

**Voluntary Report** – Voluntary - Public Distribution

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**Report Name:** Draft Pet Feed Label Standard Open for Domestic Comments

**Country:** China - People's Republic of

**Post:** Beijing

**Report Category:** FAIRS Subject Report

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**Report Highlights:**

On August 11, 2025, China announced a new draft national standard for Pet Food Labeling; it is soliciting public comments until October 10, 2025. This is the first mandatory national standard specifically for pet food labels produced or sold in China, including imported pet foods. At the time of the report, China had not notified this standard to the WTO. This report provides an unofficial translation of the draft standard. Stakeholders should conduct their own review of the regulations to assess any market or regulatory effect on their business.

FAS China provides this analysis and reporting as a service to the United States agricultural community, and to our farmers, ranchers, rural communities, and agribusiness operations in support of a worldwide agricultural information system and a level playing field for U.S. agriculture.

### **Report Summary:**

On August 11, 2025, China's Ministry of Agriculture and Rural Affairs (MARA) published a draft national standard for [Pet Feed Label](#) (link in Chinese). This is the first mandatory national standard for labeling design and content requirements specifically for pet food produced or sold in China, including imported pet food. The draft standard applies to complete pet food, complementary pet food, and pet treats.

Comments can be submitted through [China's National Public Service Platform for Standards Information](#) (link in Chinese) until October 10, 2025. At the time of the report, China has not notified this standard to the WTO.

This report contains an unofficial translation of the draft standards soliciting public comments. Stakeholders should conduct their own review of the regulations to assess any market or regulatory effect on their business.

## **BEGIN UNOFFICIAL TRANSLATION**

### **Pet Feed Label (Draft for Comments)**

Jointly issued by:  
State Administration for Market Regulation  
National Standardization Administration

Reference:  
International Classification for Standards (ICS): 65.120  
Chinese Classification for Standards (CCS): B46

### **Foreword**

This document is drafted in accordance with GB/T 1.1-2020 “Guidelines for Standardization Part 1: Structure and Drafting of Standardization Documents.” Some elements of this document may be subject to patent rights. The issuing authority shall not be held responsible for identifying any or all such patent rights.

This document is proposed and under the jurisdiction of the Ministry of Agriculture and Rural Affairs of the People’s Republic of China.

## **1 Scope**

This document specifies the basic principles, essential content, and basic requirements for labeling pet (dog and cat) feed.

This document applies to pet (dog and cat) feed labels (including imported product labels) produced and sold within the territory of the People’s Republic of China. This document does not apply to labels of storage and transportation packaging that provide protection during the storage and transportation of pet feed.

## **2 Normative References**

The following referenced documents are indispensable for the application of this document. For dated references, only the dated version applies. For undated references, the latest edition (including all amendments) applies.

- GB/T 10647 Feed Industry Terminology
- GB 10648 Feed Labels
- GB XXXX Hygiene Standards for Pet Feeds
- JJF 1070 Rules of Metrological Inspection for Net Content of Prepackaged Products
- Catalog of Feed Additive Varieties (2013), Announcement No. 2045 of the formal Ministry of Agriculture
- Catalog of Feed Ingredients, Announcement No. 1773 of the formal Ministry of Agriculture

- Administrative Measures for Pet Feeds, Announcement No. 20 of the Ministry of Agriculture and Rural Affairs

### **3 Terms and Definitions**

The terms and definitions defined in GB/T 10647, GB 10648, and the following apply to this standard.

#### **3.1 Pet feed label**

A general term for explanatory matter affixed, printed, or attached on pet (dog and cat) feed packaging in the form of words, symbols, numbers, or graphics to indicate product information.

#### **3.2 Pet compound feed, complete pet food**

Feed formulated from a variety of feed raw materials and feed additives in a certain proportion to meet the nutritional needs of pets at different stages of life or under specific physiological or pathological conditions. When used alone, it can satisfy the complete nutritional needs of pets.

#### **3.3 Pet feed additive premix, complementary pet food, pet supplement**

Feed prepared by mixing nutritional feed additives that satisfy pets' needs such as amino acids, vitamins, mineral trace elements, enzymes, etc. and carriers or diluents in certain proportions.

#### **3.4 Other pet food, pet treats**

Feed produced for purposes such as rewarding pets, interacting with pets, or stimulating chewing and tearing of pets.

#### **3.5 Claim**

A statement in words, numbers, graphics, or symbols indicating that a product, packaging, or service has specific characteristics or benefits (e.g., origin, nutritional properties, health benefits, process, comparison, content, or quality).

#### **3.6 Content claims**

Statements emphasizing the presence or absence of a specific pet feed raw material, feed additive, or nutrient, or whether its content is high or low.

#### **3.7 Comparative claims**

Statements comparing the content or energy value of a product with similar products.

#### **3.8 Descriptors claims**

Statements emphasizing characteristics of a product or raw material, such as natural, fresh, authentic, organic, low energy, etc.

### **3.9 Functional claims**

Statements emphasizing positive effects of a product or raw material, feed additive, or nutrient on pet growth, development, or regular physiological functions.

