



Ohio Administrative Code

Rule 901:5-7-17 Label format and labeling for pet foods.

Effective: [September 21, 2014](#)

(A) Pet food and specialty pet food shall be labeled with the following information:

- (1) Product name and brand name, if any, on the principal display panel as stipulated in rule 901:5-7-18 of the Administrative Code;
- (2) A statement specifying the species name of pet or specialty pet for which the food is intended, conspicuously designated on the principal display panel;
- (3) Quantity statement shall be specified by weight (pounds and ounces and metric), liquid measure (quarts, pints, and fluid ounces and metric), or by count on the principal display panel;
- (4) Guaranteed analysis as stipulated in rule 901:5-7-19 of the Administrative Code;
- (5) Ingredient statement as stipulated in rule 901:5-7-20 of the Administrative Code;
- (6) A statement of nutritional adequacy or purpose, if required, under rule 901:5-7-23 of the Administrative Code;
- (7) Feeding directions if required under rule 901:5-7-24 of the Administrative Code; and
- (8) Name and address of the manufacturer or distributor as stipulated in rule 901:5-7-25 of the Administrative Code.

(B) When a pet food or specialty pet food enclosed in an outer container or wrapper is intended for retail sale, all required label information shall appear on the outer container or wrapper.

(C) A vignette, graphic, or pictorial representation on a pet food or specialty pet food label shall not misrepresent the contents of the package.



(D) The use of the word "proven" in connection with a label claim for a pet food or specialty pet food is not permitted unless the claim is substantiated by scientific or other empirical evidence.

(E) No statement shall appear upon the label or labeling of a pet food or specialty pet food which makes false or misleading comparisons between that product and any other product.

(F) A personal or commercial endorsement is permitted on a pet food or specialty pet food label provided the endorsement is not false or misleading.

(G) A statement on a pet food or specialty pet food label stating "improved," "new," or similar designation shall be substantiated and limited to six months of production.

(H) A statement on a pet food or specialty pet food label stating preference or comparative attribute claims shall be substantiated and limited to one year of production, after which the claim shall be removed or resubstantiated.

(I) . The words "Food," "Supplement," "Treat," or similar designations must appear conspicuously upon the principal display panels of the pet food labels.

(J) Raw milk distributed as commercial feed shall bear the following statement:

"WARNING: NOT FOR HUMAN CONSUMPTION - THIS PRODUCT HAS NOT BEEN PASTEURIZED AND MAY CONTAIN HARMFUL BACTERIA."

This statement shall be displayed in a conspicuous manner and shall not be smaller than the height of the minimum font required by the Federal Fair Packaging and Labeling Act for the quantity statement as shown in the following table:

Panel Size	Minimum Warning Statement Type Size
< 5 sq. in.	1/16 in.
5 - 25 sq. in	1/8 in.
25 - 100 sq. in.	3/16 in.



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100 - 400 sq. in.	1/4 in.
> 400 sq in.	1/2 in.