

Pet Food Labels

How much do they really mean?

Or

Is seeing really believing?

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Product Name

- First part of the label noticed
- Wording influences consumer
- 95% rule “Beef for Dogs” excluding added water
 - With added water must be 70%
 - Applies to ingredients of animal origin
- 25% Rule or “dinner” rule

25% “dinner” rule

- Only $\frac{1}{4}$ of the product is beef
 - 3rd or 4th on the ingredient list
 - May not be the primary animal based ingredient
 - Has the most consumer appeal
 - If 2 ingredients named total must = 25%
 - Second ingredient must be in at 3% minimum
- Applies to all ingredient sources

3% Rule

- Or the “with” rule
 - Allowed as a side burst or as part of the product name
 - “cat food with Tuna” tuna is in food at 3% do not confuse with “Tuna Cat Food”

Flavours

- Present in sufficient amounts too be detected
- “digests” treated with heat, enzymes or acids to produce a concentrated natural flavour
- Very lucrative but secretive industry
- Influences palatability
- “ *If It tastes good it must be good for you*”

Net Quantity Statement

- Always check for this as bags and cans can appear to be the same size but the weight of the food in the bags or cans can differ

Other Information

- “Manufactured by” brand name product
- “Manufactured for” Private label
 - Possibility that the only part Manufactured in North America is the bag
- “distributed by or for”
- Contact # or address
- Lot #, Best before, date of manufacturing

Additives

- Must be designated as “generally recognized as safe” (GRAS)
- Humectants propylene glycol reduces RBC life span and increases RBC susceptibility to oxidative stress in cats . No longer allowed in cat food.
- Ethoxyquine an antioxidant results in an accumulation of haemoglobin related pigments in liver and increased liver enzymes
- Additives added at the sight of the ingredient manufacturer does not have to be indicated
 - Eg. Fish Meal

Guaranteed Analysis

- Required:
 - Minimum Crude Protein and Fat %
 - Maximum Crude Fibre and Moisture%
- Others not required (Marketing):
 - Maximum Ash %
 - Minimum Ca, P , Taurine, Linoleic acid, Na
- Moisture in canned is 78% except if labeled “stew” 87.5%
moisture

Can this be used to an advantage
or
Can These be the Same diet?

Diet #1	Guaranteed Analysis	Diet#2	Guaranteed Analysis
Min Protein %	20	Min Protein %	24
Min Fat%	10	Min Fat%	12
Brand X Grocery		Brand X Premium	

Ingredient list

- Ingredients listed by weight as added:
 - Chicken is the first ingredient and is 70 to 80% Moisture
 - When product cooked and moisture is removed chicken will no longer be the first ingredient

Ingredient list: Major Ingredients:

- Meal- Rendered (processed product) were tissues (Striated muscle) or organ (By Product) meat have been heat processed; the oil Pressed out and remaining residue dried and made into a meal
- Chicken, beef, pork usually boxed and frozen at packing plant
- Plant based ingredients by-products of human food
- Oils –recycled restaurant oil
 - Animal or Plant Origin
- Flavours

Ingredient Lists: Minor Ingredients

- Limiting amino acids
- Antioxidants
- Macro and micro minerals
- Vitamins
- Herbs
- Probiotics Prebiotics

Games with The Ingredient Lists

Named Ingredient

- Poultry, Poultry Meal, poultry by-product meal
- Meat, meat meal, meat by-products or meal

Can be

- Duck, chicken, turkey , other poultry
- Beef, pork, lamb, goat, horse

Can this be used to an advantage
or
Can These be the Same diet?