### **3.10 Multipack**

Packaging combining two or more individually sold packages.

### **3.11 Natural**

Plant, animal, or mineral ingredients that are unprocessed, not chemically processed, or only processed through physical, thermal, extraction, purification, hydrolysis, enzymatic, fermentation, or smoking treatment.

## **4 Basic Principles**

**4.1** Label contents shall comply with relevant national laws, regulations, and standards.

**4.2** Label contents shall be truthful, scientific, and accurate.

**4.3** Label contents shall be clear and understandable, and shall not use false, exaggerated, misleading, or deceptive expressions to mislead the consumers.

**4.4** Labels shall not state that pet feed can prevent or treat pet diseases.

**4.5** Labels shall not denigrate other products or contradict scientific knowledge.

## **5 Basic Content to be Marked**

### **5.1 Hygienic requirements**

The product shall comply with the corresponding hygienic requirements. The label shall bear the words “This product complies with the Hygienic Standard for Pet Feed” to indicate the product is in compliance with provisions of GB XXXX.

### **5.2 General requirements**

The outer packaging of the minimum sales unit of pet feed products shall indicate the product name, ingredient composition, guaranteed analysis of product components, net content, storage conditions, instructions for use, precautions, production date, shelf life, name and address of the manufacturer, license certificate number, and product standard information.

### 5.3 Product name

**5.3.1** The product name of pet feed shall adopt the generic name, using consistent font, font size, and color. No specific content should be highlighted or emphasized except for the brand name. On the same display panel as the generic name, additional names such as “newly created name,” “fancy name,” “transliterated name,” “regional slang name,” or “trademark name” may be displayed. These names shall be placed adjacent to the generic name, in font height no larger than the generic name, and in the same font and color as the generic name.

**5.3.2** The generic name of pet compound feed shall include the words “pet compound feed,” “complete pet feed,” “complete pet food,” or “complete,” and shall indicate the applicable animal species and life stage. The applicable animal species may be specific to dog or cat breeds or body sizes; life stages include juvenile, adult, senior, pregnancy, lactation, etc. For pet compound feed produced to meet the nutritional needs of specific physiological or pathological states, the generic name shall include the word “prescription.”

Examples:

- “Complete Pet Food Dog Food” or “Complete Dog Food”;
- “Complete Pet Food Dog Food Juvenile Stage” or “Juvenile Complete Dog Food” or “Complete Puppy Dog Food” or “Complete Puppy Food”;
- “Complete Pet Food Labrador Dog Food Juvenile Stage” or “Complete Labrador Dog Food Juvenile Stage” or “Complete Labrador Puppy Dog Food” or “Complete Labrador Puppy Food” or “Labrador Puppy Complete Food”;
- “Complete Pet Food Large Breed Dog Food Juvenile Stage” or “Complete Large Breed Dog Food Juvenile Stage” or “Complete Large Breed Puppy Dog Food” or “Complete Large Breed Puppy Food”.

**5.3.3** The generic name of pet feed additive premixes shall include the words “pet feed additive premix,” “complementary pet food,” or “pet supplement,” and shall indicate the applicable animal species and life stage. The applicable animal species may be specific to dog or cat breeds or body sizes; life stages include juvenile, adult, senior, pregnancy, lactation, etc. The generic name of pet feed additive premixes may also indicate amino acids, vitamins, mineral trace elements, enzyme preparations, or other nutritional feed additives contained in the product. When indicated, the variety name or category name of the nutritional feed additive may be used.

Examples:

- “Complementary Pet Food Dog Food” or “Pet Feed Additive Premix Dog”
- “Pet Supplement Dog Juvenile Stage” or “Pet Supplement Puppy”

- “Pet Supplement Large Breed Dog Multivitamin Paste” or “Pet Supplement Dog Multivitamin Paste”

**5.3.4** The generic name of other pet feed shall include the words “pet treat,” and shall indicate the applicable animal species and life stage. The applicable animal species may be specific to dog or cat breeds or body sizes; life stages include juvenile, adult, senior, pregnancy, lactation, etc.

Note: If the breeds, body sizes, or life stages of dogs or cats are not indicated, it shall be deemed applicable to all breeds, body sizes, and life stages of dogs and cats.

## **5.4 Ingredients composition**

**5.4.1** The label of pet feed products shall indicate the ingredient composition. The ingredient composition includes feed raw materials and feed additives, with “raw materials composition” and “additives composition” as the guide words respectively.

**5.4.2** “Raw materials composition” shall list the names and/or categories of major feed materials and names and/or categories of feed additives. The names of feed material varieties shall be consistent with those in the Feed Ingredients Catalog and the names of raw materials that have obtained new feed material certificate. The category names shall be consistent with those specified in Appendix A. Feed raw materials shall be listed in descending order of inclusion amount (by mass) at the time of manufacturing or processing of the pet feed. Feed materials with an inclusion level not exceeding 2% may be exempt from the descending order requirements. Feed materials that have volatilized or been removed during processing may be omitted from the raw materials composition list.

