

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
- Print and fill out the Indiana Commercial Feed License Application ([Form F-1](#)) **before** food distribution
- If selling packages of 10 lbs or less, a Pet Food Listing Form ([Form F-3](#)) must also be included
- Pay \$50 annual fee



Labeling

- All products must be properly labeled
 - Must meet criteria outlined in the Commercial Pet Food Rules ([355 IAC 6-2](#) and [IC 15-19-7](#))
 - Must accompany the treat or food throughout distribution



What must be on every label?

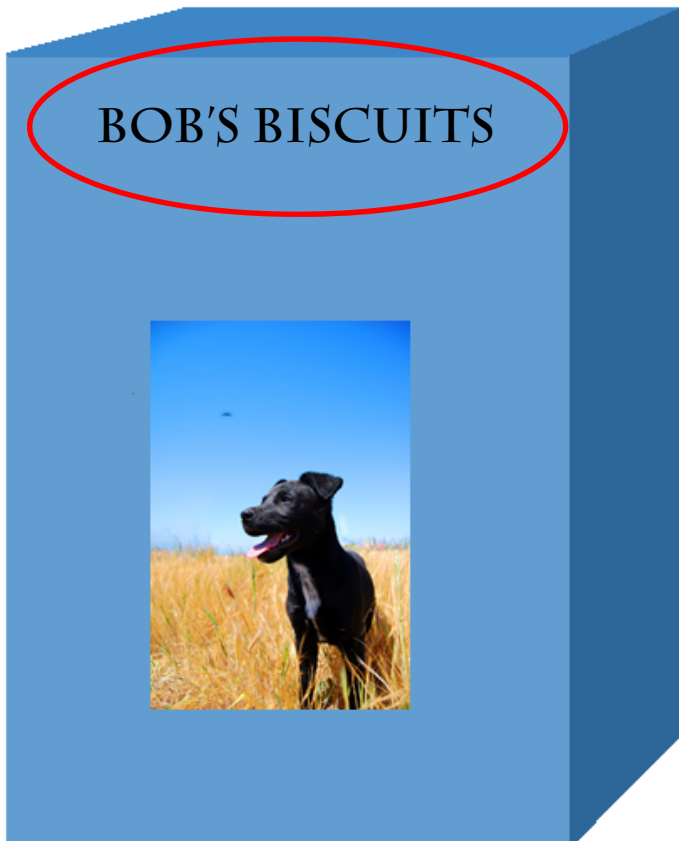
- Product name, and brand name (if any)
- Purpose statement
- Guaranteed analysis
- Ingredient list
- Directions for use
- Manufacturer or distributor information
- Quantity statement

Product Name

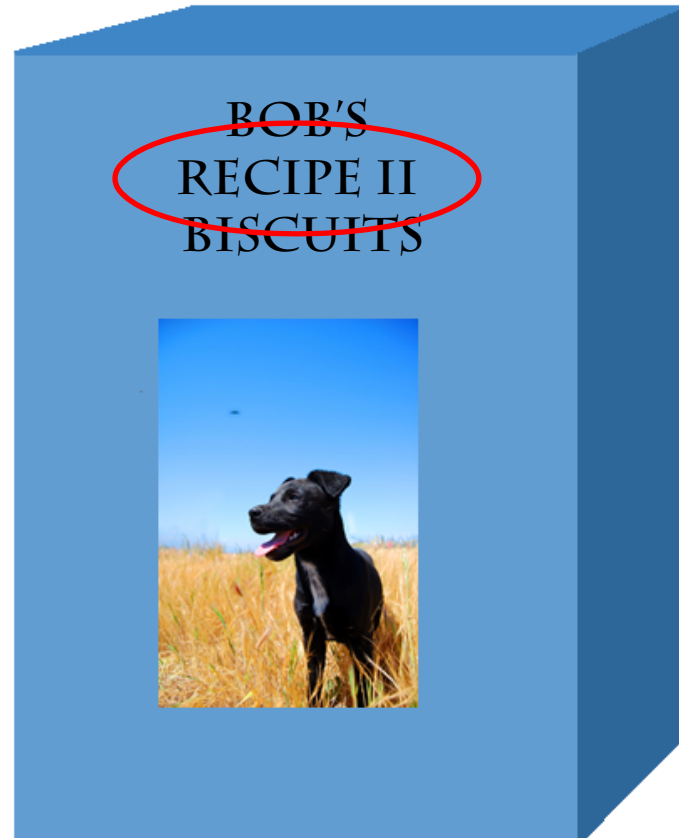
- Product must be identified with a name that conforms to the label and labeling
- If more than one product produced, each product must be clearly named



