

**1510.2510 LABEL FORMAT AND LABELING.**

Subpart 1. **Required information.** Pet food and specialty pet food must be labeled with the following information:

- A. the product name and brand name, if any, on the principal display panel as specified in part 1510.2520;
- B. a statement specifying the species name of the pet or specialty pet for which the food is intended, conspicuously designated on the principal display panel;
- C. a quantity statement as defined in Minnesota Statutes, section 25.33, subdivision 24, on the principal display panel;
- D. guaranteed analysis as specified in part 1510.2530;
- E. an ingredient statement as specified in part 1510.2540, subpart 1;
- F. a statement of nutritional adequacy or purpose if required under part 1510.2560;
- G. feeding directions if required under part 1510.2570; and
- H. the name and address of the manufacturer or distributor as specified in part 1510.2595.

Subp. 2. **Outer containers.** If a pet food or specialty pet food enclosed in an outer container or wrapper is intended for retail sale, all required label information must appear on the outer container or wrapper.

Subp. 3. **Graphics.** A vignette, graphic, or pictorial representation on a pet food or specialty pet food label must not misrepresent the contents of the package.

Subp. 4. **Use of "proven."** The use of the term "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.

Subp. 5. **Comparison.** No statement may appear upon the label or labeling of a pet food or specialty pet food that makes false or misleading comparisons between that product and any other product.

Subp. 6. **Endorsement.** A personal or commercial endorsement is permitted on a pet food or specialty pet food label if it is not false or misleading.

Subp. 7. **"New" or "improved" claims.** A statement on a pet food or specialty pet food label stating "improved," "new," or a similar designation must be substantiated and limited to six months' production.

Subp. 8. **Preference.** A statement on a pet food or specialty pet food label stating preference or comparative attribute claims must be substantiated and is limited to one year of production, after which the claim must be removed or resubstantiated.

**Statutory Authority:** *MS s 25.40*

**History:** *29 SR 655*

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