

PHILIPPINE NATIONAL STANDARD

PNS/BAFS 140: 2014
ICS 65.120

Pet food labelling



BUREAU OF PRODUCT STANDARDS

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Foreword

The formulation of this Philippine National Standard on Pet food labeling PNS/BAFS 140:2014 was initiated by private sectors in collaboration with the Bureau of Agriculture and Fisheries Standards and Bureau of Animal Industry. This standard is unique from other documents that had been developed by the office as most of the working group members are dominated by the private industry. Further, this was consulted to the stakeholders only once as majority of its end users are based in Manila area.

The Technical Working Group created by the Department of Agriculture is co-chaired by the Bureau of Agriculture and Fisheries Standards and Bureau of Animal Industry who act as overseer of the activity.

Pet food labelling

1 Scope

This standard applies to labeling requirements of manufactured wet and dry pet food being fed to dogs and cats.

2 References

The titles of the standards and publications referred to in this Standard are listed in the inside back cover.

3 Definition

For the purpose of this standard, the following definitions apply:

3.1**brand**

means any distinctive mark or proprietary/trade name assigned to a feed or feed ingredient

3.2**by-products**

refers to a secondary product resulting from the manufacture/processing of the main or primary product

3.3**pet food additive**

includes any coloring, flavoring, preservative, antioxidant, artificial sweetener, vitamin and mineral or modifying agent

3.4**ingredients**

refers to an article of feed which enters into the composition of the pet food or which is used as a raw material in the formulation of ration

3.5**label**

refers to any written, printed, or graphic matter attached or affixed to any package of pet food

3.6**package**

refers to a sack, bag, barrel, can, pail or any container for pet foods

3.7**pet**

means a domesticated dog or cat

3.8

pet food

means any commercial feed prepared and distributed for consumption by pets

3.9

principal display panel

is the part of the label that is most likely to be displayed, presented, shown or examined under the customary conditions of display for retail sale

3.10

information panel

is part of the label immediately contiguous and placed conspicuously near the Principal Display panel and contains important information about the product

3.11 Guaranteed analysis refers to the manufacturer's claim as to the quality of their product which is printed in the label or tag of the pet food product aimed to safeguard the interest of the consumers

3.12

typical analysis

is defined as the average analysis of a total of twenty-four (24) samples taken equally from three different date product production runs and any individual analysis will not vary by more than 10% of the stated value

3.13

treat and/or snack

is defined as small quantity of food taken supplemental to regular meals not meant to provide complete or balanced nutrition (unless specifically declared to be complete and balanced nutrition) and could be in different forms such as but not limited to biscuits, chews, strips and sticks

4 General Guidelines

4.1 Labeling

4.1.1 The pet food label is the primary means by which specific product information is communicated between a manufacturer or distributor and pet owners, veterinarians, and regulatory officials.

4.1.2 The label of a pet food product forms part of a legal document (BAI application form for product registration is made under oath) and as such, any and all claims appearing on the label should be substantiated when required to do so.

4.1.3 The label of a pet food product should contain two (2) main parts: Principal Display Panel and Information Panel.

4.1.4 The principal display panel should include the following items:

4.1.4.1 Product Identity: Legally includes product name and brand name but may also include a manufacturer's name. The product name provides information about

the individual identity of the particular product within the brand and is subject to existing regulations;

4.1.4.2 Designator (Statement of Intent): Clearly identifies the animal for which the product is intended;

4.1.4.3 Net Weight: Declares the net weight of contents;

4.1.4.4 Product Vignette: Graphic or pictorial representation of the product on the pet food label that is not misrepresenting the contents of the package;

4.1.4.5 Nutrition Claim: Usually brief and should be substantiated by a nutritional adequacy statement on the information panel; and

4.1.4.6 Bursts and Flags: Highlight information or provide specific information with visual impact. New products, formula or ingredient changes, and improvements in taste are most often highlighted.

4.1.5 The information panel should contain the following important information about the product:

4.1.5.1 Analytical statement expressed on “as is” or “as fed” basis (using international accepted method of declaration) could be either of the following:

a. Guaranteed analysis

Guaranteed Analysis

- Minimum % crude protein
- Minimum % crude fat
- Maximum % crude fiber
- Maximum % moisture

The sliding scale method of expressing a guaranteed analysis on a pet food label (i.e., "Minimum crude protein 15-18%") is prohibited.

Guarantees for crude protein, crude fat, and crude fiber are not required when the pet food is intended for purposes other than to furnish these substances, or they are of minor significance relative to the primary purpose of the product, such as a mineral or vitamin supplement.

b. Typical/Average Analysis

- % crude protein
- % crude fat
- % crude fiber
- % moisture

4.1.5.2 Ingredient list

All the ingredients, should be declared in a statement arranged in descending order of the proportion by weight or the ingredient contained in the food.

Pet food supplements and additives that are added by the manufacturer should be listed in the ingredient statement.

Where the composition of a food may be subject to minor variations by the substitution of an ingredient with another ingredient performing a similar function, the ingredients should be listed in the following form:

“(name of ingredient) and/or (name of substitute ingredient)”

4.1.5.3 A statement of nutritional adequacy or purpose;

With exception of treats and snacks, pet food labels should contain a statement and validation of nutritional adequacy.

When a claim “complete and balance”, “100% nutritious” or some similar designation is used, manufacturers should indicate the method and life stage that was used to substantiate this claim. Pet foods that do not meet the requirements established by any internationally accepted method should have a nutritional statement as follows: “This product is intended for intermittent or supplemental feeding only” or any statement to that effect.