Diet #1	Guaranteed Analysis	Diet#2	Guaranteed Analysis
Min Protein %	20	Min Protein %	24
Min Fat%	10	Min Fat%	12
	Poultry meal, vegetable oil		Chicken Meal, canola oil
Brand X Grocery		Brand X Premium	

Games Continued

- Splitting ingredients: corn, corn meal, whole grain corn, ground whole grain corn, corn gluten meal, corn grits

Source of Ingredients

- Mostly off shore
- One batch of pet food could have many ingredient sources

Nutritional Adequacy Statement

- If a product makes a claim to be “ 100% complete and balanced” for a life stage this must be substantiated by:
 - “ formulated to meet the nutritional levels established by AAFCO”
 - “ AAFCO Feeding trial protocol”
- No rules governing diets for seniors or for specific breeds
- Product suitable for intermittent or supplemental feeding

Feeding directions

- Taken as a place to start “JUST ROUGH GUIDELINES”
- Including the caloric content of the food is voluntary expressed as:
 - Kilocalories ME per kilogram per cup or can on an “as fed” basis

Other Claims with no Official Rules

- Premium and super premium etc. Are not held up to meet higher standards
- Marketing strategies
- Natural vs Artificial
- Organic

Remember

- The Manufacturer has up to six months after a formulation change to change the label.
- Each state has regulations about registering pet food labels, done on a voluntary basis.
 - Don't get caught
 - Investigation complaint driven
- In Canada no governmental regulations on registering pet food labels

Example
Veterinary, Grocery Brand, Premium
Brand

Putting our Knowledge into Practice

Diet Canine	Kcal/100g	Protein%	Fat%	Fibre%	Moisture%	Ingredients
VPD	273	28.25 (32.4)	5.88 (6.7)	9.43	13.5	Whole grain corn,* soybean meal, soy bean hulls ,corn gluten meal, beef and bone meal, pea fibre, wheat gluten
Premium OTC	334	27	9.34	2.5	8.5	Chicken, brewer's rice, poultry by-product meal, wholegrain corn, corn bran, wheat flour, corn gluten meal, whole grain wheat
Grocery OTC	334	27	9.8	3.2	9.3	Turkey, brewer's rice, poultry-by-product meal, corn gluten meal
Grocery OTC	297	25	9.5	12	12.0	Ground yellow corn*, soybean meal , ground wheat, soybean hulls, corn gluten feed ,corn gluten meal, meat and bone meal
VPD	270	22.8	7.9	21	5	Corn meal, peanut hulls, chicken by-product meal, soybean meal, soybean mill run, chicken liver flavour, dried egg product, Vegetable oil
Premium OTC	300	22.2	8.1	13	10	Corn meal, soybean mill run, chicken by-product meal, peanut hulls , corn gluten meal, soy bean meal, Chicken liver flavour, vegetable oil , dried egg product

Canine weight control diets

Diet	Sold as		Cents/100 Kcal	\$/Tonne
Diet A	Veterinary Diet	Whole grain corn,* soybean meal, soy bean hulls ,corn gluten meal,	12.7	\$3480
Diet B	Premium	Chicken, brewer's rice, poultry by-product meal, wholegrain corn	7.3	\$2430
Diet C	Grocery	Turkey, brewer's rice, poultry-by-product meal, corn gluten meal	n/a	n/a
Diet D	Low end Grocery	Ground yellow corn*, soybean meal , ground wheat,	5.1	\$1540
Diet E	Veterinary Diet	Corn meal, peanut hulls, chicken by-product meal, soybean meal	18.8	\$5080
Diet F	Premium	Corn meal, soybean mill run, chicken by- product meal,	8.6	\$2590

Product	UNIT PRICE	\$/Tonne	Cents/100 Kcal
Diet A-Veterinary Diet Manufacturer A			
Dry 3.6 kg	\$17.75	\$4930	18 cents
Dry 9 kg	\$38.33	\$4250	16 cents
Dry 15.9	\$55.33	\$3480	12.7 cents
354g Can	\$1.78	\$5030	94 cents
DM bases	\$8.01	\$22,640	\$4.27
Diet E-Veterinary Diet Manufacturer B			
Dry 4.5kg	\$34.09	\$7570	28 cents
Dry 9.1 kg	\$57.08	\$6270	23 cents
Dry 13.6	\$69.19	\$5080	19 cents
370 g can	\$2.24	\$6500	83 cents
DM bases	\$9.18	\$24,810	\$3.40

