

## CHAPTER 7-17-02 LABEL FORMAT AND LABELING

Section  
7-17-02-01      Label Format and Labeling

### 7-17-02-01. Label format and labeling.

1. Pet food and specialty pet food must be labeled with the following information:
  - a. Product name and brand name, if any, on the principal display panel;
  - b. A statement specifying the species name of pet or specialty pet for which the food is intended, conspicuously designated on the principal display panel;
  - c. Quantity statement as defined in (section reference of the rules), by weight (pounds and ounces, and metric), liquid measure (quarts, pints, and fluid ounces, and metric) or by count, on the principal display panel;
  - d. Guaranteed analysis;
  - e. Ingredient statement;
  - f. A statement of nutritional adequacy or purpose if required;
  - g. Feeding directions if required;
  - h. A statement of calorie content; and
  - i. Name and address of the manufacturer or distributor.
2. When a pet food or specialty pet food enclosed in an outer container or wrapper is intended for retail sale, all required label information must appear on the outer container or wrapper.
3. A vignette, graphic, or pictorial representation on a pet food or specialty pet food label may not misrepresent the contents of the package.
4. The use of the word "proven" in connection with a label claim for a pet food or specialty pet food is not permitted unless the claim is substantiated by scientific or other empirical evidence.
5. No statement may appear upon the label or labeling of a pet food or specialty pet food which makes false or misleading comparisons between that product and any other product.
6. A personal or commercial endorsement is permitted on a pet food or specialty pet food label provided the endorsement is not false or misleading.
7. A statement on a pet food or specialty pet food label stating "improved", "new", or similar designation must be substantiated and limited to six months production.
8. A statement on a pet food or specialty pet food label stating preference or comparative attribute claims must be substantiated and limited to one year production, after which the claim must be removed or resubstantiated.

**History:** Effective July 1, 2020.

**General Authority:** NDCC 4.1-41-20

**Law Implemented:** NDCC 4.1-41-05