Pet foods that are intended for use by, or under the supervision or direction of the veterinarian should state this fact.

4.1.5.4 Feeding directions;

Manufacturers should provide a “Directions for Use” statement on the label of a pet food product. Such statements should be legible and informative (i.e., feeding guides or recommendation to have water available). These directions may be brief where label space is limited.

When a pet food is intended for use by or under the supervision or direction of a veterinarian, a statement: "Use only as directed by your veterinarian" or any statement to that effect may be used in lieu of feeding directions.

4.1.5.5 Name and address of the manufacturer and/or importer (for imported products) and BAI Certificate of Feed Product Registration Number should be reflected. (For imported products that are also distributed to other countries, the importer or distributor should affix stickers or any other means to indicate the BAI Certificate of Product Registration Number)

4.2 Drugs and Pet food Additives

4.2.1 Where a pet food supplement and additive belongs to a class described by one of the names set out below, that name should be used in the list of ingredients to identify that food additive:

antioxidants	flavors	humectants	preservatives	vitamins
colors	food acids	minerals	stabilizers	gelling agents
thickeners	emulsifiers	mineral salts		

4.2.2 Where a pet food additive is capable of performing more than one function, the class name most appropriate to the function being performed in the particular food should be used.

If the pet food additive could reasonably be placed in more than one class of food additive with respect to its function in a particular food, either or any of those class names may be used.

A pet food additive not generally accepted as belonging to a generic class should be declared in the ingredients list using its prescribed name.

4.2.3 The permanent or provisional listing of an artificial color according to any existing food and drug regulatory agency as safe for use, together with the conditions, limitations and tolerances, if any, that is incorporated therein, should be deemed to be satisfactory evidence that the color, when used pursuant to such regulations, is harmless to pets.

4.2.4 It is incumbent upon the manufacturer of the pet food product in which pet food additives are included to ensure that their use and applied levels are safe.

4.2.4.1 Satisfactory evidence of the safety and efficacy of a pet food should be established:

- a. when the pet food contains such additives, the use of which is generally recognized as safe for use; or
- b. when the pet food itself is a drug, or contains a drug, this should be subjected to an application approved by the Food and Drug Administration.

4.3 Storage, Batch and Date Coding

4.3.1 The label on or attached to a package containing pet food should include information relating to the batch number/code, date of manufacturing, expiry date or best-before date. And while not necessarily expressed in an “open” format, this information should be readily explained to consumers and should be used to maintain the traceability of the product.

4.3.2 All pet food should provide a clear explanation of the storage conditions required.

5 Nutrition

5.1 Nutritional Requirements

5.1.1 Pet food products should be of a nutritional standard adequate to meet the requisites of their description and claims.

5.1.2 A pet food manufacturer, importer and/or distributor should not represent directly or indirectly in labeling, trade name, or otherwise that its pet food or a recommended feeding thereof, is or meets the requisites of a complete, perfect, scientific or balanced ration for pets unless such product satisfies the requirements for nutritional “completeness” outlined in Section 5.2 below.

5.2 Complete Pet Food

5.2.1 A complete pet food is one which, when fed for an extended period as the only source of nutrient other than water, should provide for all the energy and nutritional needs of the pet and the physiological state for which it is intended, and should be validated as such by conforming to the relevant standard.

5.2.2 The following qualifications apply to “nutritional completeness” claims:

5.2.2.1 If a manufacturer labels a product as a complete pet food without qualification, it is assumed to be complete for all life stages, and has been validated as such by conforming to the relevant nutritional standards.

5.2.2.2 If the product is designed for a specific life stage, the label should clearly state this and conform to the relevant standard, e.g. “nutritionally complete for the maintenance of adult dogs”, or “a nutritionally complete pet food for growing puppies (kittens)”.

If no requirement has been established by any recognized nutritional authority for the life stage(s) of the intended pet, the claimed nutritional adequacy or purpose of the pet food product should be scientifically substantiated.

5.2.3 Each manufacturer should ultimately accept responsibility for the accuracy of the statements made in labeling and advertising with respect to the nutritional status of the manufactured pet food product.

5.2.4 Dog and cat food labels should include a statement of nutritional adequacy or purpose of the product except when the dog or cat food is clearly and conspicuously identified on the principal display panel as a “snack” or “treat”.

5.3 Feeding Directions

5.3.1 The label of a pet food product which is suitable only for intermittent or supplemental feeding or for some other limited purpose should:

5.3.1.1 bear a close and conspicuous disclosure to that effect; or

5.3.1.2 Contain specific feeding directions which clearly state that the product should be used only in conjunction with other foods.

5.3.2 Specialty pet food, including snacks or treats, labeled as complete and balanced for any or all life stages, should list feeding directions on the product label. These feeding directions should be adequate to meet the nutrient requirements of the intended species of specialty pet as recommended by any recognized nutritional authority. These directions should be displayed prominently on the label. The frequency of feeding should also be specified.

References

PNS/BAFS 140:2014

The following referenced documents are indispensable for the application of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

Pet Food Rules – Texas Administrative Code – Texas A&M University System.
Amended October 1, 2007.

Administrative Order No. 12 Series of 2007– Revised Implementing Rules and Regulations on the Registration of Feed Establishments and Feed Products

Administrative Order No.1 Series of 2008 – Revised Nutrient Standards for Animal Feeds

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