

A guide to getting the information you want from your pet food label

The term '**complete**' is in fact a legal definition. Complete means that the product contains all the nutrients your pet needs to support its daily life.

'**Complementary**' pet foods are also available. A complementary food means that other food must be added in order to provide nutritional balance, for example a mixer biscuit.

Most pet foods are made from a recipe using several ingredients. These ingredients will be listed under '**composition**' in descending order of weight. This can be indicated by category e.g. meat and animal derivatives, which have been set by the regulations. Or the label, might provide a full individual ingredients listing.

Meat and animal derivatives - Sourced from animals which have been passed as fit for human consumption and are the parts of the animal which are surplus to the requirements of the human food industry.

Various sugars - Some manufacturers may add sugar as an ingredient, if so this will be labelled as "various sugars". The term "various sugars" is a category description which may refer to sucrose (cane sugar, commonly known as table sugar), fructose and glucose, all of which are natural products present in fruit, vegetables and cereals.

Crude ash / Inorganic matter / Incinerated residue – These are legal definitions (one of which will be used). Whichever term is used can understandably be confusing to pet owners. They are not added as an ingredients, the phrases simply refer to the mineral content of the pet food.

Who is this pet food for? The package will tell you if it's for a cat or dog and whether it is for a particular life-stage e.g. 'adult cat' or 'puppy'. Life-stage diets have been specially designed to meet the nutritional needs of pets at their varying life-stages.

Bloggo complete pet food for adult dogs

The nutritional requirement of individual dogs varies according to size, age and activity level. The information given below is a guide only, more detailed information can be obtained from the contact numbers given below.

If feeding together with canned dog food it is recommended that these figures are halved and the meal is a 50:50 mix of dry and canned foods.

A bowl of fresh water should always be available.

Size of Dog	Weight of Dog	Quantity to Feed
Small	5-10 kg	A grams/day
Medium	10-20 kg	B grams/day
Large	20-40 kg	C grams/day
Giant	40+ kg	D grams/day

Composition: meat and animal derivatives, cereals, oils and fats, minerals, various sugars

Additives (per kg): Colourants, Nutritional Additives: Vitamin D2 xy IU, Vitamin A xz IU, Copper sulphate monohydrate x mg, Zinc sulphate heptahydrate, y mg

Analytical constituents (%): Protein 28, Crude Fibres 1.5, Fat content 10, Incinerated Residue 5

For best before, batch code, approval number : see top of pack

PFMA, 6 Catherine Street, London WC2B 5JJ

Best before dates – The date given by the manufacturer which guarantees the quality of the product and its nutritional integrity, provided it is stored correctly. Storage advice is available on the pack.

Name and address – If you have further questions you will find the name and address of the company responsible for the product on the label. If you want to find out more information these are the contact details you need. Many manufacturers also operate consumer care lines, the number will be available here.

Feeding guidelines are on pet food packets. These are *guidelines only* and there is no such thing as an average cat or dog. Factors such as individual size, body condition, age and level of activity must be taken in to account when feeding. Start by feeding the suggested amount and keep an eye on your pet's weight and body condition. For further advice please contact your vet, pet food manufacturer, or pet care professional.

Top tips

The best way to check how things are going is to perform a body condition score on your pet. The Pet Size-O-Meter is a tool to help you do this and is available through the PFMA website: www.pfma.org.uk.

If you are concerned about your pet's weight, please visit your vet.

Additives per kg: which can be used in pet foods include vitamins, flavours, preservatives, antioxidants and colours. Most of the additives used in pet food are also used in our foods.

PFMA members only use legally permitted additives and only in the smallest amounts possible.

To find out about specific additives used, please contact the manufacturer.

Pet food labelling is strictly regulated

Please visit our website:
www.pfma.org.uk