**5.4.3** If a directly added feed material is a compound material made of two or more raw materials (excluding compound feed additives), the compound material shall be listed by its name in the raw material composition list, marked by its original raw materials in parentheses in accordance with 5.4.2. The original raw materials of compound material added to compound material do not need to be expanded and labeled.

**5.4.4** If the product uses flavoring products compounded mainly from hydrolysates of animal origin listed in the Feed Ingredients Catalog, the raw materials shall be indicated in the raw materials composition list as “Pet Feed Compound Flavoring” or “Flavor Enhancer.”

**5.4.5** “Additives composition” shall list the names of the feed additives used in the product. The names of feed additives shall be consistent with those in the Catalog of Feed Additive Varieties and the names of the additives that have obtained the new feed additive certificates. For antioxidants, colorants, flavoring, and food attractant substances (such as flavorings, fragrances, sweeteners, etc.), category names may be indicated.

**5.4.6** If a certain raw material or additive in the ingredients is labeled with the variety name, it should not be labeled with the category name in other places; if it is labeled with the category name, it should not be labeled with the variety name.

## 5.5 Guaranteed analysis of product composition

**5.5.1** The label of pet feed products shall indicate the guaranteed analysis of product composition. The guaranteed analysis shall comply with the requirements of the product's applicable standards.

**5.5.2** Labels of guaranteed analysis of product composition for pet compound feed and complete pet foods shall comply with the provisions of Table 1.

**Table 1: Labeling Content Requirements for Guaranteed Analysis of Product Composition of Pet Compound Feed Products**

Items	Requirements	Labeling Methods
Crude Proteins	Minimum Value	$\geq$ , or not less than, or at least
Crude Fats	Minimum Value	$\geq$ , or not less than, or at least; products claiming to be low in fat should be labeled as follows: minimum value $\leq$ crude fat $\leq$ maximum value, or crude fat is not less than and not more than
Crude Fibers	Maximum Value	$\leq$ , or not more than, or at most
Water Content	Maximum Value	$\leq$ , or not more than, or at most
Crude Ash	Maximum Value	$\leq$ , or not more than, or at most
Calcium	Minimum Value	$\geq$ , or not less than, or at least
Total Phosphorus	Minimum Value	$\geq$ , or not less than, or at least
Water-Soluble Chlorides (as Cl-)	Minimum Value	$\geq$ , or not less than, or at least
Lysine (applicable for dog foods)	Minimum Value	$\geq$ , or not less than, or at least
Taurine (applicable for cat foods)	Minimum Value	$\geq$ , or not less than, or at least

**5.5.3** The guaranteed analysis for pet feed additive premixes (complementary pet foods or pet supplements) shall, at a minimum, indicate water content and the major nutritional additives or nutrients included in the product, as specified in Table 2.



**Table 2: Labeling Content Requirements for Guaranteed Analysis of Product Composition of Pet Feed Additive Premixes**

Items	Requirements	Labeling Methods
Water Content	Maximum Value	≤, or not more than, or at most
Major Nutritional Feed Additives or Nutrients	Minimum Value	≥, or not less than, or at least

**5.5.4** The guaranteed analysis for other pet feed shall, at a minimum, indicate water content. Additional guaranteed analysis may be indicated as needed, as specified in Table 3.

**Table 3: Labeling Content Requirements for Guaranteed Analysis of Product Composition of Other Pet Foods**

Items	Requirements	Labeling Methods
Water Content	Maximum Value	≤, or not more than, or at most
Crude Proteins	Minimum Value	≥, or not less than, or at least
Crude Fats	Minimum Value	≥, or not less than, or at least

## **5.6 Net content**

**5.6.1** The net content of the product packaging unit shall be indicated. Net content labeling shall comply with the Measures for the Supervision and Administration of Measurement of Prepackaged Commodities.

**5.6.2** The net content shall appear on the same display panel as the product name.

## **5.7 Product standards**

**5.7.1** For products manufactured as well as sold domestically, the applicable product standard number and serial number shall be indicated.

**5.7.2** For imported products subject to registration, the verification test report number shall be indicated. For imported products not subject to registration, this requirement may be omitted.

## **5.8 Instructions for use**

The label shall include instructions for use. These instructions should include recommended feeding amounts or feeding recommendations based on the pet's life stage, activity level, and size category.

## **5.9 Precautions**

**5.9.1** Products containing ingredients of animal origin (excluding dairy and products) shall indicate the words "this product shall not be fed to ruminants."

**5.9.2** For pet compound feed whose generic name includes the words “prescription,” the label shall, in accordance with the examples in Appendix B, specify the applicable physiological or pathological conditions of the pets, the main nutritional features, and bear the words “use under the guidance of a licensed veterinarian” in a prominent position.

**5.9.3** If the applicable conditions and nutritional features of prescription pet compound feed are not covered in Appendix B, they shall be indicated according to actual product characteristics, supported by relevant evidence documents.

## **5.10 Dates**

**5.10.1** The production date and shelf life (or expiration date) shall be clearly indicated in the order of year, month, and day.

