

Bureau of Feed & Seed Program



GUIDE TO MAKING AND SELLING PET FOOD & PET TREATS

LET'S GET STARTED...

- **OUR GOAL** is to bring awareness of laws, regulations, and standards in manufacturing and selling pet food and pet treats
- **APPLIES** to anyone who wants to produce pet treats or pet food in your own home, or in a commercial facility



NAVIGATE THROUGH PRODUCT COMPLIANCE

PET FOOD / PET TREAT PRODUCT

LABELING CONTENT



FOOD SAFETY MODERNIZATION ACT

FACILITY FOOD SAFETY PLAN

FDA FOOD FACILITY REGISTRATION



STATE COMPLIANCE

MISSOURI COMMERCIAL FEED LICENSE

PRODUCT REGISTRATION

QUARTERLY FEED TONNAGE REPORTING



ROUTINE INSPECTIONS

SURVEILLANCE SAMPLING

FACILITY INSPECTION

TYPES OF PET PRODUCTS



PET FOOD

- Complete and balanced diet
- Fed for nutritional aspects



PET TREAT

- Fed as a reward
- Some nutritional benefit but not a sole source of nutrition
- Biscuits, cookies, bars etc.



PET TOY

- Not regulated as a feed product*
- Little to no nutritional benefit
- Primary intent is for entertainment
- Examples: bones, raw hides, some chews
- *If adulterated or labeled with nutritional information, it will be regulated as a feed product

PET FOOD LABELING CONTENT

1. Product/Brand Name
2. Intended Species
3. Guaranteed Analysis
4. Calorie Content
5. Ingredient Statement
6. Nutritional Adequacy (AAFCO) Statement*
 - *Not required on pet treat labels
 - [2 CSR 70 – 31.020\(15\)](#)
7. Feeding Directions
8. Guarantor Information
9. Quantity Statement

1.Tony's Generic

2.Dog Food

3.Guaranteed Analysis

Crude Protein(min).....27%
Crude Fat(min).....12.5%
Crude Fiber(max).....9%
Moisture(max).....13%

4.Calorie Content (calculated ME)

3,946 kcal/kg
378 kcal/cup

5.Ingredients

Chicken, Brown Rice, Peas, Carrots, Chicken Meal, Sunflower Oil, Calcium Carbonate, Vitamin A, Vitamin D3, Folic Acid, Vitamin B12

7.Feeding Directions

| | | | |
|-----------|---------------|------------|-----------------|
| 2-12 lb. | 1/2-1 1/4 cup | 50-80 lb. | 2 3/4-3 1/2 cup |
| 12-25 lb. | 1 1/4-2 cup | 80-100 lb. | 3 1/2-4 1/2 cup |
| 25-50 lb. | 2-2 3/4 cup | 100+ lb. | 4 1/2-5 3/4 cup |

*These are quantity suggestions. Free choice feeding is recommended for pregnant or nursing females. The amount you feed to your dog will vary depending on breed, age, and activity.

6.Tony's Generic Dog Food is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for all life stages including growth of large size dogs (70lb. or more as an adult).

8.Tony's Pet Food Company

1616 Missouri Blvd
Jefferson City, MO 65109

9.Net Weight 2lb (907.2g)

MISSOURI STATE LAWS AND REGULATIONS:

CLICK HERE:

[Missouri Commercial Feed Law](#)

CLICK HERE:

[Missouri Pet Food Regulations](#)



PET TREAT LABELING CONTENT

1. Product/Brand Name
2. Intended Species
3. Guaranteed Analysis
4. Calorie Content
5. Ingredient Statement
6. Nutritional Adequacy (AAFCO) Statement*
 - *Not required on pet treat labels
7. Feeding Directions
8. Guarantor Information
9. Quantity Statement



1. Tony's Generic 2. Dog Treats



3. Guaranteed Analysis

Crude Protein(min).....12%
Crude Fat(min).....8.5%
Crude Fiber(max).....1%
Moisture(max).....32%

4. Calorie Content (calculated ME)

2,723 kcal/kg
20kcal/treat

EXAMPLE

5. Ingredients

Wheat Flour, Egg Products, Vegetable Oil, Natural and Artificial Flavors

7. Feeding Directions

Feed intermittently as a treat or a reward

8. Tony's Pet Food Company
1616 Missouri Blvd
Jefferson City, MO 65109

9. Net Weight 8oz (226.8g)

MISSOURI STATE LAWS AND REGULATIONS:

CLICK HERE:

[Missouri Commercial Feed Law](#)

CLICK HERE:

[Missouri Pet Food Regulations](#)



REQUIRED LABEL CONTENT

- **PRODUCT NAME**
 - Must be shown on the principal display panel
- **INTENDED SPECIES**
- **GUARANTEED ANALYSIS***
 - Must be listed in this order
 - **Crude Protein (minimum)**
 - **Crude Fat (minimum)**
 - **Crude Fiber (maximum)**
 - **Moisture (maximum)**
 - Voluntary guarantees to be listed following moisture
 - *Products must be analyzed by an animal feed testing lab in order to develop a Guaranteed Analysis



**Tony's Generic
Dog Treats**



EXAMPLE

Guaranteed Analysis

Crude Protein(min).....12%
Crude Fat(min).....8.5%
Crude Fiber(max).....1%
Moisture(max).....32%



More Information on
Guaranteed Analysis click
here:
[2CSR 70-31.020\(3\)](#)
(State)
[Guaranteed Analysis Guide](#)
(AAFCO)

REQUIRED LABEL CONTENT

CALORIE CONTENT*

- Measured in terms of metabolizable energy (ME) on an “as fed” basis
- Must be expressed as kcal/kg **AND** kcal/familiar household measure or unit (i.e. cups, cans, ounces, lbs., treats, pieces)
- *Calorie Content is not required in the state of Missouri

INGREDIENT STATEMENT

- Ingredients must be listed in descending order of predominance by weight
- Must be listed using the official feed term as defined in the AAFCO Official Publication or,
- Approved animal food additives listed in 21 CFR 573 or,
- Generally Recognized as Safe (GRAS) by the FDA
- Common or usual

NUTRITIONAL ADEQUACY (AAFCO STATEMENT)

- Not required on pet treat labels
- **2 CSR 70 – 31.020(15)**

Calorie Content (calculated ME)

2,723 kcal/kg

20kcal/treat

Ingredients

Wheat Flour, Egg Products, Vegetable Oil, Natural and Artificial Flavors

For more information on
ingredient statement and
calorie content:

2 CSR 70-31.050(2) & 2 CSR
70-31.080
(State)

Ingredient Statement Overview
(AAFCO)



REQUIRED LABEL CONTENT

- **FEEDING DIRECTIONS**

- Describes how the product is intended to be offered
- Feeding frequency may be stated

- **GUARANTOR INFORMATION**

- Name of business
- Street address
- City, state, and zip code
- May omit street address if the business address is listed in a current city or telephone directory

- **QUANTITY STATEMENT**

- Net weight or net volume of the product package
- Must be listed on the lower 30% of the principal display panel
- Must be represented in standard and metric units, or by count

For more information on feeding directions, guarantor information and quantity statement:

Quantity Statement: 2 CSR 70-31.024(1)(State)

Guarantor Information: 2 CSR 70-31.020(4)(5)(State)



Feeding Directions

Feed intermittently a treat or a reward

Tony's Pet Food Company
1616 Missouri Blvd
Jefferson City, MO 65109

Net Weight 8oz (226.8g)

- **AAFCO** – Association of American Feed Control Officials
- Sets the standards of regulatory and labeling requirements for animal food
- AAFCO has no statutory authority to regulate pet products. All regulatory authority is held by State and Federal entities
 - Many states have adopted all or part of AAFCO's model regulations into their commercial feed laws
- State feed control officials are responsible for regulating pet food to determine compliance of manufacturers, distributors and guarantors with state laws and regulations



WHO IS
AAFCO?

