Update on China’s pet food production and new pet food industry regulations

Jinquan Wang, Ph.D & Associate Professor
Feed Research Institute, Chinese Academy of Agricultural Sciences, Beijing, China.

August 20, 2019  Shanghai
Founded in 1991, the Feed Research Institute of the Chinese Academy of Agricultural Sciences belongs to the Ministry of Agriculture and Rural Areas and the Chinese Academy of Agricultural Sciences. It is the only state-level modern research institute serving feed industry and animal husbandry and aquaculture industry in China, and the first doctoral training point of Feed Science in China. There are 112 on-the-job employees in the institute, including 30 professors, 45 associate professors, 20 doctoral supervisors and 70 doctoral degree employees.
Projects

- Team leader of: Pet Nutrition & Pet Food Processing Technology Research Team of Feed Research Institute of CAAS.
- “Research on Quality control of the extruding pet food processing and evaluating standards of the pet food” Project funded by Ministry of Science and Technology of the China.
- “Pet Feed Quality and Safety Early Warning and Monitoring” Project funded by MARA. China.
- “Survey on the development of China’s pet food industry” Project funded by MARA (2013-2018)
- One of the Drafters of: 《Pet food Regulations》 2018, Issued by MARA, China
CHINA ACADEMY OF AGRICULTURAL SCIENCES R&D BASE

Largest Pet Nutrition and Food Research Base of Chinese Academy of Agricultural Sciences in China. There are 30 kennels and 10 cat houses, with more than 1000 dogs and 400 cats. The base has 3 PHD and 15 masters full-time R&D personnel.
The test base carries out the following scientific research tests

- Palatability comparison test of pet food;
- Functional validation of nutritional additives for pet food;
- The palatability and digestibility of different pet food raw materials.
- Nutritional value comparison of different formulations of pet food;
- Screening of new pet food raw materials and evaluation of nutritional value;
- Quality inspection and identification of pet dog and cat food and evaluation of feeding effect;
- Pet food safety evaluation
- Establishment of pet food raw materials and pet basic nutrition database.
Report Content 1

Update on China’s pet food production 2018
Review on the Key Events in Pet Food Industry in 2017-2019.08
2017 Event – An Important Year

In 2017, the phenomenon of capital concentration into the pet food industry

- Dec, New Hope Group has associated Hosen Capital in acquisition of Australia’s Real Pet Food Company (鲜食), which claims to be worth 1 billion Australian dollars (5 billion Yuan)

- Oct 26, Neovia Group France invested in Jinkangbao Animal Medicine Health Products Co Ltd to form “Invivo NSA Sanpo (Tianjin) Pet Products Co Ltd”, with a stock ratio of 6:4, opening a new model for foreign companies to enter the Chinese pet food market. ADM

- July 22, “Epet” announced that it has received a US$50 million B round investment, and IDG Capital led the investment.

- Sept 20, ”New Hope”旗下Caogezhiben established 猫宁宠控科技有限公司, Leepet, Fish4dogs
2017 Event – An Important Year

The number of pet food listed company in 2017 is the most!

➢ The first pet food listed company in China – Luscious in Shandong (listed in 2015 and the stock code is 832419)

➢ Petpal Pet Nutrition Technology Co., Ltd. in Wenzhou (stock code 300673) was listed in the GEM on July 11, 2017, its main business is export of Pet Treats & Chews (Pet Chews) and its market value by the end of 2017 is RMB 3.456 billion Yuan.

➢ Qingdao Tiandihui Foodstuffs co., Ltd. Landed in the capital market of the United States of America, and was listed in NASDAQ on September 21, its main business is export of pet treats & chews, its market value by the end of 2017 is RMB 63.1 million Yuan.
Yantai China Pet Foods Co., Ltd. was listed in the main board in July 2017, its main business is pet treats & chews (can, canned meat, biscuits and snacks), its market value by the end of 2017 is RMB 3.547 billion.
The scale and number of newly established enterprises reached the most over the years

➢ The total installed capacity of pet food equipment in China in 2017 exceeded 30 (sets), the capacity of one single equipment is over 2.5 tons/hour, and most of them are renewal of the existing equipment and new added production line of enterprises, accounting for about over 60%.
Cross-Border Electronic Commerce

Some foreign pet foods entered China through B to C; Foreign pet food has the advantages of price and brand, which impact domestic pet food to some extent.

