

Complete and Complementary Statements

Regulation 767/2009 states that the product packaging must indicate whether the pet food is complete or complementary. A 'complete' feed is a product that contains all the nutrients necessary to meet the daily requirements of the pet, when fed as directed. A complementary feed is a product that must be fed alongside an additional food to ensure nutritional balance for example: treats. It is a general requirement for the species the product is intended for to be stated, indication of the life stage may also be included where appropriate. It is also important for pet owners to note, that if feeding a complementary feed alongside a complete feed, they may need to adjust daily rations to help avoid unnecessary weight gain.

Feeding Guide

It is a requirement for instructions for the proper use of the product to be provided on pack. This can include a feeding guide, which provides guidance to the pet owner of how much product they should feed their pet. It is important to note that values provided on the feeding guide are for guidance only, based on the average pet. Consideration of size, age, and level of activity is also required when deciding how much to feed the pet. It may be commonly suggested for the pet owner to feed the suggested amount and see how the weight and body condition of the pet changes. Dry pet food product labels are suggested to include the statement 'always ensure fresh clean water is available' to ensure that pets receive the correct amount of water.

Storage and Shelf Life Information

Storage instructions such as Store in a Cool, Dry Place or Keep Away from Direct Sunlight are advised to be included on pack so that the product is kept at optimum conditions to guarantee the correct quality. The best before date advises consumers about the date after which the product may not be at its best from a quality perspective. If product is stored incorrectly or is past the best before date, this could result in the pet food becoming rancid or mouldy, which can lead to gastrointestinal and digestive issues. A product past its best before date, also may not be nutritionally adequate as vitamins in the product degrade over time.essential for the nutritional benefit of the pet.

Salmon with Potato

A complete pet food for adult dogs



44% Total Salmon
Rich in essential amino acids, vitamins & minerals to support every day health and well-being.



Digestive Health
Contains beet pulp - a good source of fibre to help maintain normal intestinal transit time and motility.



Healthy Skin & Coat
Contains Omega 3 & 6 essential fatty acids to help maintain a healthy skin & shiny coat.



Immune Support
Contains vitamins and minerals to help maintain a healthy immune system.



No Added Artificial Colours & Preservatives
Naturally preserved using rosemary extract.

Analytical Constituents

| | |
|----------------------|---------------|
| Crude Protein | 22% |
| Crude Fat | 10% |
| Crude Fibre | 3% |
| Crude Ash | 7.5% |
| Moisture | 8% |
| NFE | 49.5% |
| Metabolisable Energy | 353 kcal/100g |
| Omega 6 Fatty Acids | 1.7% |
| Omega 3 Fatty Acids | 1.1% |
| Calcium | 1.5% |
| Phosphorus | 1% |

Composition

Salmon 44% (Including Freshly Prepared Salmon 23%, Dried Salmon 13%, Salmon Oil 6% & Salmon Gravy 2%), Potato (24%), Oats, Maize (13%), Beet Pulp (4%), Minerals

Nutritional Additives per kg

Vitamins: Vitamin A 14,400 IU, Vitamin D3 1,925 IU, Vitamin E 95 IU; Trace Elements: Iron (Iron (II) Sulphate Monohydrate) 50 mg, Zinc (Zinc Sulphate Monohydrate) 50 mg, Manganese (Manganous Sulphate Monohydrate) 35 mg, Iodine (Calcium Iodate Anhydrous) 1 mg

Analytical Constituents

Analytical constituents represent the average amount of nutrients in the product. It is a legal requirement to declare Crude Protein, Crude Fat, Crude Fibre and Crude Ash (term used for mineral content). Moisture values must also be declared if the moisture content of the feed exceeds 14%. There are also legally defined tolerances for these values, to recognise unavoidable variabilities that may occur, such as biological variability in raw materials. (Reg. 767/2009, Art. 11.5 & Annex IV). Nitrogen Free Extract (NFE), Metabolisable Energy (ME), calcium, phosphorus and Omega 3 and 6 are optional declarations under the analytical constituents, unless a specific claim is being made, where the value would need to be declared as substantiation.

Composition

The term 'composition' on a pet food label indicates what the product is composed of, and lists the ingredients in descending order of weight. Regulation 767/2009, Art. 17.2 (a). states 'the name and percentage by weight of a feed material shall be indicated in the composition if its presence is emphasised on the labelling in words, pictures or graphics;'. This means that some ingredients in the composition may have a percentage beside them, to substantiate any claims or particular emphasis being made on an ingredient in the recipe.

Additives

Manufacturers are required to label certain additives preceded by the word "Additives" followed by either the categories or functional groups of the additives used along with the name and/or identification number and the amount added. Companies are only permitted to use authorised additives and in general only use the smallest amount that will provide the intended effect (FEDIAF, 2018). Additives can refer to nutritional additives such as vitamins, amino acids or trace elements that are added into the recipe. The presence of added vitamins, amino acids and trace elements are essential for the nutritional benefit of the pet.

Feeding Guide*

| | Adult Dog | | | | |
|---------------|-----------|-----------|------------|------------|-------|
| Weight of Dog | 1 - 5kg | 5 - 10kg | 10 - 20kg | 20 - 30kg | 30+kg |
| Grams per day | 25 - 85g | 85 - 145g | 145 - 245g | 245 - 330g | 330+g |

* All dogs are different and the guidelines should be adapted to take into account breed, age, temperament and activity level of the individual dog. When changing foods please introduce gradually over a period of two weeks. Always ensure fresh, clean water is available.

Store in a cool, dry place. See back of pack for best before date, batch details and manufacturer's registration number.

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