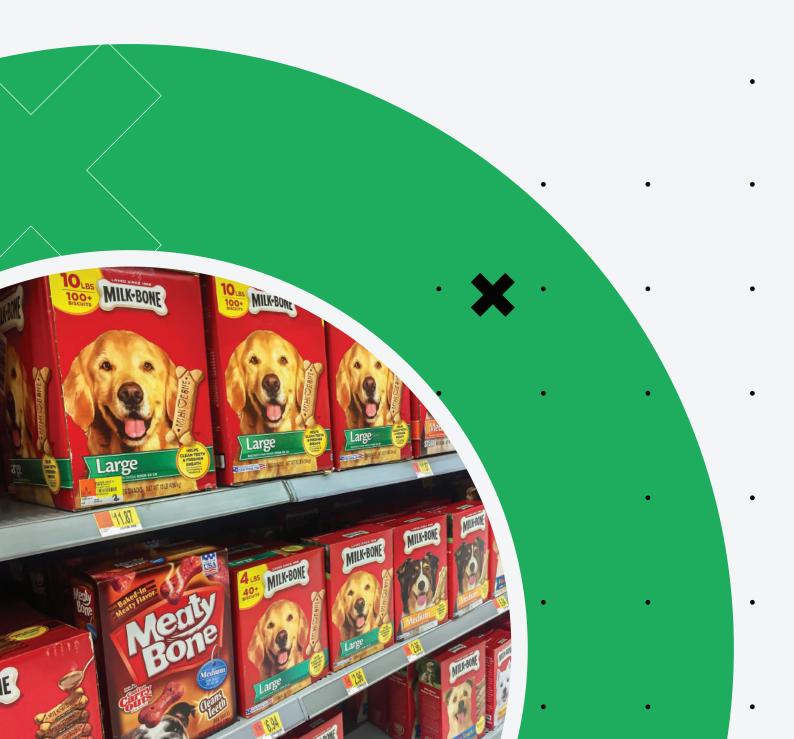


FDA and AAFCO Labeling Guide For

Pet Food Products



Adhered to either of the rules for product name

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- □ 95% rule
- ☐ 25% or "dinner" rule
- ☐ 3% or "with" rule
- Flavor rule

Net Quantity statement

- Expressed the weight in an ounce-pound unit
- Metric units are in lowercase

Manufacturer's Name And Address

- Printed Manufacturer's Name
- Address
- City
- State
- Zip Code
- In case street address is omitted, they're listed in the current city directory or phone book.

Ingredient List

- ×
- Ingredients are listed in descending order of predominance by weight in the product.
- Ingredient names are printed in the same size and typeface
- Names used are according to the official common name as defined by AAFCO
- No reference to quality or grade of ingredients are made in this statement.

Guaranteed Analysis

- Basic guarantees are printed
- Guarantees for other nutrients to support claims made on the label
- Printed in specific order as per AAFCO guidelines
- Adhered to all the guidelines for how to express different guarantees

Nutritional Adequacy Statement

Mention of which life stage the product is suitable for

In case the product is deemed as "complete and balanced", the nutritional adequacy is substantiated by

- □ AAFCO Feeding Trial Protocol
- Established profile method

Feeding Directions

- Printed on the front of the label. If not, have directed the reader to its location on the feed label
- Caution and warning statements appear in a prominent place on the label

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Calorie Statement

- ☐ Is expressed on a "kilocalories per kilogram" basis
- Also expressed calories in familiar household units
- Corrections for moisture content is made





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