

## Product Purpose Statements for Commercial Feeds

The AAFCO Model Feed Regulations requires the label for most livestock feeds to include a product purpose statement. This statement is to follow the product name. It is a concise statement to advise the purchaser of the manufacturer's intended purpose of the feed. The purpose statement indicates the type of feed, the species of livestock, and animal class for which it is intended. The statement should be written to describe the feed in terms that are familiar and understood by the livestock producer.

There is no descriptive term that precisely defines all feed mixes for a livestock species. Farmers often refer to their beef and dairy mixes by terms such as grain mix, grain concentrate, and complete feed. These terms may not be technically correct since for example a grain mix may contain by-products, soybean meal, or minerals. The goal remains to keep the product purpose statement meaningful to the livestock producer by using common terminology to describe the feed without being misleading.

The AAFCO Model Regulation 3 (3) contains the following language for the purpose statement:

### Purpose Statement

- I. The statement of purpose shall contain the specific species and animal class(es) for which the feed is intended as defined in Regulation 3 (a) (4).
- II. The manufacturer shall have flexibility in describing in more specific and common language the defined animal class, species, and purpose while being consistent with the category of animal class defined in Regulation 3 (a) (4) which may include, but is not limited to weight range(s), sex, or ages of the animal(s) for which the feed is manufactured.
- III. The purpose statement may be excluded from the label if the product name includes a description of the species and animal class(es) for which the product is intended.
- IV. The purpose statement of a premix for the manufacture of feed may exclude the animal class and species and state "For Further Manufacture of Feed" if the nutrients contained in the premix are guaranteed and sufficient for formulation into various animal species feeds and premix specifications are provided by the end user of the premix. [This section applicable to commercial feeds regulated under Regulation 3 (a) (4) (X1)(b) (10).]
- V. The purpose statement of a single purpose ingredient blend, such as a blend of animal protein products, milk products, fat products, roughage products or molasses products may exclude the animal class and species and state "For Further Manufacture of Feed" if the label guarantees of the nutrients contained in the single purpose nutrient blend are sufficient to provide for formulation into various animal species feeds. [This section applicable to commercial feeds regulated under Regulation 3 (a) (4) (X1)(b) (10).]
- VI. The purpose statement of a product shall include a statement of enzyme functionality if enzymatic activity is represented in any manner (for example, if enzyme guarantees appear in the guaranteed analysis).
- VII. The statement of purpose for single ingredient feeds shall be stated as "Single Ingredient Feed" or "Feed Ingredient". The manufacturer of a single ingredient feed or feed ingredient shall have flexibility in describing in more specific and common language the intended use of the feed ingredient dependent on species and class.

### **The product purpose statement should indicate:**

1. Type of feed - ie; complete feed, protein block, free-choice mineral, etc.
2. Livestock specie(s) - ie; beef, dairy, horse, swine.
3. Livestock classes - ie; calves, lactating dairy cows, yearlings, pigs 11 to 25 pounds, etc.

4. The more specific use the feed has, then the more specific the product purpose statement should be. Examples: “A receiving ration for feeder calves” or “A grain mix for dry dairy cows three weeks prior to calving.”

**To assist firms in developing product purpose statements and to provide some uniformity in labeling, the following example purpose statements were developed:**

### **Example Purpose Statements**

#### **Dairy Purpose Statement Examples**

##### **Complete Feeds**

A complete grain mix for lactating dairy cows.  
A grain concentrate for lactating dairy cows.  
A concentrate for lactating dairy cows fed corn silage.  
A grain mix for lactating dairy cows.  
A complete dairy pellet for lactating dairy cows.  
Note: Similar statements apply for non-lactating dairy cows

##### **Dairy Supplements**

A mixing supplement for lactating dairy cows.  
A protein supplement for mixing a grain concentrate for lactating dairy cows.  
A protein supplement for limit feeding to lactating dairy cows.

##### **Dairy Minerals**

A mixing mineral for lactating dairy cows.  
A mixing mineral for lactating dairy cows fed corn silage.  
A free-choice mineral for lactating dairy cows.  
A free-choice mineral for growing dairy heifers.  
A free-choice mineral for non-lactating dairy cows.  
A free-choice and mixing mineral for lactating and non-lactating dairy cattle.

##### **Calf Feed**

A starter feed for dairy calves.  
A starter mix for dairy calves.  
A grain mix for dairy calves.

