Japanese labeling of the following five information items is required under the Pet Food Safety Act.

1. Name  
2. Best before date  
3. Ingredients  
4. Country of origin  
5. Name and address of manufacturer/importer/distributor

Use the check list in the following pages to correctly indicate these five items.

You may indicate other items as necessary, in addition to the five items.

For example, the Fair Competition Code Concerning Labeling of Pet Food approved by the Japan Fair Trade Commission and the Consumer Affairs Agency recommends the indication of the purpose, quantity of contents, feeding method and component, in addition to the mandatory five items, and members of the Pet Food Fair Trade Association are following this recommendation.
### 1. Name

- □ The product name is indicated in Japanese.
- □ The name suggests that the product is for dogs or cats.
- or
- □ Whether the product is for dogs or for cats can be discerned from the information provided in the attached label if not from the product name.

### 2. Best before date

- □ The item title “賞味期限” (best before date) is indicated in Japanese.
- □ Year/month/date or year/month is indicated in these orders. (e.g. 2010 08)
  - (Note) An explanation is required if the order is different (e.g. 08 2010: The first 2 digits represent the month and the following 4 digits represent the Christian year.)
- □ Month is indicated in a figure or in Japanese.
- or
- □ Indicated in English but with an easy explanation e.g. 15 NOV 14
  - “NOV” means November. The first 2 digits represent the day, the following alphabets represent the month and the last 2 digits represent the Christian year. (to be indicated in Japanese)
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3. Ingredients

☐ The item title “原材料名” or “原材料” (ingredients) is indicated in Japanese.

☐ In principle, all ingredients (including additives) are indicated in Japanese.

(Note) Processing aids may be omitted. Please refer to Q&A on labeling under the Pet Food Safety Act on MAFF’s website. (in Japanese only)

The following should be checked if applicable.

☐ A name listed in Table 1 is used for any ingredient indicated only with a category name (e.g. meat).

☐ For an additive for any of the intended uses in Table 2, the additive’s name and the intended use are both indicated.

☐ A name listed in Table 3 is used for any additive indicated only with a collective name (e.g. yeast food).

☐ A pet food only with an indication such as “vitamins,” “minerals,” or “amino acids” is a canned product of not more than 100 g or a product with labeling space not larger than 120 cm².

Table 1

<table>
<thead>
<tr>
<th>Cereal</th>
<th>Mushrooms</th>
<th>Potatoes</th>
<th>Algae</th>
<th>Starch</th>
<th>Fish</th>
<th>Sugar</th>
<th>Meat</th>
<th>Nuts</th>
<th>Eggs</th>
<th>Beans</th>
<th>Milk</th>
<th>Vegetables</th>
<th>Oil</th>
</tr>
</thead>
</table>

Table 2 Intended use

<table>
<thead>
<tr>
<th>Sweetener</th>
<th>Thickening agent</th>
<th>Coloring</th>
<th>Antioxidant</th>
<th>Preservative</th>
<th>Color former</th>
</tr>
</thead>
</table>

Table 3 Collective name

<table>
<thead>
<tr>
<th>Yeast food</th>
<th>Essence</th>
<th>Bitter agent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Noodle brine</td>
<td>Sour agent</td>
<td>Emulsifier</td>
</tr>
<tr>
<td>Enzyme</td>
<td>Seasoning</td>
<td>pH adjuster</td>
</tr>
<tr>
<td>Brightener</td>
<td>Tofu coagulant</td>
<td>Expansion agent</td>
</tr>
</tbody>
</table>

1. The intended use “coloring” may be omitted if the additive’s name includes a letter indicating a color.
2. When multiple polysaccharides are used, it is permitted to only indicate the intended use “thickening agent” while omitting additives’ names.

The Pet Food Safety Act does not specify the order in which ingredients should be indicated. However, from the perspective of user-friendly information provision, it is preferable to indicate them in order of the amount used.
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## 4. Country of origin

- The item title “原産国名” or “原産国” (country of origin) is indicated in Japanese.
  
  (Note) When the country of origin is Japan, it may be indicated as “domestically produced.”

- The country of origin is indicated in Japanese.

- The country where the final processing that substantially changes the product was conducted is indicated.
  
  (Repacking is not considered as processing that substantially changes the product. Therefore, the country where repacking was conducted should not be indicated as the country of origin.)

## 5. Name and address of manufacturer/importer/distributor

- The Japanese entity responsible for the labeling content is indicated with its category.

- As the category, the manufacturer, importer or distributor may be indicated. (The indication “original manufacturer” or the like is not permitted.)

- The entity’s name is indicated in Japanese.

- The entity’s address is indicated in Japanese. (Telephone number, etc. may be additionally indicated.)

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### A related leaflet and Q&A for businesses are available on MAFF’s website.
(Use the keyword “pet food” for search.)

- Regarding safety of pet food (webpage for related businesses)

- Q&A on labeling under the Pet Food Safety Act

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### For inquiries regarding the Act

Regional Agricultural Administration Offices
- Hokkaido (District Office): 011-330-8816
- Tohoku: 022-221-6097
- Kanto: 048-740-5065
- Hokuriku: 076-232-4106
- Tokai: 052-223-4670
- Kinki: 075-414-9000
- Chugoku/Shikoku: 086-227-4302
- Kyushu: 096-211-9255
- Okinawa (General Bureau): 098-866-1672