Product Name



First product



Second product

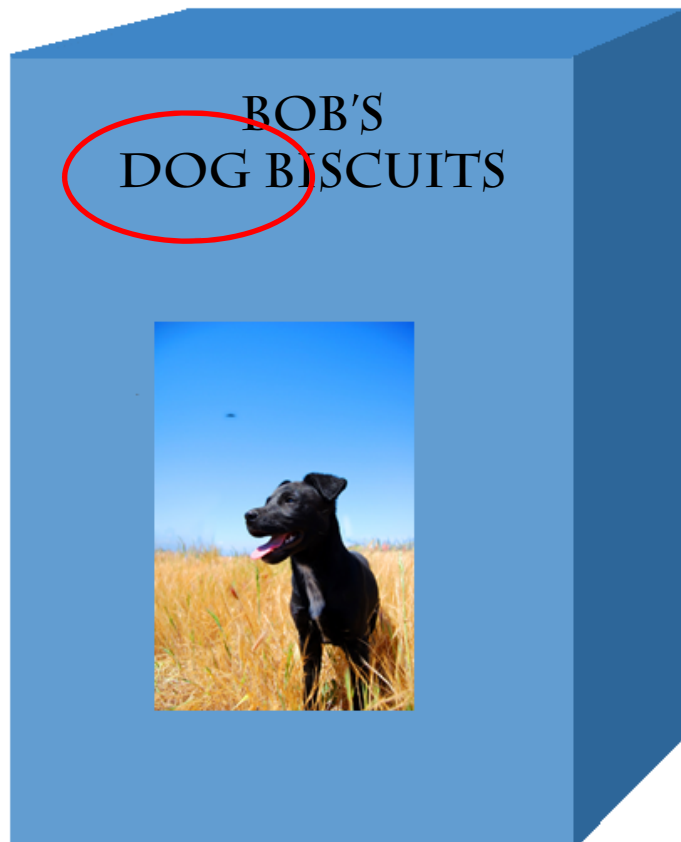
Purpose Statement

- The intended species has to be identified
 - Dog, cat, etc.
- May be in the product name but does not have to be



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

Purpose Statement



Could be also be written as:
Bob's Biscuits (for dogs)

Guaranteed Analysis

Crude **Protein** (Minimum %)

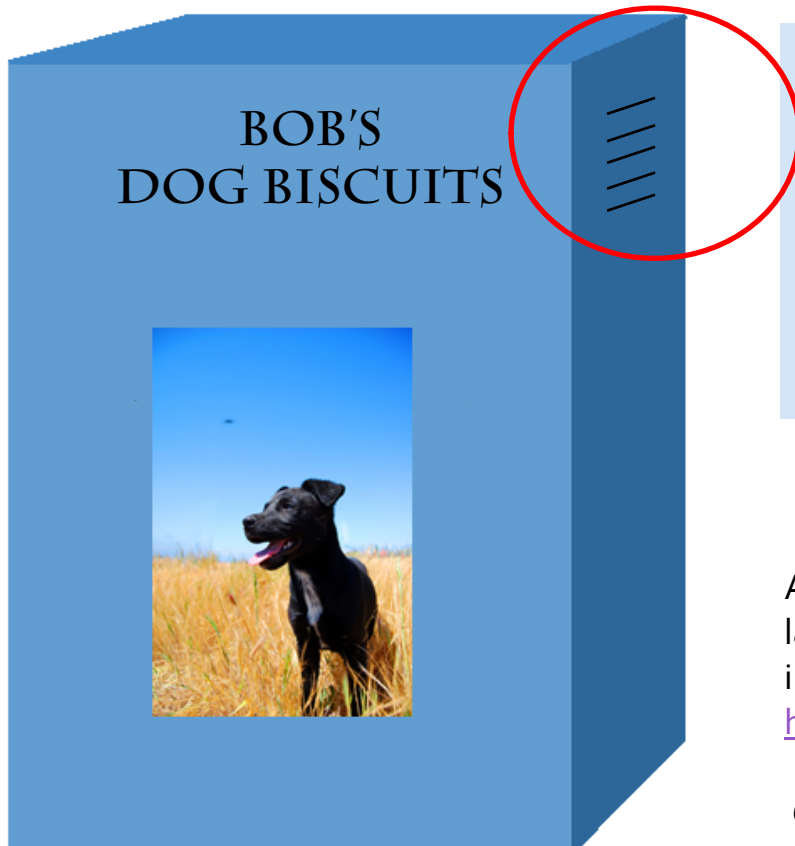
Crude **Fat** (Minimum %)

Crude **Fiber** (Maximum %)

Moisture (Maximum %)

- Voluntary guarantees may be claimed and listed as specified in the rules.
- If label claims other parameters then a guarantee must be made for that claim.
Ex: Fortified with Vitamin A

Guaranteed Analysis



Guaranteed Analysis:

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

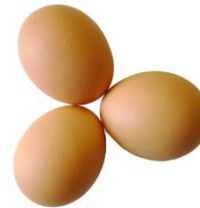
An analysis can be performed by **any** pet food laboratory . Laboratories may be found through an internet search or at:

<http://petfood.aafco.org/TestingLaboratories.aspx>

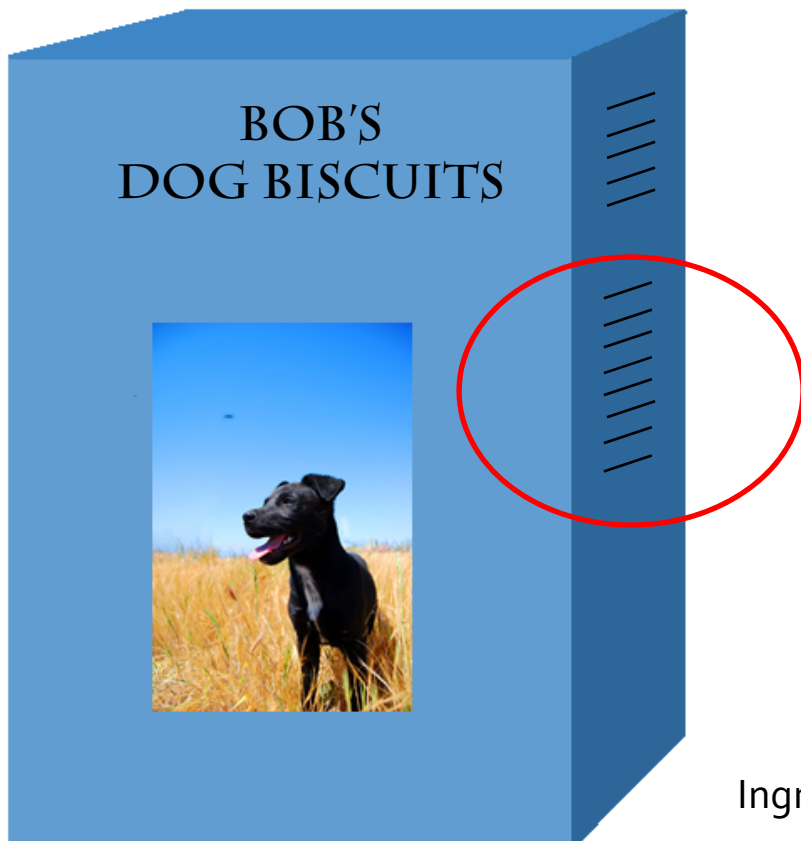
OISC does not recommend any one laboratory.

Ingredient List

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



Ingredient List



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



Ingredient Statement

Safe for humans does not mean safe for pets!

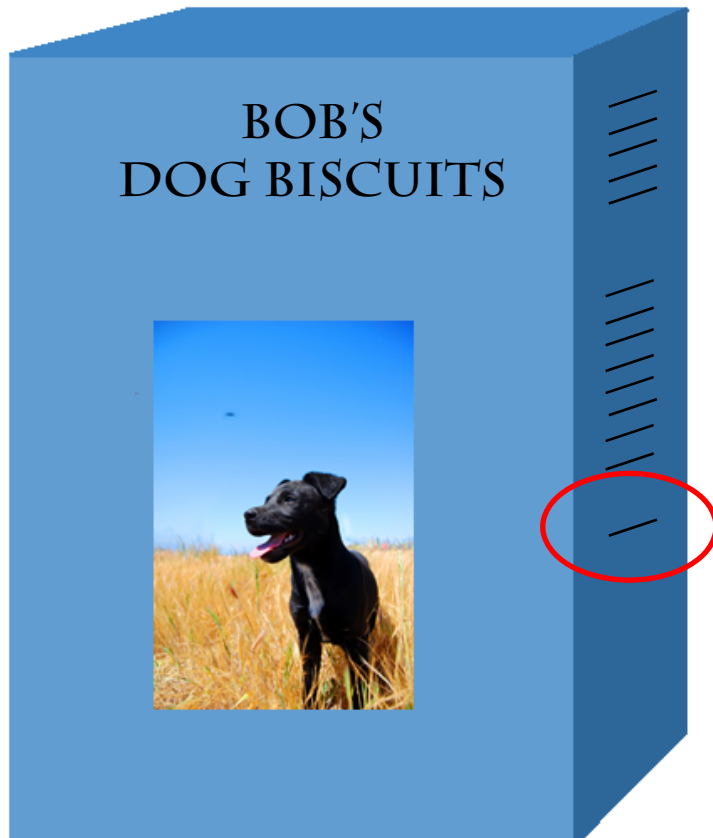
Food	Not safe	
	Dogs	Cats
Chocolate	✗	✗
Onion	✗	✗
Grapes/Raisins	✗	✗
Coffee	✗	✗
Garlic	✗	✗

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

Directions for Use

- **Food:**
 - Feeding directions must be stated
 - Feed must conform to AAFCO nutrient profile for intended species
- **Treats and snacks:**
 - Must still state directions.
 - Remember most foods contain **all** the nutrition an animal needs, so this is in addition to their normal diet.

