

## **Requirements for Selling Pet Foods in New Hampshire**

The state of New Hampshire, as most states do, regulates the labeling of commercial feeds for animals. Commercial feeds include Pet Foods. Specific label requirements for pet foods have been developed by the Association of American Feed Control Officials (AAFCO). Those requirements have been adopted in the laws and rules of the New Hampshire Department of Agriculture, Markets & Food.

There are two primary requirements, product labeling; and registration. The requirements are contained in the NH Commercial Feed Law, RSA 435:17-35 and in the administrative rules of the department, Chapter Agr 1200. Part Agr 1203 of the rules contains the specific requirements for Pet Food. Manufacturers should obtain a copy of the law and rules for the full details of the requirements. This publication summarizes the labeling and registration requirements for Pet Foods.

---

### **LABELING**

Consumer packages of pet food must list 6 essential label elements. The principal display panel (PDP) is that portion of the label most likely to be displayed or examined under normal conditions for retail sale and must contain the following information:

**1. Product Name**

**2. Net Content Statement** - in conformance with the US Fair Packaging and Labeling Act. It must be placed on the bottom third of the PDP.

**3. The words ‘Dog Food,’ ‘Cat Food,’ or similar designation.\***

*\* Note: Unless prominently identified as a snack or treat on the PDP, the product shall also bear a statement of the nutritional adequacy or purpose of the product (see rules for more details).*

The following required information need not be placed on the PDP, but must be easily readable by the purchaser under ordinary conditions of sale:

**4. Guaranteed Analysis:**

**Crude Protein - Minimum %**

**Crude Fat - Minimum %**

**Crude Fiber - Maximum %**

**Moisture - Maximum %**

(Additional guarantees for vitamins and minerals may be listed after moisture.)

**5. Ingredient Listing** - All ingredients used must be listed. The listing shall be in declining order of predominance by weight. The terms used for the ingredients must be the usual and ordinary name of the ingredient with no reference to quality, grade or brand name .

**6. Manufacturer Information** - Name and address of the manufacturer, packer or distributor. If the name is listed in a current city or telephone directory then the street address may be omitted.

## **REGISTRATION**

New Hampshire law requires that each brand of feed or pet food be registered annually with the department. The purpose of registration is to assure that products distributed in this state are labeled properly and formulated safely.

Forms are available from the department on which to apply for registration and must be accompanied by product labels and a registration fee. The annual registration fee is \$75 per product.

Registration in New Hampshire allows the product to be sold or distributed in this state, however, if products are offered for sale in other states, the receiving state may require registration as well. All of the New England states require product registration. Some states do not register products but rather require a firm license. They may also require tonnage reports and fees.

Distributors should check with the feed control official in the state they intend to market into for the registration, reporting and/or licensing requirements.

Any questions about the labeling or registration requirements for feeds should be directed to the Division of Regulatory Services.

[Sample Label]

### ***Granite State***

#### **Dog Biscuits**

A Snack for Dogs

##### Guaranteed Analysis:

Crude Protein (min.)	5%
Crude Fat (min.)	16%
Crude Fiber (max.)	1%
Moisture (max.)	10%

Ingredients: Unbleached Wheat Flour, Partially Hydrogenated Soybean Oil, Fructose, Sugar, Corn Syrup, Corn Starch, Whey Powder, Natural Flavors, Ammonium Bicarbonate.

Manufactured by: Granite State Pet Products, PO Box 99, Granite, NH 03000

Net Wt. 1.5 oz. (43g.)