

## 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 intended use of the product as specified in chapter 7-17-12;
  - 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. Pet nutrition facts or specialty pet nutrition facts as specified in chapter 7-17-13;
  - e. Ingredient statement as specified in chapter 7-17-05;
  - f. Feeding directions if required as specified in chapter 7-17-08; and
  - g. Name and address of the manufacturer or distributor as specified in chapter 7-17-11.
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; amended effective July 1, 2024.

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

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