

Frequently Asked Questions

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

You would need to have your product analyzed for the guaranteed analysis which would be minimum crude protein, minimum crude fat, and maximum crude fiber by an independent lab.

The following information would be required on you label:

Product name and brand name if any

Statement specifying the species name of pet or specialty pet for which the food is intended

Quantity statement, by weight (lbs. and oz., metric, liquid measure (pints, quarts and fluid oz. and metric) or by count

Guaranteed Analysis

Ingredient statement (must be AAFCO approved ingredients or FDA GRAS)

Statement of nutritional adequacy or purpose if required

Feed directions, if required

Name and address of the manufacturer or distributor

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

Once your label is complete you can submit the label with a small package commercial feed application and a check for \$40.00 per product.

Mock label

Product Name/Brand Name: *Bob Best Cookies Dog Treats (Statement specifying species)*



If you wanted to put a picture in it would need to be a dog since it is a dog treat (it cant be a cat or horse)

Guaranteed Analysis (There is a calculation to figure out the percentage you should choose from your test result which I have attached. (For example if your feed tests 16 protein the minimum your feed can test is 15.48 to not fail. Information in red would not be included on the label.

$$AV = (20/16 + 2)\%$$

Crude Protein 16.3% (min.)

$$AV = 10\%$$

Crude Fat 14.2% (min)

$$AV = (30/3+6)\%$$

Crude Fiber 3.4% (max)

$$AV = 12\%$$

Moisture 16.4% (max)

Ingredients: Peanut Butter, Flour, Salt, etc. (In predominance order)

Names and Address of manufacturer:

Bobs Cookies

123 Main Street – you can omit this if you would like but city and zip must be on label

Petland, WV 25319

Phone # or email

Quantity Statement: 1 lb

Some other rules:

- The word proven cannot be used on the label unless the claim is substantiated by scientific evidence
- No false or misleading comparisons between your product and any other product
- The wording “Improved”, “New” or similar statement are limited to 6 months production.

I am selling a pet food product in 5 lbs. and 15 lbs. Do I have to register to both categories? Yes you would have to register the product in small package pet and large package pet. Commercial Feed that is packaged in such weights as to apply to several categories shall be registered in each applicable category.

I am selling a pet food product is 3 lbs. and 5 lbs. Do I have to register each product separately? No both products would fall under Small package because they are both under 10 lbs. and would only require one registration.

I am selling 3 oz. dog biscuits in bulk. How do I register them? You would be required to register the products under Large Package Pet. Bulk refers to commercial feed distributed in non-packaged form.

I am selling small, large and jumbo treats. Do I have to register them each separately? Yes individual commercial feed is required for each pet food biscuits or rawhide chew manufactured in different sizes such as small, medium, large, etc. The registrant shall provide labels for each product when applying for registration.

This is the first time I have ever been late. Can you waive the late fee? As these fees are set forth in the West Virginia Code 19-14-5 the Department of Agriculture has no authority to reduce those charges or alter them in any manner whatsoever.