Product	UNIT PRICE	Cost/tonne	Cost/100 Kcal
Diet A Vet Diet A			
Dry 3.6 kg	\$17.75	\$4930	18 cents
Dry 9 kg	\$38.33	\$4250	16 cents
Dry 15.9	\$55.33	\$3480	12.7 cents
354g Can	\$1.78	\$5030	94 cents As fed
DM Basis	\$8.03	\$22,868	\$4.27 remove water
Diet Evet Diet B			
Dry 4.5kg	\$34.09	\$7570	28 cents
Dry 9.1 kg	\$57.08	\$6270	23 cents
Dry 13.6	\$69.19	\$5080	19 cents
370g can	\$2.24	\$6050	83 cents
DM Basis	\$10.17	\$27,468	\$3.40 remove water

Diet Feline	Kcal/100g	Protein %	Carbs %	Fat %	Fibre %	Moisture %	Ingredients
VPD	324	52	22	7.8	4.8	12.5	Corn gluten meal, wheat gluten, soybean meal, poultry- by-product meal , oat fibre, soy protein isolate, brewer's rice
PREMIUM OTC	388	46.7	23.2	11.1	3.2	8.5	Chicken , corn gluten meal, wheat gluten, brewer's rice, soybean meal, poultry by product meal, oatmeal
GROCERY OTC	340	42.2	27.4	11.2	1.3	8.5	Turkey, poultry by product meal, corn gluten meal, soy flour, brewer's rice, whole grain corn, soy bean hulls
GROCERY OTC	339	31	55	9.7	4	12	Corn gluten meal, wheat, soybean meal, whole kernel corn, brewer's rice, poultry by product meal, animal fat
VPD	396	48.9	14.6	20.7	5.2	10	Chicken by product meal, corn gluten meal, pork fat, pork protein isolate, cornmeal, powdered cellulose, wheat gluten, dried egg product
VPD	302	34.3	29.7	8.9	12.5	10	Chicken by product meal, corn meal, powdered cellulose, ,corn gluten meal, chicken liver flavour
OTC PREMIUM	321	33.9	37.5	8.6	5.8	10	Brewer's rice, Chicken by product meal , corn gluten mea, powdered cellulose, corn meal, animal fat

Diets Selected

Canine

- Diet A-Purina OM
- Diet B-Pro Plan Weight Management
- Diet C-Purina One Healthy Weight
- Diet D-Dog Chow Low Fat Formula
- Diet E-Hill's r/d
- Diet F- Science Diet Light Adult

