

FDA and AAFCO Labeling Guide For **Pet Food Products**



Adhered to either of the rules for product name

- ☐ 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



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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