

# Guide to making and selling Pet Treats in West Virginia



# Commercial Feed license

- ▶ Submit a feed license application 15 days before you start distributing.
- ▶ Applications can be found at:  
[http://www.wvagriculture.org/Division\\_Webpages/READ-regulatory.htm](http://www.wvagriculture.org/Division_Webpages/READ-regulatory.htm)
  - ▶ Specialty Pet - 16 oz or less for pets normally maintained in a cage or tank - \$20.00/product
  - ▶ Small Package - 10 lbs and under - \$40.00/product
  - ▶ Large Package Pet - Over 10 lbs and Bulk - \$50.00/product
- ▶ If you are manufacturing your product in West Virginia you also need to register as a Feed manufacturer - \$15.00/annually
- ▶ Submit the appropriate application(s), registration fee and labels for each of your products.

# Labeling Guidelines

- ▶ It is important to properly label all pet foods and treats.
- ▶ Labeling guidelines are in the Title 61 Series 5 West Virginia Legislative Rule Commercial Feed  
[http://www.wvagriculture.org/images/Regulatory/WV\\_Commercial\\_Feed\\_Law\\_Rules.pdf](http://www.wvagriculture.org/images/Regulatory/WV_Commercial_Feed_Law_Rules.pdf)



# These areas are required on label:

Product Name

also brand name (if applicable)

Purpose Statement (Species of Pet Intended)

Guaranteed Analysis

crude protein (minimum).....x%

crude fat (minimum).....x%

crude fiber (maximum).....x%

moisture (maximum).....x%

# These areas are required on label (Continued):

## Ingredients

list all ingredients in descending order (by weight)

## Feeding Directions

the principle display panel (front of the label) must state “treat” or “snack” or the feeding directions must state: “This product is intended for intermittent or supplemental feeding only.”



# These areas are required on label (Continued):

## Name and Address of the Manufacturer or Distributor

name of business

street address

city, state, and zip code

(street address may be omitted if it appears in the local phone directory)

## Quantity Statement

net weight 8 oz (226.8g) or

net count 6 treats

E  
x  
a  
m  
p  
l  
e

Jim's Dog Treats

Guaranteed Analysis

Crude Protein (min).....14%  
Crude Fat (min).....4%  
Crude Fiber (max).....2%  
Moisture (max).....10%



Ingredients

wheat flour, egg products, vegetable  
oil, natural and artificial flavors

Feeding Directions

Feed as treat or reward

Jim's Pet Food Company

1234 Capitol Lane

Charleston, WV 25305

Net Weight 8oz (226.8g)

If you have any questions, contact:

Cama Coffman or April Wilcox  
West Virginia Department of Agriculture  
Regulatory and Environmental Affairs  
Division

1900 Kanawha Blvd, East  
Charleston, WV 25305  
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