




Pet Food Labeling Guide



Commercial Feed and Fertilizer Bureau administers the Iowa Commercial Feed Law. The bureau regulates the manufacturing and the distribution of all Commercial Feed in Iowa. Commercial feed includes pet and specialty pet food, including treats.

Sample Label

<p>DOG TREAT</p>  <p>NET Wt. 1 LB (454 g)</p>	<p>INGREDIENTS: beef by-products, textured soy protein, dried bakery products, bacon, ground wheat, corn gluten meal, propylene glycol, salt, bacon fat, artificial smoke flavor, vegetable oil (preserved with BHA), lecithin, phosphoric acid, potassium sorbate (A preservative), color added</p> <p>GUARANTEED ANALYSIS: Crude Protein: 52% min; Crude Fat: 10% min; Crude Fiber: 3% max; Moisture: 28% max</p> <p>CALORIE CONTENT (Calculated, ME): 2820 Kcal/kg, 65 Kcal/treat</p> <p>FEEDING DIRECTIONS: Feed occasionally as a treat.</p> <p>DISTRIBUTED BY: Example for You, Des Moines, IA 50319</p>
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Label Requirements

Name of Product

- Each product must have some sort of unique identifier to distinguish it from others on the market
- When ingredient names are in the product name.
 - Beef Dog Food – at least 95% is Beef
 - Beef Recipe Dog Food – at least 25% is Beef
 - Dog Food with Beef – at least 5% is Beef

What species the food is for?

- Must be Words, Pictures are insufficient
- Can be included in product name
 - Beef Dog food
 - Salmon treats for Cats

Nutritional Adequacy Statement

- Statement that indicates the food is complete and balanced for a particular life state
 - Growth, reproduction, adult maintenance, or combination
- If identified as snack, treat, or supplement are exempt

Quantity Statement

- Should be in terms of weight in both English and Metric Units, liquid measure, or by count.

Label Guarantor

- Firm's name and address should be which mail can be delivered
- May require a qualifying phrase such as "Manufactured by", "Manufactured for", or "Distributed by"

Guaranteed Analysis

- List the percentage of each of the nutrients in the Food
 - Minimum Percentage of crude Protein
 - Minimum Percentage of crude Fat
 - Maximum Percentage of crude Fiber
 - Maximum Percentage of Moisture
- Other nutrients may be required to support claims made in labeling

Ingredient Statement

- Ingredients must be listed in descending order of predominance by weight, on an "as formulated basis"
- Ingredient list cannot include any reference to quality or grade
- Ingredients must be:
 - GRAS
 - Approved Food Additives
 - Approved Color Additive
 - Common or Usual Ingredient
 - AAFCO Defined

Feeding Directions

- All pet foods labeled as complete and balanced must include feeding directions that at minimum state:
 - Feed (amount of product) per (weight) of animal
 - Frequency
- Optional for treats if they are not complete and balanced

Contact Information

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For more information

<https://petfood.aafco.org/>