

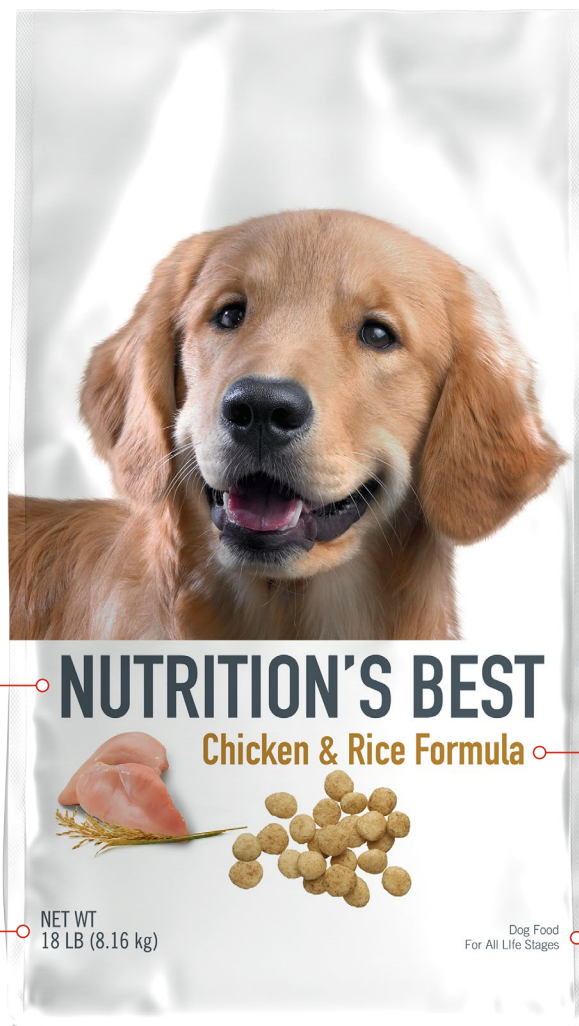


Understanding Pet Food

UNDERSTANDING PET FOOD LABELS - AAFCO

Pet food labels contain a lot of information including details that are required by federal and state regulations as well as information specific to the product, e.g., claims. Although the Association of American Feed Control Officials (AAFCO) has no regulatory authority, it is made up of representatives from governmental agencies in the US, Canada, Costa Rica, and Puerto Rico that do regulate pet food and other animal feed. AAFCO provides guidance to the agencies with its Model Pet Food Regulations, which many states have incorporated into their own state regulations. According to the AAFCO Model Pet Food Regulations, pet food labels should contain the information below.

Note: The location of the information on pack can vary.



Brand name

NUTRITION'S BEST
Chicken & Rice Formula

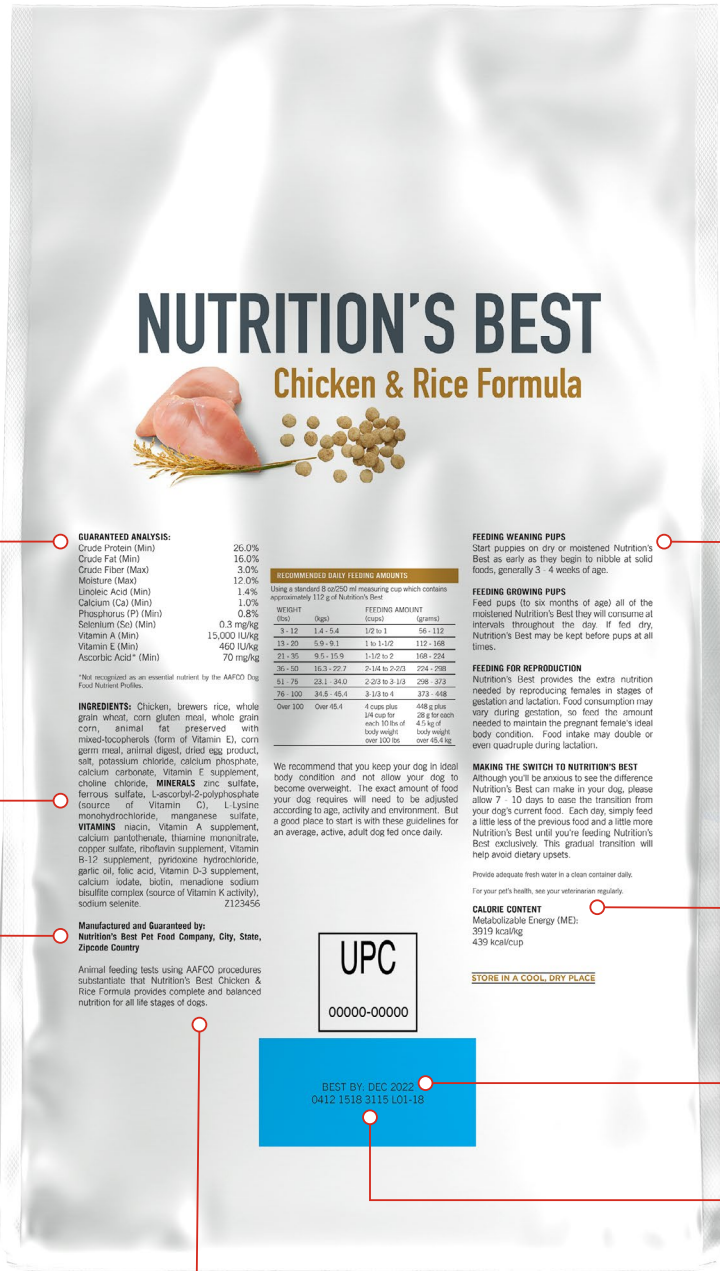
Product Descriptor – may include the name of an ingredient or flavor, under **AAFCO-defined circumstances**

Net Weight – how much food is in the package.

