

All parties manufacturing any feed or if they are the responsible party on the label must have a current Indiana Commercial Feed License.

**Annual Commercial Feed License: \$50**

There are two ways you can sell your products

**Selling in Bulk (and prepackaged over 10 lbs)**

You will be responsible for the quarterly tonnage reports and minimum of \$5 per quarter.

**Selling in prepackaged (under 10 lbs)**

You will be responsible for the Small Package fee of \$50 per product annually.

Late fees will apply if found in distribution prior to licensing and/or listing small packages.

**Requirement:** If the treat or feed is prepackaged in any form prior to point of sale, all packages must be labeled .

**YES**



**NO**

Please contact us to request any forms

**Additional Resources**

**Office of Indiana State Chemist (OISC)**

Robert Geiger, Feed Administrator  
geigerrl@purdue.edu  
phone: (765)494-1551

www.oisc.purdue.edu

**AAFCO**

(Association of American Feed Control Officials)  
The Association of American Feed Control Officials (AAFCO) is a voluntary membership association of local, state and federal agencies charged by law to regulate the sale and distribution of animal feeds and animal drug remedies.

<http://petfood.aafco.org/>



# Guidelines for Selling Pet Food and Treats in Indiana



Are you interested in selling animal food or pet treats in the state of Indiana? Take a look at our guidelines for licensing and listing products.

**Office of Indiana State Chemist**

175 South University  
West Lafayette, IN 47906-2063  
Phone: (765) 494-1551

# All Items Sold for Animal and Pet Consumption Must be Labeled

Regardless of the product, all items destined for oral consumption by animals must be labeled.  
If the product is packaged, a proper label must be attached to, or printed on each package.

**Bulk Products:** If the product is not packaged in anyway and is in a container where a customer may choose the quantity of treats they purchase, this is a bulk sale.

The container must be properly labeled with all required label information that is easily viewable by the customer. If a copy of the label is requested, one must be supplied.



**Raw milk (non pasteurized):** may be sold as a supplemental pet food. The container **MUST** be labeled and legible at all times. The product must be labeled as a pet treat with the following information:

**Raw Milk**  
(may state species: cow, goat, etc)  
**For dogs, cats or both**

Guaranteed Analysis  
Crude Protein (minimum) .....%  
Crude Fat (minimum).....%  
Crude Fiber (maximum) .....%  
Moisture (maximum) .....%

**NOT for HUMAN CONSUMPTION**

Responsible Party  
City, State, Zip  
Net weight or quantity statement

**Treats:** Are intended to be fed to the animal as a reward or as an intermittent feeding. While they do impart nutrition, they are not designed to be the mainstay diet for the animal.

## Sample Treat Label

**Yum Yum Doggie Treats**

Guaranteed Analysis  
Crude Protein (minimum)....%  
Crude Fat (minimum).....%  
Crude Fiber (maximum).....%  
Moisture (maximum).....%

Ingredients  
all approved feed ingredient names including vitamin and minerals

The Doggie Treat Company  
Anywhere, Indiana 47907  
Net weight:  
or quantity

Treats are subject to the Indiana Commercial Feed Law as animal feed.

For further information, the Indiana Commercial Feed Law (IC 15-19-7) has an entire set of regulations just dealing with how pet foods must be labeled.

**Pet and/or Specialty Pet Food:** Labeling for pet foods must be truthful and not misleading.

**Here are some examples:**

- If the product claims to be a beef food, it must contain at least 95% beef.
- If it claims to be a “beef dinner”, it must contain at least 25% beef.
- If the product claims to be “beef flavored”, it must simply contain a source of beef flavor.

## Sample Feed Label

**Yum Yum Dog Food**

Guaranteed Analysis  
Crude Protein (minimum) .....%  
Crude Fat (minimum) .....%  
Crude Fiber (maximum) .....%  
Moisture (maximum) .....%

Ingredients  
All approved feed ingredients names including vitamin and minerals in order of predominance in the feed.

Nutritional Adequacy  
Yum Yum Beef Dog Food is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for All Life Stages

Feeding Directions

**The Doggie Food Company**  
Anywhere, Indiana 47907  
Net wt.

All foods must be labeled with a nutritional adequacy statement as prescribed by AAFCO