**5.10.2** For imported products, the production date and shelf life (or expiration date) on the Chinese label shall be consistent with those on the country-of-origin label.

**5.10.3** If the labeling uses “see [part of package]” for the production date and shelf life (Or expiration date), the specific location on the package shall be indicated.

## **5.11 Storage conditions and methods**

Storage conditions and methods shall be indicated.

## **5.12 License certificate number**

Products subject to administrative licensing shall indicate the license certificate number.

## **5.13 Name and address of manufacturers and operators**

**5.13.1** Products under licensing administration shall indicate the manufacturer’s name, registered address, production address, postal code, and contact information consistent with the license. Products not under licensing administration shall indicate manufacturer’s name, registered address, production address, and contact information consistent with the business license. If the registered address and production address are the same, it doesn’t need to be marked repeatedly.

**5.13.2** For pet feed produced by branch companies or production bases of a corporate group that cannot independently bear legal liability, in addition to the above-mentioned information, the label shall also indicate the name and address of the legal entity capable of bearing liability.

**5.13.3** Imported pet feed shall indicate the country or region of origin in Chinese. Products subject to registration shall indicate the manufacturer’s name and address consistent with the product import registration certificate, as well as the importer or agent’s name, address, postal code, and contact information consistent with their registered Chinese business license. For imported pet feed products that are not subject to import registration management, the manufacturer’s name and address, along with importer or agent’s name, address, postal code, and

contact information (at least one contact information such as phone, fax, internet contact, or mailing address shall be indicated) consistent with their registered business license shall be provided.

#### **5.14 Multipack products**

**5.14.1** For products with multiple independent units or multi-layer packaging, if the outer package is easy to open or if the inner package labels are clearly visible through the outer packaging, labeling on the outer packaging may be omitted.

**5.14.2** The outer package shall indicate the net content of the multipack and the net content and number of minimum sales units contained or directly indicate the net content and number of minimum sales units. For products of the same type in the smallest sales package, the labeling may be marked as “Net weight: 400 g (40 g x 10 pieces)” or “Net weight: 400 g (40 g x 6 pieces + 80 g x 2 pieces)” or “Net weight: 40 g x 8 pieces;” for products of different types in the smallest sales package, the labeling may be marked as “Net weight: 400 g (Product A 40 g x 6 pieces, Product B 40 g x 4 pieces)” or “Net weight: Product A 80 g x 3 pieces, Product B 40 g x 4 pieces.”

**5.14.3** The shelf life indicated on the outer packaging shall be calculated based on the earliest expiration date among the smallest sales units. The production date shall be the earliest production date among the smallest sales units. Or production date and shelf life of each smallest sales unit are separately indicated on the outer packaging.

#### **5.15 Free products**

Free pet feed products (samples, gifts, non-sale items, trial products, etc.) shall include all labeling content required by this document.

#### **5.16 Online sales products**

For pet feed sold online, the manufacturers or operators of the pet feed should display label information such as product name, net content, ingredient composition, shelf life, storage conditions, and manufacturer’s name and address on the main sales display page.

Except for dynamic content such as production date and shelf-life expiration date, the online labeling information shall be consistent with the actual product label.

#### **5.17 Contract-manufactured products**

In addition to all labeling content required in this Standard, the name, registered address, and production license number of the entrusting enterprise shall also be indicated.

## **5.18 Export products**

Pet feed manufactured in China exclusively for export shall have labels complying with the standards or contract requirements of the importing country (region).

## **5.19 Other Information**

Other necessary information may be indicated, such as product batch number or valid quality certification marks.

## **6 Claims Requirements**

**6.1** All claims shall have supporting materials. Such materials may include scientific evidence (published literature, papers, textbooks, or other scientific research results), empirical evidence, formulation composition, test data, or experimental reports.

**6.2** It is prohibited to make claims indicating prevention or treatment of pet diseases.

### **6.3 Ingredients Claims**

**6.3.1** When making ingredients claims, the content of the claims shall be placed adjacent to the product name, using the same font and color of the product name, with font size not larger than that of the product name. No part of the claim shall be highlighted or emphasized in any form.

**6.3.2** If a pet feed claims to contain a certain material or additive, the guaranteed analysis of product composition shall indicate the minimum level. If verification by testing is not possible, the name shall be indicated in the raw material composition or additive composition list, with the addition amount level indicated after its name. If a category name is used for the feed raw material or feed additive, the variety name and addition amount level of the material and additive shall be provided in parentheses after the category name.

**6.3.3** Dehydrated feed raw materials shall be claimed based on their content in the product after restoring water. The types of materials eligible for water restoration and the calculation methods shall follow Appendix C. If water restoration is applied, all three material types listed in Appendix C shall be reconstituted simultaneously, using the calculation methods specified therein.

**6.3.4** When claiming “XX Formula,” the raw material “XX” shall account for more than 26% of the total product weight. For combination claims of two or more raw materials, at least one type of raw material shall account for more than 26% of total weight, and each of the others shall account for more than 3% of total product weight. Claims shall list materials in descending order of weight percentage.