The pet food cluster district of Cross-Border Electronic Commerce of Guangzhou Nansha Free Trade Zone etc.
2018 Event – The First Year of Regulation

- In April 2018, the Ministry of Agriculture and Rural Affairs of People’s Republic of China officially issued *Management Method of Pet Food*.

- In May 2018, Petpal Pet Nutrition Technology Co., Ltd. in Wenzhou purchased 100% shares of BOP, a New Zealand pet food company at RMB 100 million Yuan.

- In June 2018, Yantai China Pet Foods Co., Ltd. purchased 100% shares of ZEAL, a New Zealand pet food company.

- In August 2018, Qingdao Eastan Bio-technology Co., Ltd. acquired an equity investment of RMB tens of millions from boqii.com.
2018 Event – The First Year of Regulation

- In October 2018, the new factory in Weihai, Shandong invested by Haid Group with RMB 120 million was officially in full operation, the productivity of phase I reached to 27,000 tons, which indicates that traditional food corporate giants have accelerated to enter the pet food industry.

- In December 2018, the annual production of Huaxing Pet Food was 120,000 tons and the production value broke through RMB one billion Yuan, and it officially signed the famous actor Chen Jianbin as a brand spokesperson.

- All solid food manufacturers added wet food production lines in succession and the wet food manufacturers began to expand to the production of solid food.
Important event of pet food industry in 2019 – First Half Year

- Jan 2019, 《Group Standard Management Regulations》 was released;
- Jan 2019, Mars invested US$100 million in Tianjin new factory contract;
- Mar 2019, Shanghai Consumer Protection Committee Exposure of Canine Cat Food Mycotoxins and total bacterial test results;
- Mar 2019, Beijing holds 2 exhibitions in one month, the competition is intense;
- May 2019, “Crazycat” financing from “Fosun International” 300 million yuan.
Important event of pet food industry in 2019 – First Half Year

- Jul 11, 2019, “The National Pet Feed Industry Development Analysis Conference” was held at the Chinese Academy of Agricultural Sciences;
- Jul 17, 2019, China Pet Foods intends to be transferred to Shanghai Fubei 51%; termination announced on July 30th.
- Aug 2019, China Entry-Exit Inspection and Quarantine Association Pet Working Committee (funding) was established in Beijing;
II. Industry Research Report on China’s Pet Food (Dogs & Cats Food) 2018
Update on China’s pet food production
1、Situation of the whole country
In 2018, the total output of dry pet food in China was about 1.33 million tons, with a total output value of about 40 billion RMB, increased by 20.9% compared with 2017, the growth rate was slowing down!

The percentage of dry dog food is 70%, about 931 thousand tons, cat food is 30%, about 399 thousands tons.

The growth rate of dry cat food exceeded that of dry dog food (13%).

According to our survey results, in 2018, there were more than 100 dry pet food manufacturers in China and more than 10 new ones under construction.

In 2018, the whole country‘s production is overcapacity.
Analysis on the increase of national dog and cat food production from 2014 to 2018

- Pet food production (tonnes):
  - 2014: 50
  - 2015: 70
  - 2016: 90
  - 2017: 110
  - 2018: 133

- Growth rate (%):
  - 2014: 40
  - 2015: 28
  - 2016: 22
  - 2017: 20
Growth of the main production areas of pet food in China in 2018
Distribution of the main production areas of pet food in China in 2017

- 江浙沪皖: 35万吨, 26%
- 京津地区: 20万吨, 15%
- 山东等其他: 23万吨, 17%
- 河北地区: 55万吨, 41%
Pet food industrial distribution

- Beijing will no longer have pet food production enterprises.
- Nanhe County, Hebei Province keeps the first position of production of pet food.
- New production base appeared gradually across the country.
- Shandong Province gradually became the new base of Chinese pet food, which has the advantages of raw materials and logistics!

Gambol, China Pet, Luscious, Seek, Nory, Haid...