Feline

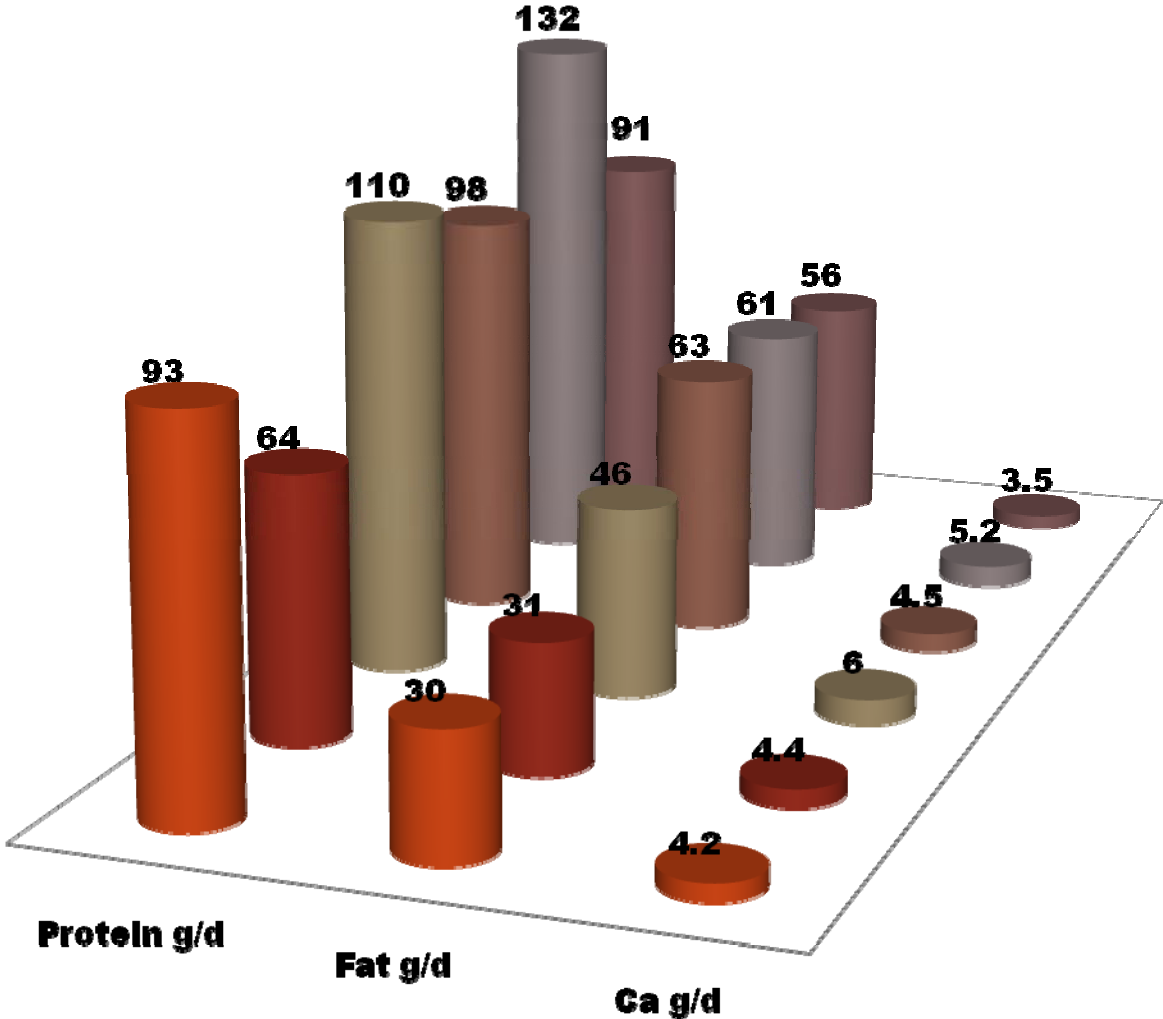
- Diet A-Purina OM Dry
- Diet B-Proplan Weight Management
- Diet C- Purina One Healthy Weight
- Diet D- Cat Chow Lean
- Diet E- Feline m/d
- Diet F- Feline r/d
- Diet G- Science Diet Light Adult

Complete and Balanced

Do the manufactures really Know what it Means?