**6.3.5** When claiming “containing XX Formula,” the raw material “XX” shall account for more than 14% of the total product weight. For combination claims of two or more raw materials, at least one material shall account for more than 14% of total weight, and each of the others shall

account for more than 3% of total product weight. Claims shall list materials in descending order of weight percentage.

**6.3.6** When claiming “containing XX,” the raw material “XX” shall account for more than 4% of the total product weight. For combination claims of two or more raw materials, at least one shall account for more than 4% of total weight, and each of the others shall account for more than 3% of total product weight. Claims shall list materials in descending order of weight percentage.

**6.3.7** If a pet feed product is added with certain vitamins, mineral trace elements, and other nutrients, or using certain feed additives to add particular attributes to the product, the claim shall use the word “containing XX.” Nutrients such as vitamins and mineral trace elements claimed shall be listed in the guaranteed analysis of product composition, and such additives shall be listed in the additive composition with their addition amount levels.

**6.3.8** If the addition amount of a certain raw material in a pet feed confers specific product attributes even though it accounts for less than 4% of the total product weight, the raw material may be claimed by using “Added XX.” The guaranteed analysis of product composition or minimum addition amount level may be exempt from labeling.

**6.3.9** If raw materials, compound seasonings or flavorings, or attractant substances confer a certain flavor to the pet feed products, the flavor of the product can be claimed using “XX Flavor.” The claimed feed raw materials, compound seasonings or flavorings, and attractant substances shall be listed in the raw material or additive composition lists, but the guaranteed analysis of product composition or minimum addition amount levels may be exempt.

## **6.4 Content Claims**

**6.4.1** When claiming absence of a certain material or feed additive, the words “no” or “does not contain” shall be used. No non-containing claims may be made for substances other than feed raw materials or additives. For gluten, if the content is not more than 20 mg/kg, claims such as “gluten-free” or “does not contain gluten” may be used.

**6.4.2** If a dog pet feed product has a water content of less than 20% and a fat content of no more than 9%, a water content between 20% and 65% and a fat content of no more than 7%, or a water content greater than 65% and a fat content of no more than 4%, a “low-fat” claim may be made for the dog pet feed. If a cat pet feed product has a water content of less than 20% and a fat content of no more than 10%, a water content between 20% and 65% and a fat content of no more than 8%, or a water content greater than 65% and a fat content of no more than 5%, a “low-fat” claim may be made for cat pet feed product.

**6.4.3** If a dog pet feed product has a water content of less than 20% and an energy value of no more than 1,296 kJ ME/100 g, a water content between 20% and 65% and an energy value of no more than 1,045 kJ ME/100 g, or a water content of no less than 65% and an energy value of no more than 376 kJ ME/100 g, the product may make a “low energy” claim and display its energy value on the label. If a cat pet feed product has a water content of less than 20% and an energy value of no more than 1,359 kJ ME/100 g, a water content between 20% and 65% and an energy

value of no more than 1,108 kJ ME/100 g, or a water content of no less than 65% and an energy value of no more than 397 kJ ME/100 g, the product may make a “low energy” claim and display its energy value on the label. When labeling, the word “energy” or “energy value” should be used as the introductory word and displayed on the same page as the claim. Energy value should be expressed as metabolizable energy (ME) in kJ/100g. When calculated metabolizable energy is used, the word “calculated value” should be indicated, and the calculation method should follow Appendix D.

## **6.5 Comparative Claims**

**6.5.1** Comparative claims may be made for raw materials, additives, components, nutrients, energy, etc.

**6.5.2** When making comparative claims such as “high,” “increased,” “low,” or “reduced,” the reference shall be the company’s own product, clearly specified, with the increase or reduction rate being at least 15%.

## **6.6 Feature Claims**

**6.6.1** If all materials and additives meet the definition of “natural,” the product may be labeled as “natural.” If chemically synthesized vitamins, minerals, or other trace elements are added, “natural” may still be claimed, but the label shall also indicate the synthetic nutrients, e.g., “Natural product, with added synthetic vitamins.” Claims shall use the same font, size, and color, without emphasis on any part.

**6.6.2** If a material used in a product has not been processed in any way other than refrigeration (such as cooking, drying, freezing, hydrolysis, or similar treatments) and contains no sodium chloride, preservatives, or other feed additives, it may be claimed as “fresh,” e.g., “Made with fresh chicken.”

**6.6.3** “New product,” “formula upgrade,” “product upgrade,” or other similar claims may be used, provided sufficient evidence exists. Such claims may not remain on the label for more than 18 months.

**6.6.4** Products may claim compliance with international or foreign standards, provided they meet all requirements of those standards and testing reports or formulations can be provided upon regulatory request.

## **6.7 Functional Claims**

**6.7.1** Claims may be made regarding the maintenance or enhancement of a pet’s growth, development, physiological function, or overall health by a product or a nutrient, raw material, or additive within the product. These claims shall be consistent with the actual functional properties of the product. Such nutrients, raw materials, or additives shall be listed in the guaranteed analysis of product composition, or if they cannot be verified by testing, they shall be listed in the raw materials composition or additives composition.

