I Want to Make and Sell Pet Treats in Indiana

What do I have to do?
Obtain a Commercial Feed License

- Everyone must be licensed regardless of company size or amount distributed.

- Indiana Commercial Feed license is $50 annually

- Print and fill out the Indiana Commercial Feed License Application (Form F-1) before pet food distribution

- If selling packages of 10 lbs or less, a Pet Food Listing Form (Form F-3) must also be included. It is $50 per product.

- Mail forms and check for appropriate fees to the Office of Indiana State Chemist.
Product Labeling

• All products must be properly labeled
  • All labels must be review by the Office of Indiana State Chemist
  • All labels must meet criteria outlined in the Indiana Commercial Feed Law and Pet Food Rules (355 IAC 6-2 and IC 15-19-7)
  • Labels must accompany the treat or food throughout distribution
What must be on every label?

- Brand name (if any)
- Product name
- Purpose statement – Intended species
- Guaranteed analysis
- Ingredient list
- Directions for use
- Manufacturer or distributor information
- Quantity statement
Product Name

• Product must be identified with a name that conforms to the label and labeling

• If more than one product is produced, each product must be clearly and uniquely named
Product Name

First product

Second product

BOB’S BISCUITS

BOB’S RECIPE II BISCUITS
Purpose Statement

Intended Species

- The intended species must be identified in words on the principle display panel (front of label)
  - Dog, cat, etc.

- The intended species may be located in the product name but this is not required

A picture is not a good enough way to identify the intended species!
Purpose Statement

Bob's Biscuits (for dogs)

Could be also be written as: Bob’s Biscuits (for dogs)
Guaranteed Analysis

**Crude Protein** (Minimum %)
**Crude Fat** (Minimum %)
**Crude Fiber** (Maximum %)
**Moisture** (Maximum %)

- The guaranteed analysis must have the heading **Guaranteed Analysis** and be in the order given above.
- Voluntary guarantees may be claimed and listed as specified in the rules.
- If the label claims other parameters, then a guarantee must be made for that claim.
  
  Ex: Fortified with Vitamin A
  Packed with Omega 3
Guaranteed Analysis

Guaranteed Analysis:

Crude Protein, min 22%
Crude Fat, min 4%
Crude Fiber, max 5%
Moisture, max 12%

An analysis can be performed by any pet food laboratory. Laboratories may be found through an internet search or at: http://petfood.aafco.org/TestingLaboratories.aspx

OISC does not recommend any one laboratory.
Ingredient List

- AAFCO approved ingredient terms must be used or
- Common or usual name of all ingredients used
- If one ingredient consists of multiple ingredients, each ingredient must be listed instead of the product name
  - Whole wheat crackers would be listed: whole wheat flour, eggs, soybean oil, salt
Ingredient List:

Whole wheat flour, Eggs, Soybean oil, Salt, Beef bullion

Ingredients must be listed by decreasing weight
Ingredient Statement

• All ingredients must be approved by either:
  • The Food and Drug Administration (FDA)
  • Association of American Feed Control Officials (AAFCO)

• If you have a concern or question, contact us prior to making the treat
  • Hours: Mon-Fri, 8 a.m.- noon, 1 p.m. – 5 p.m.
  • (765) 494-1611
Safe for humans does not mean safe for pets!

<table>
<thead>
<tr>
<th>Food</th>
<th>Dogs</th>
<th>Cats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chocolate</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Onion</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Grapes/Raisins</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Coffee</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Garlic</td>
<td>✗</td>
<td>✗</td>
</tr>
</tbody>
</table>

*This is not an all inclusive list. Please contact us if you have any questions.*
Directions for Use

• **Complete and Balanced Diet:**
  • Feeding directions must be stated for each life stage the label is claiming
  • Must conform to AAFCO nutrient profile for intended species

• **Treats and Snacks:**
  • Must state “treat” or “snack” on principle display panel
  • Or state “intended for intermittent or supplemental feeding only”
  • May also state “feed as a treat”
Directions:
Feed as a treat, up to 2 biscuits per day
Intended for intermittent or supplemental feeding only

If Bob’s was a dog food:
Directions:
Feed ½ cup per 10 lbs body weight daily, split over 2+ feedings

Bob’s Dog Food is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for maintenance.
Manufacturer Information

• **Party responsible** – Name of business/company
  • Must match name on your Indiana Commercial Feed License