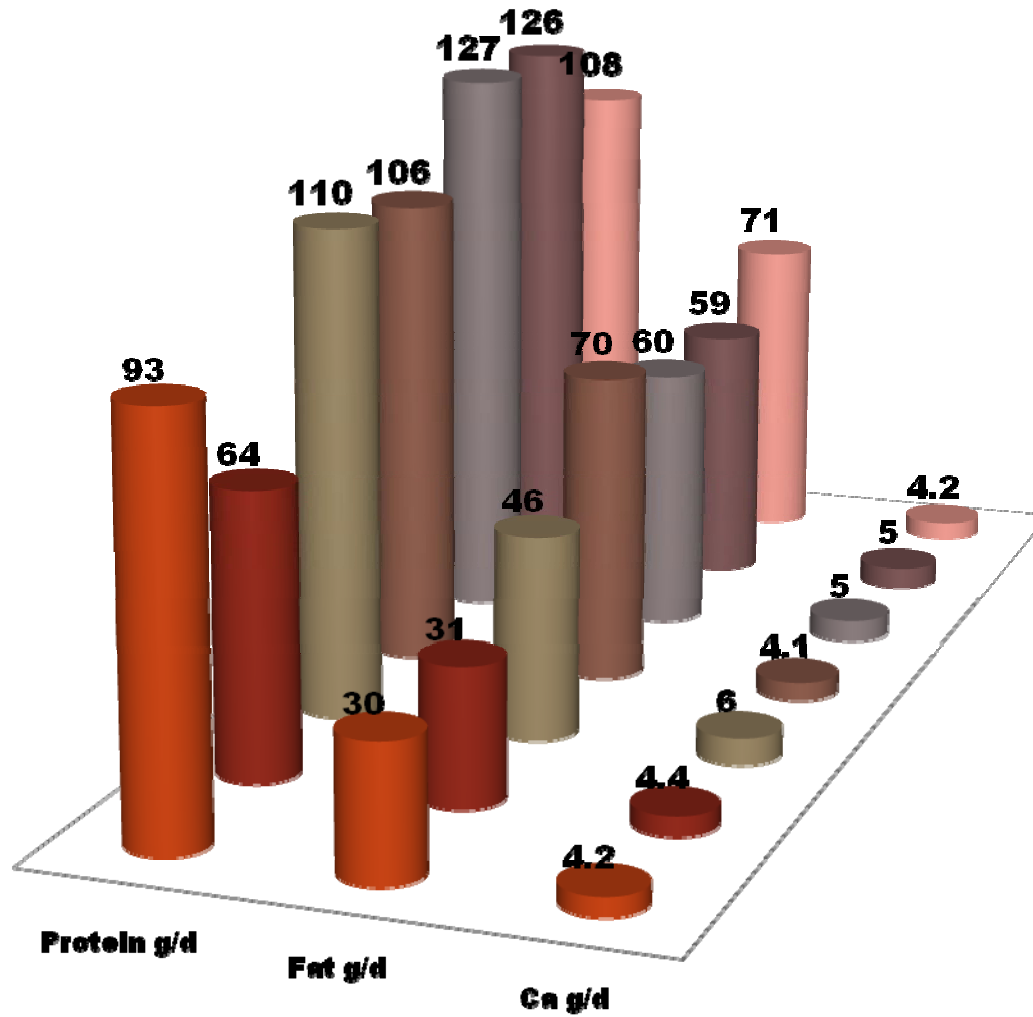
Comparison Manufacturer's A Prescription Diets fed to large breed puppies Average 1483 Kcal/d

■ AAFCO ■ NRC ■ Purina ■ PD Puppy ■ PD Puppy LB ■ PD Adult



Average 1483 Kcal/d*

■ AAFCO
 ■ NRC
 ■ Purina
 ■ Premium Puppy
 ■ Premium LB
 ■ Premium Adult
 ■ Premium Senior



***Average from 2 mo to 9 mo Purina's Life
 I and Study**

Additional Reading

- **Sabine Contreras .2007.**

<http://www.dogfoodproject.com/index.php?page=labelinfo101>

- [http://agr.wa.gov/Foodanimal/AnimalFeed/#Pet_Food_and_Specialty_Pet_Food_Registration_](http://agr.wa.gov/Foodanimal/AnimalFeed/#Pet_Food_and_Specialty_Pet_Food_Registration)

- The Pet Food Association of Canada <http://www.pfac.com/>

- After the suspension of the CVMA Pet Food Certification Programme

<http://veterinarynews.dvm360.com/dvm/article/articleDetail.jsp?id=421709>