

Retail Sale of Pet Foods

This information covers the labelling of any type of compound or manufactured pet food which is on sale, either:

- loose from bins, hoppers or other retail bulk displays - or
- in small pre-packs you make up yourself by breaking down larger packs

If you manufacture or mix your own pet foods for sale please contact us for further advice. If you buy in pre-packed containers, which you then offer for sale, these should have been labelled already by the manufacturer or supplier.

What is a compound pet food?

A compound pet food is a product comprising a mixture of at least two ingredients (with or without additives), usually in the form of a coarse mix, kibbles/biscuits, or as a wet food in tins or pouches.

What labelling is required?

The pet food must be labelled with a 'statutory statement' containing general mandatory labelling requirements and specific mandatory labelling requirements:

General mandatory labelling requirements

- type of feed – for example, feed material, complete feed, complementary feed - for pets other than cats and dogs the designation 'complete feed' or 'complementary feed' may be replaced by 'compound feed' - the designation 'pet food' is also allowed
- name or business name and address of the feed business operator responsible for the labelling
- establishment approval number if available
- batch or reference number
- net quantity
- list of feed additives, preceded by the heading 'additives'

Std20 04/12



- moisture content if exceeds 14%

Specific mandatory labelling requirements

- species or categories of animals for which the compound feed is intended
- instructions for proper use indicating the purpose for which the feed is intended - for example, amount per animal per day, or percentage of total daily ration
- in cases where the producer is not the person responsible for the labelling: name and address of the producer or an identification number
- minimum storage life: 'use before...' followed by the date DD/MM/YY for highly perishable feed, 'best before...' followed by the date DD/MM/YY for other feed
- List of feed materials in descending order by weight based on the moisture content under the heading 'Composition'
- for pet animals, the specific name of a feed material may be replaced by the category name - a list of categories will be established by the European Commission
- if special emphasis is placed on a feed material on the labelling (for example, by words, pictures or graphics) then the name and percentage weight must be indicated
- compulsory declarations of crude protein, crude oils and fats, crude fibre and crude ash under the heading 'analytical constituents' or without affecting the analysis for pet food the replacement expressions 'protein', 'fat content' and 'incinerated residue' / 'inorganic matter' may be used respectively
- pet food manufacturers must provide contact details - for example, a free telephone number for purchasers wishing to obtain information on feed additives and the names of feed materials within a category

This advice includes the information that must be given, there is further information that is optional. The European Commission encourages the development of two community codes of good labelling practice (one for pet food and one for compound feed for food producing animals) and these should be consulted as a guide to aid compliance with labelling requirements.

Where will I find the statutory statement?

If the pet food arrives in a package or container, it should be included either directly on the container or on a label attached to it (subject to

minor exemptions). Where the material arrives in bulk, the information can be supplied in accompanying documentation.

The statutory statement must be given in a conspicuous, clearly legible and indelible manner and in English (subject to legislation). The particulars must be easily identifiable and not obscured by any other information. The labelling and presentation must not mislead the user as to the nature, method of manufacture, quantity, durability, composition and species of animals for which it is intended..

How do I pass on the statutory statement to my customers?

When selling pet food loose from bins or hoppers the statutory statement must be displayed in a conspicuous place, either attached to the bin or with the feed in such a way that it is clear to which product it relates. If you make up pre-packed containers of less than 20kg for direct sale to the consumer, a similar display notice can be used.

For other pre-packed goods you must mark each pack with the statutory statement. However, for 'multi-pack' pet food (such as one package with several containers, where the total weight of the package is not more than 10kg) the statutory statement may be given only on the outer packaging instead of on each container.

Where food is sold loose, care must be taken to ensure that any use by or best before dates and batch numbers are updated when new stock is added. Consideration must also be given to efficient and effective stock rotation to ensure the accuracy of information given in the statutory statement.

What are the consequences of non-compliance?

**Failure to comply with these requirements is a criminal offence.
The maximum penalty on conviction in a magistrates court
is a fine of £5000**

Where can I get further help?

This leaflet is not an authoritative document on the law and is only intended for guidance. For further details or clarification contact Derbyshire Trading Standards at:

Chatsworth Hall
Chesterfield Road
Matlock
Derbyshire
DE4 3FW

Telephone:

Businesses:	Call Derbyshire	08 456 058 058
Consumers:	Citizens Advice consumer helpline	08454 040506

Fax: 01629 536197

Website: www.derbyshire.gov.uk/tradingstandards

We want everyone to be able to understand us. On request, we will arrange:

- Language interpreters, including for sign language
- Translation of written materials into other languages
- Materials in large print, on tape or in Braille.

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http://www.derbyshire.gov.uk/images/std20_tcm9-90298.pdf

or telephone us on 01629 536166.

