

# Interpreting Food Labels, North America

Net weight or net volume (for wet food) in both metric and avoirdupois

All ingredients (raw materials and additives) must be declared in descending order of weight (fresh matter, as formulated). If a claim is made, the ingredient inclusion % must be included. Ingredients must be safe and approved and must be referred to by the correct nomenclature

Feeding directions: must state, minimum, the amount of product required per weight of dog/cat. Feeding frequency must be included. Can also include instructions for transition. (this section is not required for treats)

Name, address of the manufacturer/distributor. If the manufacturer is different from the distributor, this should be noted ("manufactured for" or "distributed by") in front of the address

**[ Turkey Food Formula ]**

**Cat Food**

400 g/ 14 ounces

**Ingredients:** Turkey (26%), brewers rice, corn gluten meal, chicken meal, dried egg product, soy protein isolate, animal fat preserved with mixed-tocopherols (form of Vitamin E), fish meal, powdered cellulose, wheat flour, animal liver flavor, soybean hulls, inulin, gelatin, potassium chloride, phosphoric acid, salt, choline chloride, Vitamin E supplement, calcium carbonate, taurine, zinc sulfate, ferrous sulfate, L-ascorbyl-2-polyphosphate (source of Vitamin C), manganese sulfate, niacin, L-Lysine monohydrochloride, Vitamin A supplement, copper sulfate, calcium pantothenate, thiamine mononitrate, riboflavin supplement, Vitamin B-12 supplement, pyridoxine hydrochloride, folic acid, Vitamin D-3 supplement, calcium iodate, biotin, menadione sodium bisulfite complex (source of Vitamin K activity), and sodium selenite,

weight (kg)	serving / day (g)	Guaranteed analysis	
2	35	Crude protein (max)	40%
3	50	Crude fat (min)	13.5%
4	62	Crude fiber (max)	4.8%
5	74	Moisture (max)	12%

Feed throughout the day

ABC [company responsible of labelling/packaging], address/phone #

**Calorie content** (calculated):  
4037 kcal/kg; 1835 kcal/lg; 445 kcal/cup

Product name (& brand, if any)

The pet food label must specify target species prominently

The guaranteed analysis must report crude protein (minimum), crude fat (minimum), crude fiber (maximum) and moisture (maximum) as percentages (grams per 100 grams of pet food) in fresh mater ("as is"). Ash (maximum) is not mandatory. Other nutrients may be included here voluntarily or to support any claim

The calorie content statement is mandatory. It must be expressed at least as both kcal per kg and kcal per familiar household measure (e.g. cup, can, treat). If this has been determined experimentally, the heading of this section is **calorie content (fed)**, whereas, if this value is estimated, the heading reads **calorie content (calculated)**. The calculation assumes that protein, fat and ELN provide 3.5, 8.5, and 3.5 kcal/g respectively. This calculation is done with average values, rather than the guarantees reported on the label