

WAC 16-252-024 Brand and product names.

(1) The names of the FEED INGREDIENT(S) used in the brand or PRODUCT NAME or elsewhere on the product LABEL shall appear in order of predominance by weight in the product. Names of flavors due to their varying intensity can be in any order.

(2) The words "100%," or "All," or words of similar designation shall not be used in the brand or PRODUCT NAME of a PET FOOD OR SPECIALTY PET FOOD if the product contains more than one FEED INGREDIENT.

(3) A FEED INGREDIENT or combination of FEED INGREDIENTS may form part of a PRODUCT NAME of a PET FOOD OR SPECIALTY PET FOOD:

(a) When the named FEED INGREDIENT(S) constitutes at least 95 PERCENT of the total product weight, water sufficient for processing may be excluded when calculating the PERCENTAGE; however, the named FEED INGREDIENTS shall constitute at least 70 PERCENT of the total product weight.

(b) When any named FEED INGREDIENT(S) constitutes at least 25 PERCENT of total product weight, provided that:

(i) Water sufficient for processing may be excluded when calculating the PERCENTAGE; however, the named FEED INGREDIENT(S) shall constitute at least 10 PERCENT of the total product weight; and

(ii) A descriptor is used with the FEED INGREDIENT name(s). This descriptor shall imply other FEED INGREDIENTS are included in the product formula. Examples of descriptors include "dinner," "platter," "entree," "formula," and "recipe"; and

(iii) The descriptor shall be in the same size, style, and color text as the FEED INGREDIENT name(s).

(c) When a combination of FEED INGREDIENTS which are included in the PRODUCT NAME in accordance with this subsection meets all of the following:

(i) Each named FEED INGREDIENT constitutes at least three PERCENT of the product weight, excluding water sufficient for processing; and

(ii) All such FEED INGREDIENT names appear on the LABEL in the same size, style, and color text.

(4) When the name of any FEED INGREDIENT appears in the brand or PRODUCT NAME of a PET FOOD OR SPECIALTY PET FOOD or elsewhere on the product LABEL and includes a descriptor such as "with" or similar designation, the named FEED INGREDIENT(S) must each constitute at least three PERCENT of the total product weight exclusive of water sufficient for processing. The three PERCENT minimum level shall not apply to claims for nutrients, such as, but not limited to, vitamins, minerals, and fatty acids, as well as condiments. The word "with," or similar designation, and named FEED INGREDIENTS shall be in the same size, style, color and case print/text and be of no greater size than:

Panel Size	Max "With Claim" Type Size
≤5 in. ²	1/8 in.
>5 to ≤25 in. ²	1/4 in.
>25 to ≤100 in. ²	3/8 in.
>100 to ≤400 in. ²	1/2 in.
>400 in. ²	1 in.

(5) A flavor designation may be included as part of the PRODUCT NAME or elsewhere on the LABEL of a PET FOOD OR SPECIALTY PET FOOD when the flavor designation meets all of the following:

(a) The flavor designation:

(i) Conforms to the name of the FEED INGREDIENT as listed in the INGREDIENT STATEMENT; or

(ii) Is identified by the source of the flavor in the INGREDIENT STATEMENT; and

(b) The word "flavor" is printed in the same size text and with an equal degree of conspicuousness as the name of the flavor designation; and

(c) Substantiation of the flavor designation, the flavor claim, or the FEED INGREDIENT source is provided upon request.

(6) Contractions or coined names referring to FEED INGREDIENTS shall not be used in the brand name of a PET FOOD OR SPECIALTY PET FOOD unless it is in compliance with WAC 16-252-024 (3), (4), or (5).

(7) Unless a PET FOOD OR SPECIALTY PET FOOD is identified on the PRINCIPAL DISPLAY PANEL as a stew, gravy, sauce, broth, aspic, juice, milk replacer, or other such name, the maximum moisture declared shall not exceed 78 PERCENT of the natural moisture content of the FEED INGREDIENTS, whichever is higher.

[Statutory Authority: RCW 15.53.9012. WSR 25-13-018, s 16-252-024, filed 6/6/25, effective 7/7/25. Statutory Authority: RCW 15.53.9012, 15.53.9013, 15.53.9016, and chapter 34.05 RCW. WSR 18-21-191, § 16-252-024, filed 10/24/18, effective 11/24/18.]