

A Guide to Pet Food Labelling

This guide is intended for the labelling of non-food producing (pet) animal food. The labelling particulars for food-producing animals differ slightly.

EC Regulation 767/2009 on the placing on the market and use of feed details the requirements for the marketing and labelling of animal feed.

General Mandatory Labelling Requirements

A feed material or compound feed shall not be placed on the market unless the following particulars are indicated by labelling;

- **Type of feed** – ‘feed material’, ‘complete feed’ or ‘complementary feed’. The designation ‘pet food’ is also allowed.
- **The name or business name and the address** of the feed business operator responsible for labelling.
- If applicable **the approval number** of the person responsible for labelling granted in accordance with 1774/2002 or 183/2005.
- **The batch or lot** reference number.
- **The net quantity** expressed in units of mass for solid products and in units of mass or volume for liquid products.
- **The list of feed additives** preceded by the heading ‘additives’ in accordance with chapter I of Annex VII (of 767/2009).
- **The moisture content** if it exceeds 14%

Specific Mandatory Requirements for Compound Feed

In addition to the General Mandatory Requirements (as above) the labelling of compound feed shall also include the following;

- **The species or categories of animals** for which the feed is intended.
- **The instructions for proper use** of the feed.
- in cases where the producer is not the person responsible for the labelling the following shall be provided;
 - **the name or business name and address of the producer**, or
 - **the approval number of the producer**, if applicable
- The indication of **the minimum storage life**
 - **‘use before’** followed by a date indicating a certain day in the case of highly perishable feed.
 - **‘best before’** followed by a date indicating a certain month in the case of other feed.
- **A list of feed materials** (ingredients) bearing the heading **‘composition’** listed in descending order by weight.
 - For pet animals the specific name of the feed material can be substituted with the name of the **category** to which the feed materials belong.
 - **The name and percentage by weight of a feed material** shall be indicated if its presence is emphasised on the labelling in words, pictures or graphics.

- For cats, dogs and fur animals, **Compulsory declarations** under the heading of 'analytical constituents' for;
 - **Crude Protein** (can be declared as 'Protein')
 - **Crude Fibres**
 - **Crude Oils and Fats** (can be replaced with 'Fat Content')
 - **Crude Ash** (can be replaced by 'Incinerated Residue' or 'Inorganic Matter')

- In addition, for pet food, **a free telephone number or other appropriate means** of communication shall be indicated in order to allow the purchaser to obtain information in addition to the mandatory particulars on;
 - The feed additives
 - The feed materials contained that are designated by category.

The mandatory labelling particulars shall;

- be given in their entirety in a prominent place on the packaging in a conspicuous, clearly legible and indelible manner.
- be easily identifiable and not obscured by any other information.
- be displayed in a colour, font and size that does not obscure or emphasis any part of the information, unless such variation is to draw attention to precautionary statements.

The European Pet Food Industry Federation have also produced a [Code of Good Labelling Practice for Pet Food](#). This contains some useful information and guidance to help you comply with the labelling requirements.

Penalties

Failing to comply with these requirements is a criminal offence. Any person failing to comply is liable on summary conviction, to a term of imprisonment not exceeding three months or to a fine not exceeding the statutory maximum, or both; or on conviction on indictment, to a term of imprisonment not exceeding three months or to a fine, or both.

Further Information

If you would like any clarification on the points raised in this information sheet or further information relating to this topic please don't hesitate to contact us.

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