• **Location** - City, state, and zip code of business
  • A mailing address can be included, but is not required

Websites or social media contacts are allow, but the above information is still required.
Manufacturer Information

Manufactured By:
Bob’s Biscuits
175 S. University
West Lafayette, IN 47905
Quantity Statement

• May be in:
  • Pounds
  • Grams
  • Ounces
  • Other units of weight or volume
  • Or by count

• If using units of weight or volume, please state in both the English and metric units of measurement
30 Large Biscuits
5 lbs (2.27 kg)
Distribution

• If treats are distributed to the customer in packages greater than 10 lbs in weight or in bulk/by piece
  • Company must file a quarterly tonnage report with our office

• Minimum fee of $5.00 per quarter or $0.40 a ton, whichever is greater

• Quarterly tonnage reports are mailed at the end of each quarter to appropriate licensees

• If the tonnage report is delinquent, late penalty fees will be assessed, which is 10% of fees due or $50.00, whichever is greater
Q: I make three types of biscuits to sell at the local farmer’s market. Do I need to get labels printed for them and pay $200.00?

A: It depends on how you are selling them.

- IF you are pre-packaging the treats in small bags (10 lbs or less), then yes
- IF you are selling them in bulk/by the unpackaged piece, then a complete label must be present for each treat, but you would be under our tonnage system
Common Questions and Answers

Q: I take my treats to the farmer’s market in one pound bags to sell, what do I have to do?

A: You must label each bag and the $50 annual fee must be paid to our office for each product.
Common Questions & Answers

Q: I take my treats to the farmer’s market in a box, the customer may pick one, two, or as many treats as they want. What do I have to do?

A: You must:

• Label the container in which the treats are stored, making sure it is visible to the customer.
• File a quarterly tonnage report ($5.00 per quarter)
Q: I have one recipe/formula for dog treats that I sell in 1 lb bags. I have bone shapes, cat shapes, mailman shapes and others. Do I owe $50.00 for each shape?

A: No, because the nutritional value and label is the same, regardless of the shape it comes in.
Q: I make one recipe/formula, of dog treat. I put yogurt icing on top of some of them. Does this make the product different?

A: Yes, because you have changed the nutritional value of the treat by adding another ingredient. Therefore it is a new product and would have to be labeled accordingly.
Q: I have three recipes/formulas, and I want to combine them into a variety pack. How do I label them?

A: You must provide a label with a guaranteed analysis and ingredient section for each formula in the variety pack. If the nutritional value is the same for each formula, then only one guaranteed section is required.
**Q:** I add beef bullion to my treats. Can I tell my customers that it is beef flavored?

**A:** Yes. If an ingredient imparts a flavor or distinction to the treat, that may be stated.

- If it is an artificial flavor, it must be stated whenever the flavor is mentioned. It must be truthful and not misleading.
Q: I want to make a dog treat but I have no idea how to figure the protein, fat, fiber or moisture. Will you do that?

A: No, but samples can be sent to laboratories and analyzed for a fee. Labs can be found through an internet search or on the AAFCO webpage.

Some guarantees may be calculated if you know the ingredient values.
Common Questions and Answers

Q: Do you test our treats for regulatory purposes?

A: Yes, our office collects 3,000+ animal feeds a year and analyzes them for nutrient content and potential hazards. The Indiana Commercial Feed Law empowers our inspectors to collect samples offered for retail distribution during normal business hours.
Common Questions and Answers

Q: I bake treats at home. Do you inspect my kitchen?

A: Not under normal circumstances. The only time we would perform such an inspection is if we received a complaint from a customer related to the treat. We investigate consumer complaints if an animal has become ill or died and a veterinarian suspects the food.
Common Questions and Answers

Q: I want to call my treats all natural - may I?

A: You may if it’s true. Most foods will not be all natural because they contain minerals, vitamins, and preservatives. So the statement must be qualified.
Common Questions and Answers

Q: May I put on my labels that my treats are human grade?

A: In order to put this claim on the label you must provide the following information to the Office of Indiana State Chemist

- Supplier specification sheets for each ingredient
- Letters of guarantee from each supplier that the ingredients are human food grade
- Evidence that the manufacturing facility is licensed to produce human food
Most importantly…
Contact us!

Office of Indiana State Chemist
175 S. University St.
West Lafayette, IN 47905-2063

Katie Simpson
Pet Food Specialist
klsimpso@purdue.edu
765-494-1611