

## Frequently Asked Questions

### I want to open a pet treat company. What do I need to do?

To sell pet treats, you must:

1. **Obtain a Guaranteed Analysis** – Have your product analyzed by an independent lab for:
  - Minimum **Crude Protein**
  - Minimum **Crude Fat**
  - Maximum **Crude Fiber**
  - Maximum **Moisture**
2. **Ensure Your Label Includes the Following:**
  - **Product name** and brand name (if applicable)
  - **Species statement** specifying the intended pet (e.g., "for dogs")
  - **Quantity statement** (by weight, liquid measure, or count)
  - **Guaranteed Analysis**
  - **Ingredient statement** (must use AAFCO-approved or FDA GRAS ingredients)
  - **Statement of nutritional adequacy or purpose** (if required)
  - **Feeding directions**
  - **Manufacturer/distributor name and address (city, state, zip code)**

This information can be found in **Commercial Feed Law 19-14-8** and the **AAFCO Official Publication**.

3. **Submit Your Label & Application:**
  - Once your label is complete, submit it with the correct application and fee or pay online.

**Mock Label Example:**

**Product Name/Brand:** Howard's Peanut Butter Dog Treats  
**(Must feature a dog image, not a cat or horse, if including a picture.)**

**Guaranteed Analysis:**

- **Crude Protein:** 16.3% (min.)
- **Crude Fat:** 14.2% (min.)
- **Crude Fiber:** 3.4% (max.)
- **Moisture:** 16.4% (max.)

**Ingredients (in order of predominance):** Peanut Butter, Flour, Salt, etc.

**Manufacturer Information:**

Howard's Dog Treats  
123 Main Street

Petland, WV 25319  
(Phone number or email-Optional)

**Quantity Statement:** 1 lb

**Additional Labeling Rules:**

- **"Proven"** cannot be used unless supported by scientific evidence.
  - No **false or misleading** comparisons between products.
  - Terms like **"Improved" or "New"** can only be used for **six months** after production.
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## **Registration Requirements**

**I am selling pet food in both 5 lb. and 15 lb. packages. Do I need to register both?**

Yes. Products must be registered separately under **Small Package Pet** and **Large Package Pet** categories.

**I am selling pet food in 3 lb. and 5 lb. packages. Do I need to register both?**

No. Both products fall under **Small Package Pet** (under 10 lbs.) and require only **one** registration.

**I am selling 3 oz. dog biscuits in bulk. How do I register them?**

Bulk products must be registered under **Large Package Pet**, as they are distributed in non-packaged form.

**I am selling small, large, and jumbo treats. Do I need to register each size separately?**

Yes. Each treat size (small, medium, large, etc.) must be **registered individually**, and a label must be provided for each.

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## **Late Fee Policy**

**Can the late fee be waived?**

No. Late fees are established under **West Virginia Code 19-14-5**, and the Department of Agriculture has **no authority** to waive or alter them.