**6.7.2** Functional claims shall not imply prevention, treatment, or cure of diseases. However, for non-disease conditions (e.g., hairball formation, tartar buildup), the word “prevent” may be used.

## **7 Basic Requirements**

**7.1** Printed labeling materials shall be durable. Text, symbols, numbers, graphics, barcodes, and QR codes, etc shall be clear and eye-catching, and easy to identify and recognize.

**7.2** Labels shall not be separated from or obscured by the packaging. The complete content shall be visible without opening the package.

**7.3** Standard Chinese characters shall be used (excluding trademarks, producer and address of imported pet feed, names and addresses, and websites of foreign operators). Corresponding Chinese pinyin, minority languages, or other foreign languages may be used simultaneously, but they must not be larger than the corresponding Chinese texts (excluding trademarks).

**7.4** When the label display area exceeds 35 cm<sup>2</sup>, the height of texts, symbols, and numbers shall not be less than 1.8 mm. Methods for calculating the maximum surface area of labels on different packages or containers are specified in Appendix E.

**7.5** National legal measurement units shall be used. Common measurement units for guaranteed analysis of product composition are shown in Appendix F.

**7.6** One label shall correspond to only one product.

## Appendix A

### (Normative Appendix)

#### Classification of Pet Feed Raw Materials

**Table A.1: Classification of Pet Feed Raw Materials**

Serial No.	Category Name	Corresponding Material Variety in Catalog of Feed Ingredients
1	Grains and products	All materials listed in “Grains and their processed products”
2	Oil seeds and products	All materials listed in “Oil seeds and their processed products”
3	Seeds of legume crops and products	All materials listed in “Seeds of legume crops and their processed products”
4	Seeds of fruit and vegetables and products	All materials listed in “Other seed or fruit products and their processed products”
5	Natural plants and products	All materials listed in “Tuber and root tuber and their processed products” and materials listed under 7.1, 7.2, 7.3, and 7.4 in “Other plants, algae, and their processed products”
6	Forage grass and products	All materials listed in “Forage grass, coarse fodder, and their processed products”
7	Algae and products	Materials listed under 7.5 in “Other plants, algae, and their processed products”
8	Dairy and products	All materials listed in “Dairy products and their byproducts”
9	Meat and products	Materials listed under 9.1, 9.3, 9.6, and 9.7 in “Terrestrial animal products and their byproducts”
10	Insects and products	Materials listed under 9.2 and 9.5 in “Terrestrial animal products and their byproducts”
11	Eggs and products	Materials listed under 9.4 in “Terrestrial animal products and their byproducts”
12	Fish and other aquatic organisms and products	All materials listed in “Fish, other aquatic organisms and their byproducts”
13	Minerals	All materials listed in “Minerals”
14	Microbial fermentation products	All materials listed in “Microbial fermentative products and their byproducts”



## **Appendix B**

### **(Informative Appendix)**

#### **Examples of Labeling for Specific Conditions and Main Nutritional Characteristics of Pet Compound Feed**

##### **B.1 Improve chronic renal insufficiency**

Example: “This product is suitable for dogs and cats with chronic renal insufficiency, and the phosphorus and protein in the product have been scientifically adjusted.”

##### **B.2 Help in dissolving struvite stones**

Example: “This product helps dissolve struvite stones in dogs and cats, and the magnesium and protein in the product have been scientifically adjusted.”

##### **B.3 Reduce recurrence of struvite stones**

Example: “This product helps reduce recurrence of struvite stones in dogs and cats, and the magnesium in the product has been scientifically adjusted.”

##### **B.4 Reduce urate stone formation**

Example: “This product helps reduce urate stone formation in dogs and cats, and purines and protein in the product have been scientifically adjusted.”

##### **B.5 Reduce oxalate stone formation**

Example: “This product helps reduce oxalate stone formation in dogs and cats, and calcium and vitamin D in the product have been scientifically adjusted.”

##### **B.6 Reduce cystine stone formation**

Example: “This product helps reduce cystine stone formation in dogs and cats, and the protein and sulfur-containing amino acids in the product have been scientifically adjusted.”

##### **B.7 Reduce acute intestinal malabsorption**

Example: “This product helps reduce acute intestinal malabsorption in dogs and cats, and the electrolytes and digestible ingredients in the product have been scientifically adjusted.”

##### **B.8 Reduce intolerance to ingredients and nutrients**

Example: “This product helps reduce intolerance to ingredients and nutrients in dogs and cats, and the protein or carbohydrates in the product have been scientifically adjusted.”

### **B.9 Improve indigestion**

Example: “This product helps improve indigestion in dogs and cats, and the ingredient digestibility and fat in the product have been scientifically adjusted.”

### **B.10 Improve chronic heart insufficiency**

Example: “This product helps improve chronic heart insufficiency in dogs and cats, and the sodium in the product has been scientifically adjusted.”

### **B.11 Regulate glucose supply**

Example: “This product regulates glucose supply for diabetic dogs and cats, and the carbohydrates in the product have been scientifically adjusted.”

