one-half the print size of the stated percentage (e.g., “95% beef exclusive of water” or “95 percent chicken and liver exclusive of water”).

#### **Regulation PF7. Drugs and Pet Food Additives**

- (a) An artificial color may be used in a pet food or specialty pet food only if it has been shown to be harmless to pets or specialty pets. The permanent or provisional listing of an artificial color in the United States Food and Drug regulations as safe for use, together with the conditions, limitations, and tolerances, if any, incorporated therein, shall be deemed to be satisfactory evidence that the color is, when used pursuant to such regulations, harmless to pets or specialty pets.
- (b) Evidence may be required to prove the safety and efficacy or utility of a pet food or specialty pet food which contains additives or drugs, when used according to directions furnished on the label. Satisfactory evidence of the safety and efficacy of a pet food or specialty pet food may be established:
  - (1) When the pet food or specialty pet food contains such additives, the use of which conforms to the requirements of the applicable regulation in the Code of Federal Regulations, Title 21, or which are “prior sanctioned” or “informal review sanctioned” or “Generally Recognized as Safe” for such use; or
  - (2) When the pet food or specialty pet food itself is a drug or contains a drug as defined in Section 3 (g) of this Act and is “generally recognized as safe and effective” for the labeled use or is marketed subject to an application approved by the Food and Drug Administration under Title 21, U.S.C. 360(b).
- (c) When a drug is included in a pet food or specialty pet food, the format required by Model Regulation 3(a)(2) for labeling medicated feeds shall be used.

#### **Regulation PF8. Feeding Directions**

- (a) All pet foods and specialty pet foods shall bear feeding directions consistent with the intended use statement on the principal display panel.
- (b) Dog or cat food, including treats and food mixers, labeled as complete and balanced for any or all life stages as provided in Regulation PF4(b) or PF4(c), except those pet foods labeled in accordance with Regulation PF4(d), shall list feeding directions on the product label. These directions shall be expressed in common terms and shall appear prominently on the label. Feeding directions shall, at a minimum, include the amount of familiar household unit of product per weight of dog (or cat). The frequency of feeding shall also be specified.
- (c) Specialty pet food, including treats and food mixers, labeled as complete and balanced for any or all life stages as provided in Regulation PF4(b) or PF4(c) or as a daily food, shall list feeding directions on the product label. These feeding directions shall be adequate to meet the feeding requirements of the intended species of specialty pet. These directions shall be expressed in common terms and shall appear prominently on the label. The frequency of feeding shall also be specified.
- (d) Food supplements shall list feeding directions on the product label that, at minimum, include the quantity of feeding unit (e.g., tablets, capsules, granules, or liquids) per weight of animal. The frequency of feeding shall also be specified.
- (e) When a pet food or specialty pet food is intended for use by or under the supervision or direction of a veterinarian, the statement: “Use only as directed by your veterinarian”

may be used in lieu of feeding directions.