Directions for Use



Directions:

Feed as a treat, up to 2 biscuits per day

If Bob's was a dog food:

Directions:

Feed $\frac{1}{2}$ cup per 10 lbs body weight daily, split over 2+ feedings

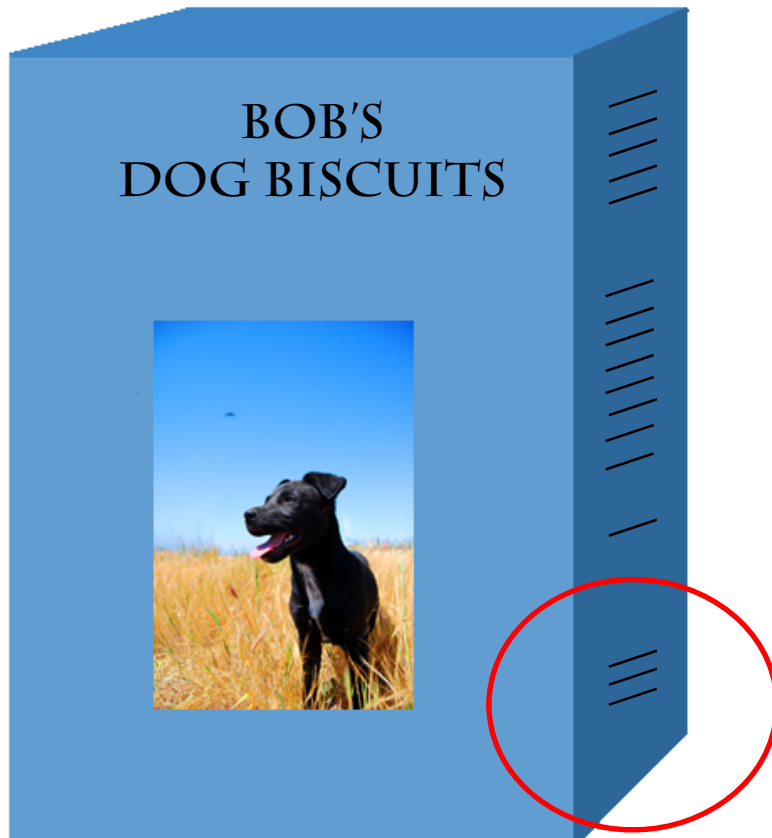
Bob's Dog Food is formulated to meet the nutritional levels established by the AAFCO Dog Nutrient Profiles for all life stages.

Manufacturer Information

- **Party responsible** – Name of business/company
 - Must match name on your Indiana Commercial Feed License
- **Location** - City, state, and zip of business
 - A mailing address can be included, but is not required



Manufacturer Information



Made By:

Bob's Biscuits
175 S. University
West Lafayette, IN 47905



Quantity Statement

- May be in:
 - Pounds
 - Grams
 - Ounces
 - Other units of mass or weight
- May also include number of units



Quantity Statement



Distribution

- If treats are distributed to the customer in packages greater than 10 lbs in weight or in bulk
 - 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

Common Questions & Answers

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, then yes
- IF you are selling them in bulk, 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 two pound bags to sell, what do I have to do?

A: You must label each container and the \$50 annual fee must be paid to our office



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:

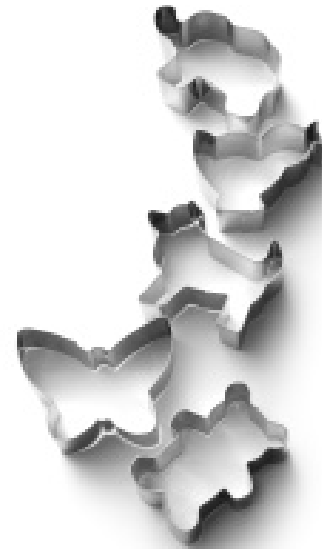
- Label the container in which the treats are stored, making sure it is visible to the customer.
- File a quarterly tonnage report (\$5.00 per quarter)



Common Questions & Answers

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.



Common Questions & Answers

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.



Common Questions & Answers

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.

Common Questions and Answers

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.



Common Questions and Answers

Q: Do you test our treats?

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 & Answers

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 set 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.



The OISC does not endorse any laboratories

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

- I want to call my treats all natural - may I?
 - 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.



Most importantly... Contact us!



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