The world of pet treats has laws and regulations governing the production of such items. Familiarize yourself with the information provided by these links before making the decision to enter the business.

- Missouri Commercial Feed Law
- Association of American Feed Control Officials (AAFCO)
- Code of Federal Regulations Title 21 Part 501 Animal Food Labeling

*This is not a complete guide. Use links to the publications throughout this PowerPoint and research the above laws and regulations for a more comprehensive understanding on how to legally make and sell pet treats in Missouri.

*Missouri’s law may differ substantially from other state laws. You should familiarize yourself with the laws of each state you plan to sell in.
WHO NEEDS A COMMERCIAL FEED LICENSE?

- Any person who manufactures or distributes pet treats within or into the state, or is the guarantor
- An independent consultant of a commercial feed
- Each facility located within the State of Missouri

Anyone who only makes retail sales of pet treats from a licensed facility does not need a license.
There are two ways to get licensed:
- Apply for a license online at: MOPlants
- Submit a feed license application
  - A printable application can be found at: Missouri Commercial Feed License Application

There is a $35.00 annual license fee

After obtaining a license, proceed by registering products on a product listing form and/or filing tonnage reports, whichever combination is appropriate for your products.
PRODUCT LISTING OF PET TREATS

- There is a $90.00 annual inspection fee for each product sold exclusively in packages of ten pounds or less
- Product listing form can be found at: Product Listing of Pet Foods
TONNAGE REPORTS

- There is a $0.14 per ton inspection fee or a minimum of $5.00
  - Applies to products sold in packages larger than 10lbs
- If tonnage is required for a product, product listing fees are waived
- Those companies who sell pet treats exclusively in small packages and file an annual product listing form are exempt from paying the $5.00 minimum

**Every license holder must submit a tonnage report each quarter, even if no fee is due**

- Tonnage reports are mailed at the end of each quarter
- A tonnage report form can be found at: Feed Tonnage Report

Missouri Department of Agriculture, Plant Industries Division
It is important to properly label all pet treats.

Labeling guidelines are in:
- The Missouri Pet Food Regulations (2CSR 70-31.010-70-31.90)
- The AAFCO Official Publication
- The AAFCO Pet Food and Specialty Pet Food Labeling Guide

Missouri Department of Agriculture, Plant Industries Division
THESE AREAS ARE REQUIRED ON THE LABEL:

- Product Name
  - Also brand name (if applicable)
  - Must be shown on the principal display panel
- Species of Pet Intended
- Quantity Statement
  - Net weight 8 oz (226.8g) or net count 6 treats
    - Net weight listed avoirdupois (standard) and metric
    - Net count shown as treats, biscuits, sticks, etc.
  - Must be shown at the bottom of the principal display panel
Guaranteed Analysis

- Listed in this order
  - Crude Protein (minimum) #.# %
  - Crude Fat (minimum) #.# %
  - Crude Fiber (maximum) #.# %
  - Moisture (maximum) #.# %
  - Any additional guarantees

Calorie Content

- Measured in terms of metabolizable energy (ME calculated) on an “as fed” basis
  - Expressed as both kcal/kg and kcal/familiar household measure or unit of product (e.g., cups, cans, ounces, pounds, treats, pieces)
Ingredients

- List all ingredients in descending order by weight
- Use:
  - AAFCO officially defined ingredient names
  - Generally Recognized as Safe (GRAS) names
  - Approved food additives in 21 CFR 573
  - Common/usual name if no AAFCO name and definition have been established
Feeding Directions
- Required for treats labeled as *complete and balanced* for any/all life stages
  - Complete and balanced treat packaging must contain a nutritional adequacy statement
- If a treat is not represented as “complete and balanced” feeding directions are voluntary unless considered necessary for “safe and effective use”
  - The principle display panel must state: “treat” or “snack”

Name and Address of the Manufacturer, Packer, or Distributor
- Name of business
- Street address
  - Street address may be omitted if it appears in the local phone directory
- City, state, and zip code
Tony’s Generic Dog Treats

Guaranteed Analysis

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

Calorie Content (calculated ME)

- 2,723 kcal/kg
- 20 kcal/treat

Ingredients

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

Feeding Directions

Feed intermittently as a treat or reward.

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

Net Weight 8oz (226.8g)
LINKS

Missouri Commercial Feed Law

Association of American Feed Control Officials (AAFCO)
https://petfood.aafco.org/

Code of Federal Regulations Title 21 Part 501 Animal Food Labeling

MOPlants

Missouri Commercial Feed License Application

Product Listing of Pet Foods

Feed Tonnage Report

Missouri Pet Food Regulations
https://s1.sos.mo.gov/cmsimages/adrules/csr/current/2csr/2c70-31.pdf

AAFCO Official Publication
https://www.aafco.org/Publications

The AAFCO Pet Food and Specialty Pet Food Labeling Guide
https://www.aafco.org/Publications/Pet-Food-Labeling-Guide
If you have any questions, contact:

Missouri Department of Agriculture
Plant Industries Division
Bureau of Feed and Seed
115 Constitution Drive
Jefferson City, MO 65109
573-751-4310