

21—42.8(198) Descriptive terms.**42.8(1) Calorie terms.***a.* “Light.”

(1) Dog food products bearing the term “light,” “lite,” “low calorie,” or words of similar designation shall contain and state on the label no more than 3100 kcal ME/kg for products containing less than 20 percent moisture, no more than 2500 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. The label shall bear a calorie content statement in accordance with the format provided in 42.7(198). Feeding directions shall reflect a reduction in calorie intake consistent with the intended use.

(2) Cat food products bearing the term “light,” “lite,” “low calorie,” or words of similar designation shall contain and state on the label no more than 3250 kcal ME/kg for products containing less than 20 percent moisture, no more than 2650 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. The label shall bear a calorie content statement in accordance with the format provided in 42.7(198). Feeding directions shall reflect a reduction in calorie intake consistent with the intended use.

b. “Less” or “reduced calories.” For dog or cat food product labels bearing a claim of “less calories,” “reduced calories,” or words of similar designation, the percentage of reduction and the product of comparison shall be explicitly stated and juxtaposed with the claim in the same size, style, and color print. The product label shall also bear a calorie content statement in accordance with the format provided in 42.7(198). Comparisons between products in different categories of moisture content less than 20 percent, 20 percent or more but less than 65 percent, or 65 percent or more are misleading. Feeding directions shall reflect a reduction in calories compared to feeding directions for the product of comparison.

42.8(2) Fat terms.*a.* “Lean.”

(1) Dog food product labels bearing the term “lean,” “low fat,” or words of similar designation shall contain and guarantee on the label no more than 9 percent crude fat for products containing less than 20 percent moisture, no more than 7 percent crude fat for products containing 20 percent or more but less than 65 percent moisture, and no more than 4 percent crude fat for products containing 65 percent or more moisture. The product label shall bear a maximum crude fat guarantee immediately following the minimum crude fat guarantee in addition to the mandatory guaranteed analysis information as specified in 42.2(2).

(2) Cat food products bearing the term “lean,” “low fat,” or words of similar designation shall contain and guarantee on the label no more than 10 percent crude fat for products containing less than 20 percent moisture, no more than 8 percent crude fat for products containing 20 percent or more but less than 65 percent moisture, and no more than 5 percent crude fat for products containing 65 percent or more moisture. The product label shall bear a maximum crude fat guarantee immediately following the minimum crude fat guarantee in addition to the mandatory guaranteed analysis information as specified in 42.2(2).

b. “Less” or “reduced fat.” For dog or cat food labels bearing a claim of “less fat,” “reduced fat,” or words of similar designation, the percentage of reduction and the product of comparison shall be explicitly stated and juxtaposed with the claim in the same size, style, and color print. The product label shall also bear a maximum crude fat guarantee immediately following the minimum crude fat guarantee in addition to the mandatory guaranteed analysis information as specified in 42.2(2). Comparisons between products in different categories of moisture content less than 20 percent, 20 percent or more but less than 65 percent, or 65 percent or more are misleading.