

## **Oregon Department of Agriculture Food Safety Division**

### **General Information About Making And Selling Pet Treats**

#### **LABELING**

All pet foods and treats must be properly labeled. The label must state “Not For Human Consumption” (OAR 603-013-0612). Labeling should follow the Association of American Feed Control Officials (AAFCO) format. The labels must accompany the treat or food throughout distribution. If the treat or food crosses state lines it is subject to Food and Drug Administration (FDA) labeling rules and rules made by other states. Following the AAFCO format will help you meet those requirements. Labels should state:

- The Product Name
- The Species for Which it is Intended
- Guaranteed Analysis
- Ingredient Statement
- Feeding Directions
- Name and Address of the Manufacturer
- Quantity Statement

#### **PRODUCT NAME**

Each treat or food must be identified with a name that would be easily understandable to the average consumer. An example would be ‘Bob’s Dog Biscuit’. If more than one product is produced, each product must be clearly named, for example: ‘Bob’s Recipe II Dog Biscuit’.

#### **INTENDED SPECIES**

The intended species must be identified on the label. This is usually a cat or a dog. The species name can be in the product name but does not have to be, for example: “Bob’s Dog Biscuit” or “Bob’s Biscuit (for dogs)”.

#### **GUARANTEED ANALYSIS**

The following items must be listed on the label.

- Crude Protein (maximum percentage contained)
- Crude Fat (maximum percentage contained)
- Crude Fiber (maximum percentage contained)
- Moisture (maximum percentage contained)

Other guarantees may be claimed voluntarily and listed as specified in the rules. If your label claims other parameters, such as ‘Fortified with Vitamin A’, then a guarantee must be made for that claim.

## **INGREDIENT STATEMENT**

The label must contain an ingredient statement that lists the common or usual name of each ingredient used in the formulation. If any one ingredient used contains multiple sub-ingredients of its own, then those individual sub-ingredients must be listed instead of the original ingredient. For example: if whole wheat crackers were used the ingredients would be “whole wheat flour, soybean oil, salt, etc.” as they appear on the cracker label. All ingredients must be approved by the FDA or the Oregon Department of Agriculture (ODA). Some ingredients that are safe for humans are not safe for animals. For example: chocolate is toxic for dogs and onions can be toxic for cats. If you have a concern about terminology or don’t know if an ingredient can be used, please contact our feed specialist prior to making the pet treats – (503) 986-4691.

## **FEEDING INSTRUCTIONS**

Directions for feeding must be on the label. If the product is a food the directions for feeding must be stated and the feed must conform to the AAFCO dog or cat nutrient profiles. If the product is a treat it must still have feeding directions. Remember that most foods will contain all the nutrition an animal will need, so a treat is in addition to their normal diet.

## **NAME AND ADDRESS OF THE MANUFACTURER**

The company or name under which you are doing business must be on the label, and it must match your business name exactly. It must also contain the city, state and zip code where you are located. A physical or mailing address can be on the label but is not required.

## **QUANTITY STATEMENT**

The quantity statement can be in pounds, grams, ounces or other units of mass or weight. It can also be a quantity statement that lists the number of units, such as “contains 5 treats”.

## **COMMON QUESTIONS AND ANSWERS**

Q. I make three types of biscuits to sell at the local farmer’s market. Do I need labels printed for each one?

A. It depends on how you are selling them. If you are pre-packaging the treats in small bags or containers then the answer is ‘yes’. If you are selling them in bulk then you need a label on the bulk bin.

Q. I take my treats to the farmer’s market in two pound bags to sell. What do I have to do?

A. You must label each container.

Q. I take my treats to the farmer’s market in a large plastic tote. The customer may pick however many they want, then I put them in a bag for them. What do I have to do?

A. You must label the bulk tote container in which the treats are stored and make sure the label is visible to the customer. The individual bags do not have to be labeled because you did not package the treats until after the customer ordered them.

Q. I have one recipe (or formulation) for dog treats that I sell in one pound bags. I have bone shapes, a cat shape, a mailman shape and a few others. Do I need different labels for each?

A. No. Since the recipe is the same then the nutritional value is the same. This is one product, regardless of how many shapes it comes in.

A. I make one recipe (formula) of dog treat. I put yogurt icing on top of some of them. Does this make it a different product?

A. Yes. You have changed the nutritional value of the treat by adding another ingredient. Therefore it is a new product and would have to be labeled accordingly.

Q. I have three recipes (formulations) of dog treats and I want to combine them into a variety pack. How do I label them?

A. You must provide a label with a guaranteed analysis and ingredient section for each of the three recipes. If the nutritional value is the same for each recipe, then only one guaranteed analysis section is required.

Q. I add beef bullion to my treats. Can I tell my customers that it is beef flavored?

A. Yes. If an ingredient imparts a flavor or distinction to the treat, that may be stated. However, if it's an artificial flavor, then that must be stated whenever the flavor is mentioned. It must also be truthful and not misleading.

Q. I claim my treat will improve joint mobility. Do I need an ODA registration?

A. Yes. If an animal product makes a health claim it must be registered with the ODA/Animal Health Division as an animal remedy. Call (503) 986-4691 for details.

Q. I make a treats using meat. Do I need any licenses?

A. Yes. If a treat or food **made in Oregon** uses raw or cooked meat you must obtain a Pet Food Manufacturing License from ODA, Food Safety Division.

Q. Do you test our treats?

A. Not usually. We only sample if there is a health concern.

Q. I want to make treats but I don't know how to figure out the guaranteed analysis. Who does that?

A. There are commercial laboratories that will perform that task for a fee. You can search the internet for those. Some guarantees can be calculated if you know specific ingredient values.

Q. I bake treats containing meat at my home. Does my kitchen need to be inspected?  
A. Yes. Your kitchen must meet minimum requirements if you are using it to make treats containing meat. You must contact ODA **before** you start making any to sell.

Q. I bake treats in my home kitchen but they do not contain any meat. Does my kitchen need to be inspected?  
A. No.

Q. I bake treats in my home kitchen that contain meat and I sell them wholesale to pet stores. Does my kitchen need to be inspected?  
A. Yes. Your kitchen must meet minimum requirements before you can use it to make meat treats and sell them wholesale. You must contact ODA **before** you start making any to sell.

Q. I make non-meat treats in my kitchen and sell them wholesale to pet stores. Does my kitchen need to be inspected?  
A. No.

Q. I make meat pet treats at my licensed home kitchen to sell. Can I use the same ODA licensed kitchen to make and sell food for human consumption?  
A. Usually No. Pet food facilities have some physical requirements not usually found in a home kitchen. Please contact ODA Food Safety Division for additional information.

Q. I want to call my pet treats “All Natural”. Can I?  
A. Yes, if it is true. Most foods will not be “all natural” because they contain added minerals, vitamins and preservatives, so this statement must be qualified.

### **FOR MORE INFORMATION**

Call the Oregon Department of Agriculture Food Safety Division at (503) 986-4720 regarding questions about dog and cat food or treats.

Call the Oregon Department of Agriculture Animal Health Division at (503) 986-4680 for animal remedies and food for other animals (not dogs or cats).

American Association of Feed Control Officials (AAFCO): [www.aaafco.org](http://www.aaafco.org)

Food and Drug Administration: <http://fda.gov>

Consumer Complaints – Seattle WA: (425) 483-4949