Click here for more information
about AAFCO:

aafco.org

Click here for AAFCO's Business
of Pet Food Page:

petfood.aafco.org

FOOD SAFETY MODERNIZATION ACT (FSMA)

FSMA REQUIREMENTS

- Register as an Animal Food facility*
- Develop a food safety plan
 - Facility information
 - Hazard analysis
 - Processing Current Good Manufacturing Practices(cGMP)
 - Preventive controls
 - Record keeping procedures
 - Recall plan

FOR MORE INFORMATION ON FSMA and cGMPs:

FSMA Registration Guide: [FSMA Guide](#)

cGMP: [Title 21 CFR 507](#)

*Does not apply to manufacturers operating in their primary place of residence

MISSOURI COMMERCIAL FEED LICENSE

- Anyone who manufactures, distributes, or labels pet food / treats within or into the state **must obtain** a Missouri Commercial Feed License
 - Any person who makes only retail sales of pet food / treats which are labeled from a licensed facility **does not require** a feed license
 - Annual license fee is \$35.00
 - Commercial feed licenses are active from July 1st – June 30th



CLICK HERE FOR A PRINTABLE
APPLICATION:

[MISSOURI FEED LICENSE](#)

CLICK HERE TO APPLY ONLINE:

[MOPLANTS](#)



ANNUAL PRODUCT REGISTRATION (SMALL PACKAGE)

PET FOOD

- Pet= dog or cat
- \$90.00 per product*
 - Each product sold exclusively in packages of 10lbs or less **must be registered**
- *Exception: If a firm's total gross annual sales do not exceed \$5,000, said firm can be considered for a reduced fee of \$25.00 per product
 - Documentation is required in order to substantiate that the firm meets the requirements for the reduced fee

SPECIALTY PET FOOD

- Specialty pet= normally maintained in a cage or tank
 - (Ex. Lizards, hamsters, turtles, fish etc.)
- \$90.00 per product
 - Each specialty pet food product sold exclusively in 1 lbs. packages or less **must be registered**

PAYMENT IS REQUIRED BY JANUARY 1ST OF EACH YEAR

IF PAYMENT IS POSTMARKED AFTER JANUARY 31ST, 50% LATE FEE OF THE AMOUNT DUE WILL BE ADDED TO THE PAYMENT

CLICK HERE FOR A PRINTABLE PRODUCT LISTING APPLICATION: [PRODUCT LISTING APPLICATION](#)
EMAIL OUR OFFICE TO INQUIRE ABOUT \$25.00 PRODUCT REGISTRATION: FSTT@MDA.MO.GOV

SINGLE PRODUCT OR MULTIPLE PRODUCTS?

Products are considered one product if the label of every package size has the following **identical** information:

PRODUCT NAME*

- *Variety / assorted packs or a distinct label statement for a specific breed or size of pet = different products

FEEDING DIRECTIONS

GUARANTOR

INGREDIENTS/FORMULA

GUARANTEED ANALYSIS

FEED TONNAGE REPORT

- Inspection fee = \$0.14 per ton or \$5.00 minimum, whichever is greater*
- All products manufactured or sold in the State of Missouri must be included on quarterly tonnage reports:

| | |
|--|--|
| | <u>Q1</u> (JAN –MAR): REPORT BY MAY 15 TH |
| | <u>Q2</u> (APR-JUNE): REPORT BY AUG 15 TH |
| | <u>Q3</u> (JUL-SEPT): REPORT BY NOV 15 TH |
| | <u>Q4</u> (OCT-DEC): REPORT BY FEB 15 TH |

*Small package product registration is paid in lieu of this inspection fee. Registered products will still need to be reported and deferred on tonnage reports.

Click here for more information on [Missouri Feed Tonnage Law](#)

INSPECTIONS



- Seven Missouri feed inspectors are assigned across the state to help regulate feed laws and regulations
- Inspectors are authorized to enter places of business such as:
 - Manufacturing sites
 - Warehouses
 - Feed Mills
 - Retail Stores
- Inspections may include but are not limited to:
 - Surveillance product sampling
 - Verify recordkeeping
 - Good manufacturing practices
 - Determine compliance (ex. licensing, registration, labeling etc.)
 - Click here for more information on [Missouri Inspection Law](#)



RESOURCES

- Applications, State Laws and Regulations: [Feed Program Review \(mo.gov\)](#)
- FDA: [CFR Title 21](#)
- AAFCO: [aafco.org](#)
 - AAFCO Business of Pet Food: [petfood.aafco.org](#)
- Contact Us:
 - Office: 573-751-4310
 - Email: FSTT@mda.mo.gov
 - [Click here](#) to contact your area inspector