Accounting for 1/3 of national poultry slaughter capacity, which is 2.5 billion
The top 15 Domestic brand dry pet food, output value more than 100 million yuan in 2018, 700 thousands tons, 52%, 4.5 billion yuan.
Growth slowed further in the first half of 2019, Production in some regions began to decline! Internet channel sales exceed traditional offline channels
2. Analysis of Imported Pet Feed
Registration of Imported Pet Food in 2014-2018

According to the Regulations on the Administration of Feed and Feed Additives, the Ministry of Agriculture and Rural Areas is responsible for the registration of imported pet feed. There were 478 imported pet feed products registered by the Ministry of Agriculture and Rural Areas in the validity period by the end of 2018.
In 2018, the Ministry of Agriculture and Rural Areas issued pet feed regulation. Some enterprises slowed down the application for registration of imported pet feed, resulting in a slight decrease in the number of pet feed products registered in 2018 compared with 2017.
The Americas includes Canada, the United States, Brazil and Argentina, with 13 manufacturers and 115 registered imported pet feed products.

Europe has the largest number of registered pet food products in China, including Belgium, France, Britain, Germany, Norway, Czech Republic and Cyprus, with a total of 18 manufacturers and 245 registered imported pet feed products.

Oceania includes Australia and New Zealand, with 9 manufacturers and 59 registered imported pet feed products.

Asia includes Thailand, Korea, Japan, Singapore, the Philippines, Taiwan, Hong Kong, China and other countries or regions. There are 9 manufacturers in total, with 59 registered products of imported pet feed.
List of animals and their products imported from countries where animal epidemics are endemic (updated on August 8, 2019).
3. The Pet Industry in the Eyes of Capital
In 2018, more than 20 mergers and acquisitions in the pet food sector; Start of the second round of financing

The impact of the capital market on pets is divided into two categories

One is for industry capital, according to Fosun and New Hope Capital, in long term planning, they are more eager to help the industry develop, make products, and make quality by participating in the entire process of the industry chain.

Another type of capital is the idea of quick cashing. It does not rely on the product itself to make money, compile stories to expand marketing, pursue capital flow, find the next reselling enterprise, and carry out financial harvesting, which may create chaos in the industry. Some enterprises were kidnapped by capital and lost the actual control of the company.

There are various types of research data, authenticity? 100 billion? 200 billion? 100 million?
4. Number of pets in the Country
<table>
<thead>
<tr>
<th></th>
<th>犬粮占比70%</th>
<th>93.1万吨+进口2万=95.1万吨</th>
<th>猫粮占比30%</th>
<th>39.9万吨+进口1万吨=40.9万吨</th>
</tr>
</thead>
<tbody>
<tr>
<td>犬每天饲喂</td>
<td>average=300g</td>
<td>猫每天饲喂</td>
<td></td>
<td>Average=50g</td>
</tr>
<tr>
<td>犬粮年消费</td>
<td>109.5kg/each</td>
<td>猫粮年消费</td>
<td></td>
<td>18.25kg/each</td>
</tr>
<tr>
<td>折算吃犬粮犬数量</td>
<td>8,502,283只</td>
<td>折算吃猫粮猫数量</td>
<td></td>
<td>21,863,014只</td>
</tr>
<tr>
<td>20%犬吃犬粮计全国犬总数量</td>
<td>42,511,415只</td>
<td>40%猫吃猫粮计全国猫总数量</td>
<td></td>
<td>56,027,397只</td>
</tr>
<tr>
<td>25%犬吃犬粮计全国犬总数量</td>
<td>34,739,726只</td>
<td>50%猫吃猫粮计全国猫总数量</td>
<td></td>
<td>44,821,917只</td>
</tr>
</tbody>
</table>
Report Content 2

《Pet Feed Management Measures》 and its impact on the industry
Management Methods of Pet Food
The Methods were implemented from June 1, 2018
Main contents of the Methods:

1. Pet food regulations
2. Requirements of the license of pet food manufacturer
3. Pet food labeling regulations
4. Pet food hygiene regulations
5. Pet compound food production license application materials requirements
6. Pet additive premix food production license application materials requirements
Conceptual definition: pet feed, refers to industrial processing produced products for direct consumption by pets, including pet compound feed, pet additive premix feed and other pet feed, also known as pet food.

Classification:
- Pet compound food
- Pet additive premix food
- Other pet foods (Pet snacks)
Understanding:

The main purpose of the pet feed classification name is to link feed regulations

Features: direct consumption

- Pet compound feed = full nutrition pet food = full nutrition dog (cat) food
- Additive pre-mixed feed = supplemental pet food = nutritional supplement
- Other pet feeds = pet snacks

Not classified by package
Understanding:

3. Range of the Production License:
   ① Pet compound food ② Pet additive premixed food

Other pet feeds (pet snacks) do not require permission!

