

This example label contains the basic information that should be contained on a pet treat label. Pet treat labels will often contain additional, voluntary marketing information. All claims must be truthful and not misleading to the purchaser. Pet treats are a food product and cannot have any drug claims made about them.

Ingredient Statement

The label must include a listing of all ingredients, listed in descending order of predominance by weight in the product. →

**INGREDIENTS: WHEAT FLOUR, PEANUT BUTTER,
WATER, OATS, CANOLA OIL, EGGS**

FEEDING DIRECTIONS: FEED AS A TREAT OR REWARD

Guarantor Information

The entity responsible for the product with their name and city, state, and zip code listed at minimum. →

MANUFACTURED BY:

PET FOOD CO.

RALEIGH, NC 27607

NET WEIGHT: 8OZ (227 G)

Product name

← The name of the product should describe the product being purchased, “These Ole Bones Dog Treat”. This is the name that you register with our program.

Purpose statement

← A statement that describes the species and intended use of the product.



Guaranteed Analysis

← At minimum, treats must guarantee these four nutrients. This provides the purchases with information regarding the amount of basic nutrients that are being added or replaced to their pet’s diet.

GUARANTEED ANALYSIS:
CRUDE PROTEIN (MIN.) 12%
CRUDE FAT (MIN.) 13%
CRUDE FIBER (MAX.) 5%
MOISTURE (MAX.) 20%

Feeding Directions

← Directions for the purchaser on how to appropriately feed the product to their pet with no prior knowledge.

Net Weight Statement

← Each package must contain an accurate statement of net quantity in ounce - pound units and the respective metric unit or be listed as a count, such as “contains 10 treats”.



NC Food & Drug Protection Division
Animal Feed Program