**Regulation PF9. Determination of Calorie Content for Dog and Cat Foods**

- (a) The statement shall be determined in terms of metabolizable energy (ME) on an “as fed” moisture basis by one of the following methods then converted to Calories (kcal) per the familiar household unit (i.e., can, measuring cup, treat, or piece):
  - (1) By calculation (indicated with a “+” in the Pet Nutrition Facts) using the following “Modified Atwater” formula:  $ME (kcal/kg) = 10[(3.5 \times CP) + (8.5 \times CF) + (3.5 \times NFE)]$ , where ME = metabolizable energy, CP = % crude protein “as fed,” CF = % crude fat “as fed,” NFE = % nitrogen-free extract (carbohydrate) “as fed,” and the percentages of CP and CF are the average values of these components in the product as determined by sound scientific methods, such as, but not limited to scientifically accurate calculations made from the formula of the product or upon chemical analysis of the product. The NFE is calculated as the difference between 100 and the sum of CP, CF, and the percentages of crude fiber, moisture, and ash (determined in the same manner as CP and CF); or
  - (2) In accordance with testing procedures determined by AAFCO (indicated as “(fed)” in the Pet Nutrition Facts).
- (b) An affidavit shall be provided upon the request of [regulatory authority], substantiating that the Calorie content was determined by:
  - (1) Regulation PF9(a)(1) in which case the summary data used in the calculation shall be included in the affidavit; or
  - (2) Regulation PF9(a)(2) in which case the summary data used in the determination of Calorie content shall accompany the affidavit.
- (c) The Calories from protein, fat, and carbohydrate as required in the Pet Nutrition Facts are determined using the following calculation, then converted to Calories (kcal) per the familiar household unit (i.e., can, measuring cup, treat, or piece):
  - (1) Protein:  $ME (kcal/kg) = 10(3.5 \times CP)$ , where ME = metabolizable energy, CP = % crude protein “as fed” and the percentage of CP is the average value in the product as determined by sound scientific methods, such as, but not limited to scientifically accurate calculations made from the formula of the product or upon chemical analysis of the product.
  - (2) Fat:  $ME (kcal/kg) = 10(8.5 \times CF)$ , where ME = metabolizable energy, CF = % crude fat “as fed” and the percentage of CF is the average value in the product as determined by sound scientific methods, such as, but not limited to scientifically accurate calculations made from the formula of the product or upon chemical analysis of the product.
  - (3) Carbohydrate:  $ME (kcal/kg) = 10(3.5 \times NFE)$ , where ME = metabolizable energy, NFE is calculated as the difference between 100 and the sum of CP, CF, and the percentages of crude fiber, moisture, and ash; CP = % crude protein “as fed,” CF = % crude fat “as fed” and the percentages are the average values of these components in the product as determined by sound scientific methods, such as, but not limited to scientifically accurate calculations made from the formula of the product or upon chemical analysis of the product.
- (d) Comparative claims shall not be false, misleading, or given undue emphasis and shall be

based on the same methodology for the products compared.

### **Regulation PF10. Descriptive Terms**

#### **(a) Calorie Terms**

##### **(1) “Light”**

- A. A dog food product which bears on its label the terms “light,” “lite,” “low Calorie,” or words of similar designation shall:
  - i. Contain no more than 3,100 kcal ME/kg for products containing less than 20% moisture, no more than 2,500 kcal ME/kg for products containing 20% or more but less than 65% moisture, and no more than 900 kcal ME/kg for products containing 65% or more moisture; and
  - ii. Include on the label feeding directions which reflect a reduction in Calorie intake consistent with the intended use.
- B. A cat food product which bears on its label the terms “light,” “lite,” “low Calorie,” or words of similar designation shall:
  - i. Contain no more than 3,250 kcal ME/kg for products containing less than 20% moisture, no more than 2,650 kcal ME/kg for products containing 20% or more but less than 65% moisture, and no more than 950 kcal ME/kg for products containing 65% or more moisture; and
  - ii. Include on the label feeding directions which reflect a reduction in Calorie intake consistent with the intended use.

##### **(2) “Less” or “Reduced Calories”**

- A. A dog or cat food product which bears on its label a claim of “less Calories,” “reduced Calories,” or words of similar designation shall include on the label:
  - i. The name of the product of comparison and the percentage of Calorie reduction (expressed on an equal weight basis) explicitly stated and juxtaposed with the largest or most prominent use of the claim on each panel of the label on which the term appears; and
  - ii. The comparative statement printed in type of the same color and style and at least one-half the type size used in the claim; and
  - iii. Feeding directions which reflect a reduction in Calories compared to feeding directions for the product of comparison.
- B. A comparison between products in different categories of moisture content (i.e., less than 20%, 20% or more but less than 65%, 65% or more) is misleading.

#### **(b) Fat Terms**

##### **(1) “Lean”**

- A. A dog food product which bears on its label the terms “lean,” “low fat,” or words of similar designation shall:
  - i. Contain no more than 9% fat for products containing less than 20% moisture, no more than 7% fat for products containing 20% or more but less than 65% moisture, and no more than 4% fat for products containing 65% or more moisture;
  - ii. Include on the product label in the nutrient guarantees:
    - aa. A maximum fat guarantee immediately following the minimum fat guarantee in addition to the mandatory information as specified in Regulation PF5(a)(3); and