4. It is approved and certificated by provincial feed management department.
   Pet additive premixed food does not require the approval number!
Transitional period:

➢ The enterprises that have acquired the production license and imported product registration can continue to use the relevant documentary evidence until its exhaustion of effect, **but it needs to meet the label stipulations on September 1, 2019** / sanitary standard stipulations on January 1, 2019;

➢ Raw materials used in pet food which do not apply to the relevant requirements for pet food shall be managed according to food additive and premixed food, **pet premixed food**

➢ Pet additive premix food = pet health care products, can be eaten directly
• **Article XIV** Foreign pet food manufactures who export pet compound food and pet additive premixed food to China shall entrust their offices or agents stationed within the territory of China to apply the competent agricultural administrative department of the State Council for registration and acquire the Import Registration Certificate legally.

– **Understanding**: Other pet foods (pet snacks) do not require the registration in the Ministry of Agriculture and Rural Affair of the People’s Republic of China.
(1) Health regulations in the 《Measures》

《Measures》The health regulations in the "Measures" describe the pet compound feed, pet feed additive premix feed, and other pet feed columns. The pollutants are divided into 5 categories and a total of 21 health indicators, which not only specify common heavy metals, microbial indicators, but also Limits are imposed for melamine, nitrite, six mycotoxins and four organochlorine pollutants.
<table>
<thead>
<tr>
<th>Types</th>
<th>No.</th>
<th>Hygienic indicators</th>
<th>Name of products</th>
<th>Limited quantity(^\circ)</th>
<th>Test methods</th>
<th>Remark</th>
</tr>
</thead>
<tbody>
<tr>
<td>FungalToxin</td>
<td>9</td>
<td>Aflatoxin(B_1), (\mu g/kg)</td>
<td>Pet compound food, pet additive premixed food, other pet foods</td>
<td>(\leq 10)</td>
<td>NY/T 2071 (applys to pet food with water content less than 60%); GB/T 30955 (applys to pet food with water content no less than 60%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>10</td>
<td>Fumonisins((B_1+B_2)), (mg/kg)</td>
<td>Pet compound food, pet additive premixed food, other pet foods</td>
<td>(\leq 5)</td>
<td>NY/T 1970</td>
<td></td>
</tr>
<tr>
<td></td>
<td>11</td>
<td>Deoxynivalenol (Vomitoxin), (mg/kg)</td>
<td>Pet compound food (for cat), pet additive premixed food (for cat), other pet foods (for cat)</td>
<td>(\leq 5)</td>
<td>GB/T 30956</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Pet compound food(for dog), pet additive premixed food (for dog), other pet foods (for dog)</td>
<td>(\leq 2)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fungaloxin</td>
<td>12</td>
<td>Zearalenone, mg/kg</td>
<td>Pet compound food (infancy, gestation and lactation), pet additive premixed food (infancy, gestation and lactation), other pet foods (infancy, gestation and lactation)</td>
<td>≤0.15</td>
<td>NY/T 2071</td>
<td>—</td>
</tr>
<tr>
<td>-----------</td>
<td>----</td>
<td>--------------------</td>
<td>---------------------------------------------------------------------------------</td>
<td>-------</td>
<td>-----------</td>
<td>----</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Pet compound food (adulthood), pet additive premixed food (adulthood), other pet foods (adulthood)</td>
<td>≤0.25</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ochratoxin A, mg/kg</td>
<td>13</td>
<td></td>
<td>Pet compound food, pet additive premixed food, other pet foods</td>
<td>≤0.01</td>
<td>GB/T 30957</td>
<td>—</td>
</tr>
<tr>
<td>T-2 and HT-2, mg/kg</td>
<td>14</td>
<td></td>
<td>Pet compound food(for cat), pet additive premixed food(for cat), other pet foods(for cat)</td>
<td>≤0.05</td>
<td>SN/T 3136</td>
<td>—</td>
</tr>
<tr>
<td>Natural plant toxin</td>
<td>15</td>
<td>Cyanide (calculated by HCN), mg/kg</td>
<td>Pet compound food, pet additive premixed food, other pet foods</td>
<td>≤50</td>
<td>GB/T 13084</td>
<td>—</td>
</tr>
</tbody>
</table>
In March 2019, the test results of several zearalenones and bacteria in dog food released by Shanghai Consumer Protection Committee caused widespread concern of pet food companies!
<table>
<thead>
<tr>
<th>序号</th>
<th>商品名称</th>
<th>标称品牌</th>
<th>标称规格</th>
<th>标称生产/经销单位</th>
<th>玉米赤霉烯酮</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>有限公司</td>
<td>(≤0.18mg/kg)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>有限公司</td>
<td>0.628</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>科技</td>
<td>0.226</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>有限公司</td>
<td>0.212</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>源于科学</td>
<td>0.211</td>
</tr>
<tr>
<td>项目</td>
<td>指标</td>
<td>试验方法</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------------------</td>
<td>------------</td>
<td>----------------</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>黄曲霉毒素 B_{1} (μg/kg)</td>
<td>≤10</td>
<td>NY/T 2071</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>细菌总数 (CFU/g)</td>
<td>&lt;1×10^{4}</td>
<td>GB/T 13093</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>沙门氏菌（25 g中）</td>
<td>不得检出</td>
<td>GB/T 13091</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>微生物</td>
<td>符合商业无菌要求*</td>
<td>GB 4789.26</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* 食品添加剂允许量，除特别注明外均以干物质含量88%计（微生物污染物指标除外）。