### **B.12 Improve hepatic insufficiency**

Example: “This product provides nutritional support for dogs and cats with hepatic insufficiency, and the protein and essential fatty acids have been scientifically adjusted.”

### **B.13 Improve hyperlipidemia**

Example: “This product regulates lipid metabolism in dogs and cats, and the fat and essential fatty acids in the product have been scientifically adjusted.”

### **B.14 Improve hyperthyroidism**

Example: “This product helps improve hyperthyroidism in cats, and the iodine in the product has been scientifically adjusted.”

### **B.15 Reduce copper in the liver**

Example: “This product reduces hepatic copper in dogs, and the copper in the product has been scientifically adjusted.”

### **B.16 Improve overweight condition**

Example: “This product helps reduce excess body weight in dogs and cats, and the energy density has been scientifically adjusted.”

### **B.17 Nutritional recovery period**

Example: “This product supports nutritional recovery after illness in dogs and cats, and the energy density, essential nutrients, and digestible ingredients in the product have been scientifically adjusted.”

### **B.18 Improve skin inflammation and excessive hair loss**

Example: “This product helps improve skin inflammation and excessive hair loss in dogs and cats, and the essential fatty acids in the product have been scientifically adjusted.”

### **B.19 Improve arthritis**

Example: “This product helps improve arthritis in dogs and cats, and the polyunsaturated fatty acids and vitamin E in the product have been scientifically adjusted.”

## **Appendix C**

### **(Normative Appendix)**

#### **Types of Materials Eligible for Water Restoration and Calculation Methods**

#### **C.1 Eligible materials for water restoration and restoration standard**

**C.1.1** Dehydrated fresh fruits and vegetables (excluding by-products from peels and residues): 90.0%;

C.1.2 Meat and fish (including edible tissues only): 75.0%;

C.1.3 Grains: 15.0%

#### **C.2 Examples for water restoration of aqueous materials**

C.2.1 Examples of water restoration of aqueous materials for solid and semi-solid pet feeds are shown in Table C.1.

**Table C.1: Example of rehydration of aqueous materials for solid and semi-solid pet feeds**

Raw materials	Ingredients composition, kg	Water content of raw materials, %	Dry substances content in ingredients, kg	Water restoration standard, %	Ingredients composition after water restoration, kg	Ingredients composition percentage after water restoration, %
Corn	66.0	10.0	59.4	15.0	69.9	37.2
Chicken meal	24.2	10.0	21.8	75.0	87.2	46.4
Beef meal	1.8	11.1	1.6	75.0	6.4	3.4
Carrot powder	2.0	8.0	1.84	90.0	18.4	9.8
Feed additive premixes	4.0		4.0		4.0	2.1
Fats	2.0		2.0		2.0	1.1
Total	100.0				187.9	100.0

**Notes:**

1. 24.2 kg of chicken meal in the original formula, after restoration, is equivalent to 87.2 kg of chicken, accounting for 46.4% of the total weight of the formula after water restoration. Therefore, the claim “chicken recipe” can be made;
2. 2.0 kg of carrot powder in the original formula, after restoration, is equivalent to 18.4 kg of carrots, accounting for 9.8% of the total weight of the formula after water restoration. Therefore, the claim “contains carrots” can be made;
3. 1.8 kg of beef meal in the original formula, after restoration, is equivalent to 6.4 kg of beef, accounting for 3.4% of the total weight of the formula after restoration. Therefore, the claim “beef flavor” can be made.

C.2.2 Examples of water restoration of aqueous materials for liquid pet feeds are shown in Table C.2.

**Table C.2: Example of rehydration of aqueous materials for liquid pet feeds**

Raw materials	Ingredients composition, kg	Water content of raw materials, %	Dry substances content in ingredients, kg	Water restoration standard, %	Ingredients composition after water restoration, kg	Ingredients composition percentage after water restoration, %
Water	42.0				35.5	35.5
Beef	35.0				35.0	35.0
Chicken	18.2				18.2	18.2
Fish	2.0				2.0	2.0
Feed additive premixes	2.0				2.0	2.0
Carrots powder	0.8	8.0	0.74	10.0	7.4	7.42
Total	100.0				1001	100

Notes:

1. The weight of 0.8 kg of carrot powder in the formula increases to 7.4 kg after water restoration. The 6.6 kg increase can be considered to be due to the water in the formula. Therefore, the total weight of the formula remains unchanged at 100 kg when calculating the composition of formula after water restoration.
2. The 0.8 kg of carrot powder in the formula is equivalent to 7.4 kg of carrots after water restoration, accounting for 7.4% of the formula after restoration. Therefore, the claim of “contains carrots” can be made.