NET WT
18 LB (8.16 kg)

Dog Food
For All Life Stages

Species for whom product is intended and whether food is intended for growth (puppy or kitten)/reproduction, adult maintenance, or all life stages.



The **Guaranteed Analysis** refers to the product's **nutrient content**. This list must include the minimum percentages of **crude** protein and crude fat, and maximum percentages of crude fiber and moisture.

Ingredients are listed in descending order by weight at the point of manufacture.

Name and Address of manufacturer/distributor.

Nutritional Adequacy Statement – the food must meet or exceed the AAFCO nutrient profile, or have completed a feeding trial according to AAFCO guidelines, to be marked **“complete and balanced”** for a particular life stage.

Some pet foods are formulated for **“intermittent or supplemental”** feeding and are not considered **“complete and balanced.”**

GUARANTEED ANALYSIS:

Crude Protein (Min)	26.0%
Crude Fat (Min)	16.0%
Crude Fiber (Max)	3.0%
Moisture (Max)	12.0%
Linoleic Acid (Min)	1.4%
Calcium (Ca) (Min)	1.0%
Phosphorus (P) (Min)	0.8%
Selenium (Se) (Min)	0.3 mg/kg
Vitamin A (Min)	15,000 IU/kg
Vitamin E (Min)	460 IU/kg
Ascorbic Acid* (Min)	70 mg/kg

*Not recognized as an essential nutrient by the AAFCO Dog Food Nutrient Profile.

INGREDIENTS: Chicken, brown rice, whole grain wheat, corn gluten meal, whole grain corn, animal fat preserved with mixed-tocopherols (form of Vitamin E), corn germ meal, animal digest, dried egg product, salt, potassium chloride, calcium phosphate, calcium carbonate, Vitamin E supplement, choline chloride, **MINERALS:** zinc sulfate, ferrous sulfate, L-ascorbyl-2-polyphosphate (source of Vitamin C), L-Lysine monohydrochloride, manganese sulfate, **VITAMINS:** niacin, Vitamin A supplement, calcium pantothenate, thiamine mononitrate, copper sulfate, riboflavin supplement, Vitamin B-12 supplement, pyridoxine hydrochloride, garlic oil, folic acid, Vitamin D-3 supplement, calcium iodate, biotin, menadione sodium bisulfite complex (source of Vitamin K activity), sodium selenite. 7123456

Manufactured and Guaranteed by: Nutrition's Best Pet Food Company, City, State, Zipcode Country

Animal feeding tests using AAFCO procedures substantiate that Nutrition's Best Chicken & Rice Formula provides complete and balanced nutrition for all life stages of dogs.

RECOMMENDED DAILY FEEDING AMOUNTS

Using a standard 8 oz/250 ml measuring cup which contains approximately 112 g of Nutrition's Best

WEIGHT (lbs)	WEIGHT (kg)	FEEDING AMOUNT (cups)	FEEDING AMOUNT (grams)
3-12	1.4-5.4	1/2 to 1	56-112
13-20	5.9-9.1	1 to 1-1/2	112-168
21-35	9.5-15.9	1-1/2 to 2	168-224
36-50	16.3-22.7	2-1/4 to 3	224-298
51-75	23.1-34.0	2-3/4 to 3-1/2	298-423
76-100	34.5-45.4	3-1/2 to 4	373-498
Over 100	Over 45.4	4 cups plus 1/4 cup for each 10 lbs of body weight over 100 lbs	498 grams plus 28 g for each 2.3 kg of body weight over 45.4 kg

We recommend that you keep your dog in ideal body condition and not allow your dog to become overweight. The exact amount of food your dog requires will need to be adjusted according to age, activity and environment. But a good place to start is with these guidelines for an average, active, adult dog fed once daily.

FEEDING WEANING PUPS

Start puppies on dry or moistened Nutrition's Best as early as they begin to nibble at solid foods, generally 3 - 4 weeks of age.

FEEDING GROWING PUPS

Feed pups (to six months of age) all of the moistened Nutrition's Best they will consume at intervals throughout the day if fed dry. Nutrition's Best may be kept before pups at all times.

FEEDING FOR REPRODUCTION

Nutrition's Best provides the extra nutrition needed by reproducing females in stages of gestation and lactation. Food consumption may vary during gestation, so feed the amount needed to maintain the pregnant female's ideal body condition. Food intake may double or even quadruple during lactation.

