

**1510.2590 DESCRIPTIVE TERMS.****Subpart 1. Calorie terms.**

A. A dog food product that bears on its label the terms "light," "lite," "low calorie," or words of similar designation must:

(1) contain no more than 3,100 kcal ME/kg for products containing less than 20 percent moisture, no more than 2,500 kcal ME/kg for products containing 20 percent or more but less than 65 percent moisture, and no more than 900 kcal ME/kg for products containing 65 percent or more moisture;

(2) include on the label a calorie content statement:

(a) in accordance with the format provided in part 1510.2580; and

(b) which states no more than 3,100 kcal ME/kg for products containing less than 20 percent moisture, no more than 2,500 kcal ME/kg for products containing 20 percent or more but less than 65 percent moisture, and no more than 900 kcal ME/kg for products containing 65 percent or more moisture; and

(3) include on the label feeding directions which reflect a reduction in calorie intake consistent with the intended use.

B. A cat food product that bears on its label the terms "light," "lite," "low calorie," or words of similar designation must:

(1) contain no more than 3,250 kcal ME/kg for products containing less than 20 percent moisture, no more than 2,650 kcal ME/kg for products containing 20 percent or more but less than 65 percent moisture, and no more than 950 kcal ME/kg for products containing 65 percent or more moisture; and

(2) include on the label a calorie content statement:

(a) in accordance with the format provided in part 1510.2580; and

(b) which states no more than 3,250 kcal ME/KG for products containing less than 20 percent moisture, no more than 2,650 kcal ME/kg for products containing 20 percent or more but less than 65 percent moisture, and no more than 950 kcal ME/kg for products containing 65 percent or more moisture; and

(3) include on the label feeding directions which reflect a reduction in calorie intake consistent with the intended use.

C. A dog or cat food product that bears on its label a claim of "fewer calories," "reduced calories," or words of similar designation, must include on the label:

(1) the name of the product of comparison and the percentage of calorie reduction, expressed on an equal weight basis, explicitly stated and juxtaposed with the

largest or most prominent use of the claim on each panel of the label on which the term appears;

(2) the comparative statement printed in type of the same color and style and at least one-half the type size used in the claim;

(3) a calorie content statement in accordance with the format provided in part 1510.2580; and

(4) feeding directions that reflect a reduction in calories compared to feeding directions for the product of comparison. A comparison between products in different categories of moisture content, for example, less than 20 percent, 20 percent or more but less than 65 percent, 65 percent or more, is misleading.

**Subp. 2. Fat terms.**

A. A dog food product that bears on its label the terms "lean," "low fat," or words of similar designation must:

(1) contain no more than nine percent crude fat for products containing less than 20 percent moisture, no more than seven percent crude fat for products containing 20 percent or more but less than 65 percent moisture, and no more than four percent crude fat for products containing 65 percent or more moisture;

(2) include on the product label in the guaranteed analysis:

(a) a maximum crude fat guarantee immediately following the minimum crude fat guarantee in addition to the mandatory guaranteed analysis information as specified in part 1510.2530, subpart 1, item A; and

(b) a maximum crude fat guarantee that is no more than nine percent crude fat for products containing less than 20 percent moisture, no more than seven percent crude fat for products containing 20 percent or more but less than 65 percent moisture, and no more than four percent crude fat for products containing 65 percent or more moisture.

B. A cat food product that bears on its label the terms "lean," "low fat," or words of similar designation must:

(1) contain a maximum percentage of crude fat that is no more than ten percent crude fat for products containing less than 20 percent moisture, no more than eight percent crude fat for products containing 20 percent or more but less than 65 percent moisture, and no more than five percent crude fat for products containing 65 percent or more moisture; and

(2) include on the product label in the guaranteed analysis:

(a) a maximum crude fat guarantee immediately following the minimum crude fat guarantee in addition to the mandatory guaranteed analysis information as specified in part 1510.2530, subpart 1, item A; and

(b) a maximum crude fat guarantee that is no more than ten percent crude fat for products containing less than 20 percent moisture, no more than eight percent for products containing 20 percent or more but less than 65 percent moisture, and no more than five percent crude fat for products containing 65 percent or more moisture.

C. A dog or cat food product that bears on its label a claim of "less fat," "reduced fat," or words of similar designation, must include on the label:

(1) the name of the product of comparison and the percentage of fat reduction (expressed on an equal weight basis) explicitly stated and juxtaposed with the largest or most prominent use of the claim on each panel of the label on which the term appears;

(2) a maximum crude fat guarantee in the guaranteed analysis immediately following the minimum crude fat guarantee in addition to the mandatory guaranteed analysis information as specified in part 1510.2530, subpart 1, item A; and

(3) the comparative statement printed in type of the same color and style and at least one-half the type size used in the claim. A comparison on the label between products in different categories of moisture content, for example, less than 20 percent, 20 percent or more but less than 65 percent, 65 percent or more, is misleading.

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

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