## Appendix D

### (Normative Appendix)

#### Calculation of Metabolizable Energy (ME) in Pet Feed

**D.1** Calculation method for metabolizable energy content of complete dog food (per 100g product)

##### D.1.1 Gross Energy (GE) calculation

Gross energy (kcal) =  $(5.7 \times \text{crude protein in grams}) + (9.4 \times \text{crude fat in grams}) + [4.1 \times (\text{nitrogen-free extract in grams} + \text{crude fiber in grams})]$

##### D.1.2 Energy Digestibility (%) calculation

Energy digestibility (%) =  $[91.2 - (1.43 \times \text{percentage of crude fiber in dry matter})] / 100$

##### D.1.3 Digestible Energy (DE) calculation

Digestible energy (kcal) = GE × energy digestibility

#### **D.1.4 Metabolizable Energy (ME) calculation**

Metabolizable energy (kcal) = DE – (1.04 × crude protein in grams)

##### **Example:**

Based on 100g of complete dog food, it contains 80g of water, 7g of crude protein, 4g of crude fat, 3g of crude ash, 1g of crude fiber, and 5g of nitrogen-free extract.

$$\text{GE (kcal/100g)} = 5.7 \times 7 + 9.4 \times 4 + 4.1 \times (1+5) = 102.1$$

$$\text{Percentage of crude fiber in dry matter} = \frac{1}{100-80} \times 100$$

$$\text{Energy digestibility (\%)} = [91.2 - (1.43 \times 5)] / 100 = 84.05\%$$

$$\text{DE (kcal/100g)} = 102.1 \times 84.05\% = 85.9$$

$$\text{ME (kcal/100g)} = 85.9 - 1.04 \times 7 = 78.4$$

**D.2 Calculation method for metabolizable energy content of complete cat food (per 100g product)**

#### **D.2.1 Gross Energy (GE) calculation**

Gross energy (kcal) = (5.7 × crude protein in grams) + (9.4 × crude fat in grams) + [4.1 × (nitrogen-free extract in grams + crude fiber in grams)]

#### **D.2.2 Energy Digestibility (%) calculation**

$$\text{Energy digestibility (\%)} = [87.9 - (0.88 \times \text{percentage of crude fiber in dry matter})] / 100$$

#### **D.2.3 Digestible Energy (DE) calculation**

Digestible energy (kcal) = GE × Energy digestibility

#### **D.2.4 Metabolizable Energy (ME) calculation**

Metabolizable energy (kcal) = DE – (0.77 × crude protein in grams)

##### **Example:**

Based on 100g of complete cat food, it contains 80g of water, 7g of crude protein, 4g of crude fat, 3g of crude ash, 1g of crude fiber, and 5g of nitrogen-free extract.

$$GE \text{ (kcal/100g)} = 5.7 \times 7 + 9.4 \times 4 + 4.1 \times (1+5) = 102.1$$

$$\text{Percentage of crude fiber in dry matter} = \frac{1}{100-80} \times 100$$

$$\text{Energy digestibility (\%)} = [87.9 - (0.88 \times 5)] / 100 = 83.5\%$$

$$DE \text{ (kcal/100g)} = 102.1 \times 83.5\% = 85.4$$

$$ME \text{ (kcal/100g)} = 85.4 - 0.77 \times 7 = 79.9$$

## **Appendix E**

### **(Informative Appendix)**

#### **Calculation of Maximum Surface Area on Different Packaging Materials or Containers**

##### **E.1** Calculation method for rectangular packaging or packaging containers

The maximum side height (cm) multiplied by the width (cm) of a rectangular package or container.

##### **E.2** Calculation method for cylindrical packaging objects or packaging containers, or nearly cylindrical packaging objects or packaging containers

Multiply the height (cm) of the packaging object or packaging container by 40% of the circumference (cm).

##### **E.3** Calculation method for packaging or packaging containers of other shapes

40% of total surface areas of the packaging or packaging container.

##### **E.4** If the packaging or packaging container has an obvious main display surface, the area of the main display surface should be the maximum surface area.

##### **E.5** When calculating the surface area of packaging such as bags, the dimensions of the sealed edges should be excluded. When calculating the surface area of bottles or cans, the shoulder, neck, top, and bottom flanges should not be included.

## **Appendix F**

### **(Informative Appendix)**

#### **Common Measurement Units for Guaranteed Analysis**

F.1 Content of common components such as crude protein, crude fat, crude fiber, water content, crude ash, calcium, total phosphorus, water-soluble chloride, and amino acids, expressed as percentage (%).

F.2 Trace element content, expressed as milligrams of a specific element per gram, per milliliter, per tablet, or per capsule, such as mg/g, mg/mL, mg/tablet, mg/capsule.

F.3 Vitamin content, expressed as milligrams of the vitamin per gram, per milliliter, per tablet, per capsule, or in International Units (IU) for biological potency, such as mg/g, mg/mL, mg/tablet, mg/capsule, or IU/g, IU/mL, IU/tablet, IU/capsule.

F.4 Enzyme content, expressed as units of enzyme activity per gram, milliliter, tablet, or capsule, such as U/g, U/mL, U/tablet, or U/capsule.

F.5 Microbial content, expressed as the number of microbial colonies or counts per gram, milliliter, tablet, or capsule, such as CFU/g, CFU/mL, CFU/tablet, CFU/capsule, or CFU/g, CFU/mL, CFU/tablet, CFU/capsule.

**END TRANSLATION**

#### **Attachments:**

No Attachments.