- bb. A maximum fat guarantee which is no more than 9% fat for products containing less than 20% moisture, no more than 7% fat for products containing 20% or more but less than 65% moisture, and no more than 4% fat for products containing 65% or more moisture.
  - B. A cat food product which bears on its label the terms “lean,” “low fat,” or words of similar designation shall:
    - i. Contain a maximum percentage of fat which is no more than 10% fat for products containing less than 20% moisture, no more than 8% fat for products containing 20% or more but less than 65% moisture, and no more than 5% fat for products containing 65% or more moisture; and
    - ii. Include on the product label in the nutrient guarantees:
      - aa. A maximum fat guarantee immediately following the minimum fat guarantee in addition to the mandatory information as specified in Regulation PF5(a)(3); and
      - bb. A maximum fat guarantee which is no more than 10% fat for products containing less than 20% moisture, no more than 8% fat for products containing 20% or more but less than 65% moisture, and no more than 5% fat for products containing 65% or more moisture.
- (2) “Less” or “Reduced Fat”
  - A. A dog or cat food product which bears on its label a claim of “less fat,” “reduced fat,” or words of similar designation shall include on the label:
    - i. The name of the product of comparison and the percentage of fat reduction (expressed on an equal weight basis) explicitly stated and juxtaposed with the largest or most prominent use of the claim on each panel of the label on which the term appears; and
    - ii. The comparative statement printed in type of the same color and style and at least one-half the type size used in the claim; and
    - iii. A maximum fat guarantee immediately following the minimum fat guarantee in addition to the mandatory information as specified in Regulation PF5(a)(3).
  - B. A comparison on the label between products in different categories of moisture content (i.e., less than 20%, 20% or more but less than 65%, 65% or more) is misleading.
- (c) Carbohydrate Terms
  - (1) “Low” Carbohydrate, Dietary Starch, and Sugars Claims. A claim of “low carbohydrates,” “low dietary starch,” “low sugars” (or a combination thereof) is not allowed.
  - (2) “Less” or “Reduced” Carbohydrates, Dietary Starch, and Sugars claims.
    - A. A dog or cat food product that bears on its label a claim of “less\_\_” or “reduced\_\_” (blank is to be completed by using “carbohydrates,” “dietary starch,” or “sugars”), or words of similar designation, shall include on the label:
      - i. The name of the product of comparison and the percentage of reduction in total dietary starch plus sugars (expressed on an equal weight basis) explicitly stated and juxtaposed with the largest or most prominent use of the claim on each panel of the label on which the term appears; and
      - ii. The comparative statement printed in type of the same color and style and not less than one-half the size used in the claim; and

- iii. Maximum guarantees for dietary starch and sugars as stated in Model Regulation PF5(a)(3).
- B. A comparison between products in different categories of moisture content (i.e., less than 20%, 20% or more but less than 65%, 65% or more) is misleading.

### **Regulation PF11. Manufacturer or Distributor; Name and Address**

- (a) The label of a pet food or specialty pet food shall specify the business or corporate name and address of the manufacturer or distributor. This information shall appear under the header “Manufactured for \_\_\_\_\_,” “Distributed by \_\_\_\_\_,” or any other wording that expresses the facts, if the business whose name appears on the label is not the manufacturer. The statement of the place of business shall include the street address, city, state, and zip code; however, the street address may be omitted if such street address is shown in a readily accessible, widely published, and publicly available resource, including but not limited to a printed directory, electronic database, or website.
- (b) When a person manufactures, packs, or distributes a pet food or specialty pet food in a place other than the principal place of business, the label may state the principal place of business in lieu of the actual place where each package of such pet food or specialty pet food was manufactured or packaged or from where each package is to be distributed.

### **Regulation PF12. Handling and Storage Instructions**

- (a) A product which bears handling and storage instructions shall display such instructions under the bolded header “Handling and Storage Instructions:” that is separate and distinct from any feeding directions. A header is not required for small packages with a total printable area less than 40 square inches. If any graphics are used to support handling and storage instructions, the following graphics (and only the following graphics) may be included, with the handling and storage instructions section, as applicable. The graphics with accompanying text shall be obtained from the AAFCO website.



- (b) The handling and storage instructions, if present, shall be displayed in a conspicuous manner so to render them likely to be read under typical conditions of use. Any use of the handling and storage instructions graphics shall be no smaller than:

Panel Size	Minimum Graphic Size
------------	----------------------

DRAFT!!

<b>(top of circle to bottom of text)</b>	
$\leq 40 \text{ in.}^2$	1/2 in.
$>40 - \leq 100 \text{ in.}^2$	1 in.
$>100 - \leq 400 \text{ in.}^2$	1 3/4 in.
$>400 \text{ in.}^2$	2 in.