

What commercial feed products are regulated?

The commercial feed law regulates materials offered for sale as feed or for mixing in feed with the exemption of whole, unprocessed grain, raw meat, hay, straw, stover, silage, cobs, husks and hulls when unground and not mixed with other materials. Typical products regulated include pet foods, complete and concentrate feeds for livestock and poultry, soybean meal and other feed ingredients, drug premixes, vitamin and mineral supplements, liquid feed and protein blocks.

Registration of each commercial feed is required before distribution to ensure that required information is provided to the consumer. This involves annual review of approximately 10,000 labels. Medicated feeds are reviewed for approved drug usage, statement of drug purpose and any required warning, caution or special feeding instructions. Misleading and unsubstantiated information is prohibited.

So, how does the feed regulatory program work for pet owners?

ALL pet food and specialty pet food in Kentucky is required to be labeled with specific information. The pet food and treat labels are the fundamental basis for providing consumer information and protection, equitable competition and regulation. Effective labeling is essential to accomplish these objectives.

Regulatory efforts continue to assist manufacturers to provide informative labeling that promotes the safety and usefulness of feeds for pet owners and livestock producers.

The Division of Regulatory Services

Our Mission

As a part of the Kentucky Agricultural Experiment Station in the UK College of Agriculture, Food and Environment, Regulatory Services is committed to service and consumer protection of Kentucky citizens, businesses, and industries. Our programs monitor and analyze feed, fertilizer, milk, seed, and soil and are administered using a cooperative, science-based approach.

Want to know more?

We in the Feed Regulatory program are happy to help with any other inquiries you might have. If you have any questions about feed or the other duties of the program please look us up on the web at:

www.rs.uky.edu/regulatory/feed

Or call our office where our staff will be happy to help you. Our number is **(859) 257-2785**.



PET TREATS



*College of Agriculture,
Food and Environment
Regulatory Services*



Understanding and Evaluating a Pet Food Treat Label

**Feed Regulatory Program
Division of Regulatory Services**

103 Regulatory Services Building
Lexington, Kentucky 40546-0275

What does the label on your pet food product tell you?

What information is required on a label?

The basic information you should find on most labels will include the product name, the product purpose statement, a guaranteed analysis, the ingredient statement, the manufacturer name and address, a net weight statement, and sometimes the feeding directions.

Your label will likely resemble the one to the right. (Remember, some labels contain only basic information, while others are more in-depth.)

Here's what each section of this label tells you...

Product Name

The name of the product should describe the product being purchased, in the label shown, that product is "Dog Treats"

Purpose Statement

A statement that specifies the name of the pet or specialty pet for which the food is intended. In this case... a dog.

Manufacturer Information

The company or person taking responsibility for the product must be listed on the label with their name and address. These individuals must be registered in the state and are the responsible party.

On the packaging of your pet food or specialty pet food you will find a label. It may look similar to this one.



Guaranteed Analysis

Guarantees are required for all feed products. At a minimum treats should guarantee these four nutrients. Guarantees on treats provide the purchaser with information regarding levels of basic nutrients that are being replaced or added to your pet's normal daily diet. Most treats add limited supplemental nutrients and are not complete and balanced.

Ingredient Statement

Every pet food treat label must have a section which lists the name of each ingredient, in order of predominance by weight, used in the manufacture of the product.

Feeding Directions

Directions for use should provide basic information on how to feed the product safely. Feeding directions are not required if the principle display panel (front of the label) states "snack", "treat", or "supplement". If not one of the above is listed the label must state "This product is intended for intermittent or supplemental feeding only."

Quantity Statement

Each package, container, or bulk lot must contain an accurate statement of net quantity. The statement's terms of weight or measure must be expressed in ounce—pound units and must include the appropriate metric unit such as 1 lb. (0.45 kg) or 1 gallon (3.78 L) or be listed as a count, such as "contains 3 treats".

COWPOKE'S



DOG TREATS

Guaranteed Analysis

| | |
|--------------------------|-----|
| Crude Protein (min)..... | 14% |
| Crude Fat (min)..... | 4% |
| Crude Fiber (max)..... | 2% |
| Moisture (max)..... | 10% |

Ingredients

Wheat Flour, Peanut Butter, Oats, Honey, Egg, Vegetable oil, Natural and Artificial Flavors

Feeding Directions

Feed as a treat or reward.

Tex's Pet Food Company
103 Regulatory Services Bldg.
Lexington, KY 40546-0275

Net Weight 8 oz (226.8 g)