

This example label contains the basic information that should be contained on a pet food label intended to be your pet's daily meal. Pet food labels will often contain additional, voluntary marketing information. All claims must be truthful and not misleading to the purchaser. Pet foods 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.

### Nutritional Adequacy

Complete and balanced diets intended to be fed as the sole food for your pet are required to contain a proper balance of nutrients required to meet your pet's needs. Most foods, but not all, meet this requirement by formulating to meet a set of nutritional standards set by AAFCO for different life stages of dogs and cats. In this example, this example food is formulated to meet the needs of adult dogs (maintenance) and thus would not be suitable to feed puppies.

### Guarantor Information

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



NC Food & Drug Protection Division  
Animal Feed Program



### Product name

The name of the product should describe the product being purchased, "Carolina's Chicken Recipe Dog Food". 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.

### Feeding Directions

Directions for the purchaser on how to appropriately feed the product to their pet with no prior knowledge. Feeding directions should provide at least the amount of food to feed the pet per day. The feeding directions should also be consistent with the intended use of the product. For example, if the product is meant to be fed to dogs of all life stages, it should give directions for feeding puppies, adult, and gestating/lactating dogs.

### 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".

# CAROLINA'S CHICKEN RECIPE DOG FOOD

### GUARANTEED ANALYSIS:

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

**INGREDIENTS: CHICKEN, BROWN RICE, PEAS, CARROTS, EGG, FISH OIL, POTASSIUM CHLORIDE, VITAMIN E SUPPLEMENT, FOLIC ACID, ZINC OXIDE ...**

### DAILY FEEDING DIRECTIONS:

ADULT DOG WEIGHT	CUPS TO FEED
5-10 LBS	1 CUP
10-30 LBS	1.5-2 CUPS
30-50 LBS	2-3 CUPS
50+ LBS	3-4 CUPS

**SPLIT AMOUNTS INTO TWO FEEDINGS PER DAY**

**CAROLINA'S CHICKEN RECIPE DOG FOOD IS FORMULATED TO MEET THE AAFCO DOG FOOD NUTRIENT PROFILES FOR ADULT MAINTENANCE.**

**MANUFACTURED BY:  
PET FOOD CO.  
RALEIGH, NC 27607**

**NET WEIGHT: 8OZ (227 G)**