MAKING THE SWITCH TO NUTRITION'S BEST

Although you'll be anxious to see the difference Nutrition's Best can make in your dog, please allow 7 - 10 days to ease the transition from your dog's current food. Each day, simply feed a little less of the previous food and a little more Nutrition's Best until you're feeding Nutrition's Best exclusively. This gradual transition will help avoid dietary upsets.

Provide adequate fresh water in a clean container daily.

For your pet's health, see your veterinarian regularly.

CALORIE CONTENT

Metabolizable Energy (ME): 3919 kcal/kg 439 kcal/cup

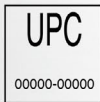
STORE IN A COOL, DRY PLACE

Feeding Directions – how much to feed per day based on pet's body weight. Feeding directions are typically based on an average pet's energy/calorie requirements, so individual animals may need more or less than recommended.

The **Calorie Statement** is expressed as kcal per kilogram of food and as kcal per common unit of measure (e.g., cup) of food.

The **Best Before/By Date** indicates the food's shelf life.

The **Product Traceability Code** indicates the date of production and the plant that produced the food.



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FURTHER INFORMATION ON TERMINOLOGY:

- The Product Descriptor may include the name of an ingredient or flavor under these **AAFCO-defined circumstances**:
 - "100%," e.g., "100% Beef," indicates that the named ingredient comprises 100% of the product (excluding water or trace amounts of preservatives or other supplemental ingredients). These products would typically be treats or "toppers," since they do not provide complete and balanced nutrition.
 - "95%," e.g., "95% Beef Dog Food" or "95% Salmon and Chicken Cat Food," indicates that 95% of the food by weight (excluding water, and 70% including water) is comprised of the named ingredient or combination of ingredients. If the name includes a combination of ingredients, each ingredient must comprise at least 3%, and the ingredients should be listed in the name in descending order. These products can provide complete and balanced nutrition.
 - "Dinner," "platter," "entrée," "formula," and "recipe," e.g., "Chicken & Rice Formula," indicate that the named ingredients together comprise at least 25% (excluding water, and 10% including water) and each comprise at least 3% of the food by weight (excluding water). The manufacturer can choose to list none, some, or all of the ingredients that meet these requirements as part of the name.
 - "With," e.g., "with Sweet Potato," indicates that the named ingredient comprises at least 3% of the food by weight (excluding water).
 - "Flavor," e.g., "Chicken Flavor," indicates that the named ingredient must be present only in the amount needed to impart flavor.
- **Nutrient content** – additional nutrients may be listed after moisture in the Guaranteed Analysis. If a claim on the package includes a nutrient, e.g., "DHA for brain and vision development," that nutrient must be included in the guaranteed analysis as a minimum. The guaranteed analysis statement, which is based on minimums or maximums, will differ from a "typical" or "average" nutrient analysis, which may be included in brand/product literature or on the manufacturer/brand website and which is based on averages.
- **Crude** refers to the assay (the analytical method) used to determine the amount of the nutrient. It does not refer to or reflect the quality of the ingredients used.
- All **Ingredients** must be listed individually by their AAFCO-defined names. If an ingredient does not have an AAFCO-defined name and definition, its common or usual name should be used. Brand names are not permitted. The species for any meat or meat byproducts, other than cattle, swine, sheep, or goats, must be named. Although not required, cattle, swine, sheep, or goats may be named, if desired, by the manufacturer. Indications of ingredient quality are not permitted. Font style, size, and color should be consistent for all ingredients so as not to emphasize any individual ingredients.
- The **Feeding Directions** are guidelines. Every pet is an individual, and many factors, such as activity level, age, breed, environment and genetics, can affect the amount of calories a pet needs. The pet's body condition should be monitored regularly, and the amount of food adjusted to maintain ideal body condition.

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- **"Complete and balanced"** indicates that the food provides all of the nutrients needed in the correct amounts and ratios relative to one another. The Nutritional Adequacy Statement will use one of three formats, all specifying the name of the product and the life stage (growth [puppy or kitten]/reproduction, adult maintenance, or all life stages) for which the food provides complete and balanced nutrition:
 - "Formulated to meet" confirms an analysis has shown the food meets the nutrient profile standard.
 - An "animal feeding test" claim means the food was fed to dogs or cats according to AAFCO's feeding protocols.
 - The "family products claim" may be used for a food in the same "family" as another product that has been substantiated by an animal feeding test. The food may have a slightly different formulation but cannot differ on a nutritional basis.
- Foods classified for **"intermittent or supplemental"** feeding are typically broths or "toppers," but may include some wet foods. These foods do not provide complete and balanced nutrition and are intended as a complement to be fed with a complete and balanced diet. Some veterinary therapeutic diets are labeled for "intermittent or supplemental" feeding because they are restricted in certain nutrients in order to provide support for the disease(s) for which they are labeled and do not provide complete and balanced nutrition to normal, healthy animals. These are intended to be fed only under the direction of a veterinarian.

The Purina Institute aims to help put nutrition at the forefront of pet health discussions by providing user-friendly, science-based information that helps pets live longer, healthier lives.