

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.



# THESE OLE BONES DOG TREAT

## 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:

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

## 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.

## 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**

## Feeding Directions

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

## 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 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".

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



NC Food & Drug Protection Division  
Animal Feed Program