** Management Method of Pet Feed of Ministry of Agriculture and Rural Affairs VS**

** National standard Complete Pet Food for Dog **

** National standard Complete Pet Food for Cat **
<table>
<thead>
<tr>
<th>Microbiological contaminant</th>
<th>20</th>
<th>Salmonella, (within 25g)</th>
<th>Pet compound food (exclude can)</th>
<th>Not be detected</th>
<th>GB/T 13091</th>
<th>—</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>21</td>
<td>Microorganism</td>
<td>Pet compound food (can), pet additive premixed food(can), other pet food(can)</td>
<td>Commercial sterilization</td>
<td>GB 4789.26</td>
<td>—</td>
</tr>
</tbody>
</table>

Note: ① the limited quantities listed in the table (exclusive of microbiological contaminant index) are counted as 88% dry matter content, except special note. ② When phosphorus content in pet additive premixed food and other pet foods products is more than 4%, each 1% increase of phosphorus, fluorine limited quantity will increase 125mg/kg on the basis of 500mg/kg. For example, when phosphorus content is 5%, the fluorine limited quantity is 625mg/kg; when phosphorus content is 5.5%, the fluorine limited quantity will scale up to 687.5mg/kg.
Flaxseed, coconut oil, MOS (mannan-oligosaccharides), glucans, glucosamine, chondroitin, feed additives (vitamins, trace elements, amino acids, microorganisms). 260 g of poultry meal in 1 kg of food corresponds to 1 040 g of raw meat. 

Analytical components: protein 25 %, fat 13 %, crude ash 6 %, crude fiber 2,5 %, Ca 1,2 %, P 1,0 %.

Additives (content 1 kg): Vitamins: vitamin A (EU672) 15 000 IU, vitamin D3 (EU671) 1 500 IU, vitamin E (alpha-tocopherol) 200 mg, choline-chloride 1 150 mg, L-carnitine 100 mg, biotin 2,5 mg. Trace elements: Cu in the form of CuSO₄ · 5H₂O (E4) 25 mg, Zn in the form of zinc and amino acids n-hydrate chelates (3b6.10) 100 mg, Mn in the form of manganese chelate and amino acids n-hydrate (3b5.10) 60 mg, Fe in the form of FeSO₄ · H₂O (E1) 120 mg, I in the form of Ca(IO₃)₂ (E2) 3 mg, Se in the form of selenium methionine of Saccharomyces cerevisiae (3b8.12) 0,5 mg. Amino acids: (3.2.3.) L-lysine monohydrochloride 12,1 g, (3c301) DL-methionine 5,2 g. Microorganisms: Enterococcus faecium (DSM 10663/NCIMB 10415) (4b1707) 1x10⁹ CFU.

Feeding instructions: serve the kibbles either dry, or moistened with water or broth. Let the dog have enough fresh water with the food. Close the cover after use and store in dry and cold place. Recommended feeding doses are for orientation and they are included in the table.
中国农业科学院饲料研究所
饲料资源与经济研究室检测报告

报告编号(Report No.): 20190416-1
送样单位(Sample from): 北京**生物科技有限公司
送样日期(Sampling date): 2019 年 3 月 20 日
报告日期(Report date): 2019 年 4 月 16 日

结果报告(Results):

<table>
<thead>
<tr>
<th>样品编号</th>
<th>检测项目</th>
<th>细菌总数 CFU/g</th>
<th>肠球菌 CFU/g</th>
<th>检测方法</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>大型犬成犬粮</strong></td>
<td>2.8*10^8</td>
<td>8.3*10^6</td>
<td>GB 4789.2-2010</td>
<td></td>
</tr>
<tr>
<td>*** Adult Large Breed</td>
<td>2.8*10^6</td>
<td>8.3*10^6</td>
<td>SN/T 1933.1-2007</td>
<td></td>
</tr>
<tr>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
</tbody>
</table>

Petfood Forum China
Where the Global Petfood Industry does business

Petfood Industry
WATT Global Media
2) Label requirements in the 《Measures》
(3) Pet Food Label Regulation

Common name

- Pet compound food:
  'Pet compound food', 'Pet complete food', 'Complete pet food', 'Complete (dog, cat food)', such as 'complete Teddy food' etc.

- Prescription food: complete food for pets in special physiological status or pathological status, requiring certificate document marking ‘Use it under instruction of qualified vet’

- Pet additive premixed food:
  'Pet additive premixed food', 'supplementary pet food', 'pet nutritional supplements'

- Other pet food:
  Pet snacks which can be marked such as chew bones, can, molar rod, etc.

In addition, they are all required to mark 'applicable animals and animal age'
(3) Pet Food Label Regulation

Label content:

① Product name, ② Ingredients, ③ Product composition analysis guarantee value, ④ Net content, ⑤ Storing conditions, ⑥ Instructions for use, ⑦ Precautions, ⑧ Production date, warranty, ⑨ Manufacturer name and address, ⑩ Information such as permissive certificate code and product standard, ⑪ Qualification certificate of product inspection

Mark in full position: this product complies with pet food sanitary regulation which is not allowed to feed the ruminant (animal origin, milk and dairy are excluded)

Imported pet food: besides above contents, it is required to mark country of origin or district of origin in Chinese, marking 'import registration certificate number' and 'Imported product re-check report SN'
(3) Pet Food Label Regulation

Common name

- Prescription food: complete food for pets in special physiological status or pathological status, requiring certificate document marking ‘Use it under instruction of qualified vet’
- Refering to Addendum 5, mark the applicable physiological status, pathological status and major nutritional characteristics of the pet
  - 4. Reduce formation of uratoma
  - Example: this product is used for reducing formation of dog and cat uratoma, and purine and protein in the product is scientifically adjusted.
- If it is not in Addendum 5, it still can be marked and related certification material is required.
(3) Pet Food Label Regulation

Ingredients:

① Ingredients: Meet requirement of *Pet Food Raw Materials Directory*
   Adding % in descending order;
   Animal hydrolysate condiments, marking 'pet food compound condiment' or 'flavor enhancer';

② Additive ingredients: it is required to comply with *Pet Food Additive Categories Directory*
   For pet food additives such as antioxidant, colouring material, category names can be marked.

❌ Breed name ≠ Category name, do not mix
<table>
<thead>
<tr>
<th>Item</th>
<th>Requirement</th>
<th>Marking method</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crude protein</td>
<td>Minimal value</td>
<td>≥, or ≥, or at least</td>
</tr>
<tr>
<td>Crude fat</td>
<td>Minimal; product claiming low fat is required to mark with maximal at the same time</td>
<td>≥, or ≥, at least Product claiming low fat is required to mark with minimal ≤ crude fat ≤ maximal, or crude fat ≥ and ≤.</td>
</tr>
<tr>
<td>Crude fibre</td>
<td>Maximal</td>
<td>≤, or ≤, or at most</td>
</tr>
<tr>
<td>Water content</td>
<td>Maximal</td>
<td>≤, or ≤, or at most</td>
</tr>
<tr>
<td>Crude ash content</td>
<td>Maximal</td>
<td>≤, or ≤, or at most</td>
</tr>
<tr>
<td>Calcium</td>
<td>Minimal</td>
<td>≥, or ≥, or at least</td>
</tr>
<tr>
<td>Total phosphorus</td>
<td>Minimal</td>
<td>≥, or ≥, or at least</td>
</tr>
<tr>
<td>Water soluable chloride</td>
<td>Minimal</td>
<td>≥, or ≥, or at least</td>
</tr>
<tr>
<td>(calculate as Cl⁻)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lysine used for dog food</td>
<td>Minimal</td>
<td>≥, or ≥, or at least</td>
</tr>
<tr>
<td>Taurine used for cat food</td>
<td>Minimal</td>
<td>≥, or ≥, or at least</td>
</tr>
</tbody>
</table>
Claim-elements claiming:

① 'Chicken' **formula**: chicken content $\geq 26\%$;
   'Chicken rice' **formula**: chicken content $\geq 26\%$, rice $\geq 3\%$;

② 'Chicken' **contained formula**: chicken content $\geq 14\%$;
   'Chicken rice' **contained formula**: chicken content $\geq 14\%$, rice $\geq 3\%$;

③ 'Chicken' **contained**: chicken content $\geq 4\%$;
   'Chicken rice' **contained**: chicken content $\geq 4\%$, rice $\geq 3\%$;
(3) Pet Food Label Regulation

Claim-elements claiming: 'natural'

① All pet food raw material and additives are unwrought or non-chemical processing, or only under physical processing, thermal processing, extraction, purifying, hydrolysis, enzymolysis, fermentation or smoked, which can be marked with 'natural', 'natural food' or other similar marks.

② If chemosynthetic nutrient is added, 'natural' and 'natural food' can be claimed, which however should be marked with 'natural, addingXX';

Claiming 'fresh' and 'crude':

Except being frozen, a certain pet food raw material is not processed such as steaming, boiling, drying, freezing, hydrolysis, etc., which does not contain sodium chloride, preservetive or other additives.
(3) Pet Food Label Regulation

Claim-elements claiming:

④ Flavor claiming: beef flavor, chicken flavor, fish flavor, using flavor agent;
⑤ Additive claiming: add cheese, aguacate and spiral seaweed
⑥ Nutrient and additive claiming: contain VE%, chelate iron %, chondroitin sulfate % and yucca extract %;
⑦ 'High', 'heighten', 'low', 15% is needed with respect to product of our enterprise
⑧ No 'XX', 'XX' not contained, which is limited as 'pet food raw material and additive' not contained. 'cereal-free', 'gluten-free', 'brown meat essence-free', 'hormone-free'.
(3) Pet Food Label Regulation

Water reduction:

Pet food raw material after dehydration can be claimed basing on its content in the product after water reduction, which is executed according to Addendum 7.

- Anhydride of fresh fruit and vegetable (exclude by-product made of fruit and vegetable pomace): 90.0%;
- Meat and fish anhydride (only include tissue of edible animal): 75.0%;
- Cereal: 15.0%
• Note: 1. In the case above, 24.2kg chicken powder in original composition equals to 87.2kg chicken after water reduction, taking up 46.4% of composition after reduction, which is able to label as “Blue buffalo - chicken”; 2.0kg carrot powder in original composition equals to 18.4kg carrots after water reduction, taking up 9.8% of composition after reduction, which is able to label as “Containing carrots”; 1.8kg beef powder in original composition equals to 6.4kg beef after water reduction, taking up 3.4% of composition after reduction, which is able to label as “Beef flavor”.
According to Article 9 of the Measures: “Pet feed production enterprises shall formulate product labels in accordance with the requirements of the “Pet Feed Label Regulations.” Labels attached to domestic and imported pet food products produced after September 1, 2019 shall meet the requirements of the Pet Feed Label Regulations.

"The “Label Regulations” in the “Measures” have stricter requirements for the claims of ingredients, and the understanding and implementation of manufacturing companies, consumers and law enforcement agencies.
Problems faced by enterprises in the process of implementation;
According to statistics, (the method) can not be used after the cloth is not in compliance with the (pet feed labeling regulations), each enterprise has a large inventory of such materials, not used up.
Old packaging materials have become waste and garbage. Most of these packaging materials are aluminum-plastic materials, which cannot be degraded in nature for a long time. Incineration of these packaging materials may cause serious pollution to the natural environment!
Appeal!