#### **Swine Purpose Statement Examples**

##### **Complete Feeds for Growing Swine**

A complete starter feed for pigs weighing from 11 to 25 pounds.  
A complete \* feed for pigs weighing from \* to \* pounds.  
\*Fill in pre-starter, starter, grower, or finisher and weight range as appropriate.  
A complete feed for pigs weighing from 11 to 25 pounds.  
A complete finisher feed for pigs weighing 110 pounds to market weight.

##### **Complete Feed for Breeding Swine**

A complete feed for \* .  
\*Fill in non-lactating sows, lactating sows, non-lactating gilts, lactating gilts, adult boars, or combination as appropriate.

##### **Protein Supplement (Mixing)**

A swine supplement for mixing \* feeds.

\*Fill in production stage; ie - pre-starter (2 to 11 lbs.), starter (11 to 44 lbs.), grower (44 to 110 lbs.), or finisher (110 to 242 lbs. or market weight) or appropriate combinations. Provided, the concentrate is for all production stages, then this could be indicated instead of listing each production stage.

This purpose statement can also be used for breeding swine classes.

**Swine Protein Supplements (Free-Choice or Hand-Feeding)**

A swine supplement for free-choice feeding to \* .

A swine supplement for individual feeding to \* .

**Swine Minerals and Base Mixes**

A swine mineral and vitamin for mixing \* feeds.

**Swine Trace Mineral Premix**

A trace mineral premix for mixing \* feeds.

**Swine Vitamin Premix**

A vitamin premix for mixing \* feeds.

\*Fill in production stage.

**Beef Purpose Statement Examples**

**Complete Beef Feeds**

A complete feed for growing and finishing beef cattle ( Note: Use complete feed normally when the feed is the total diet).

A grain concentrate for beef cattle on pasture.

A creep feed for growing beef calves on pasture.

A grain mix for \* . (\*Fill in production stage and use.)

A medicated receiving ration for feeder calves.

**Beef Protein Supplements**

A protein supplement for mixing a complete feed for \* .

A free-choice protein supplement for beef cattle on pasture.

A free-choice liquid feed for beef cattle on pasture.

A liquid feed for mixing feedlot rations for beef cattle.

A free-choice protein, mineral, and vitamin block for beef cattle on grass pasture.

**Beef Minerals**

A free-choice mineral feed for beef cattle on pasture.

A free-choice mineral for beef cattle grazing fescue pasture.

A high magnesium free-choice mineral for beef cattle grazing lush pastures.

A mixing mineral for feedlot cattle.

A mixing mineral for feedlot cattle on corn silage.

A free-choice mineral for beef cattle in the winter and within three weeks of spring pasture.

**Equine Purpose Statement Examples**

**Equine Complete Feeds**

A corn and oat sweet feed for \* .

A complete feed for maintenance of mature horses.

A complete feed for weanlings and growing yearlings.

A grain mix for \* .

A grain concentrate for \* .

\*Indicate production stages appropriate - foal, yearling, mare, breeding, mature horses, etc.

**Equine Protein Supplements**

A protein supplement for mixing \* feeds.

A protein supplement for feeding to \* .

A horse supplement for feeding to \* .

A vitamin and mineral supplement for feeding to \* .

A vitamin and mineral supplement for mixing \* feeds.

A biotin supplement for mature horses.

A protein, mineral, and vitamin block for mature horses on grass pasture.

\*Indicate production stages appropriate - foal yearling, mare, breeding, mature horses, etc.

### **Poultry Purpose Statement Examples**

#### **Complete Poultry Feeds**

A starter feed for chicks from 0 to 6 weeks of age.

A chick starter from 0 to 6 weeks of age.

A chick grower from 6 to 12 weeks of age.

A chick grower from 12 to 18 weeks of age.

A chick starter and grower from 0 to 10 weeks of age.

A chick finisher from 10 weeks till first egg is produced.

A complete layer feed for chickens.

A complete layer feed for chickens at peak production.

A complete layer feed for chickens during the last 3 months of laying.

A broiler starter and grower for chicks from 9 to 5 weeks of age.

A broiler finisher for chicks from 5 weeks to market

Note: The weeks of age stated in the purpose statement can be modified to reflect the feed manufacturer's feeding program. The 1994 NRC has divided production stages as 0 to 6, 6 to 12, 12 to 18, and 18 weeks to first egg. NRC broiler stages are 0 to 3, 3 to 6, and 6 to 8 weeks.

#### **Poultry Supplements**

A supplement for mixing chicken starter, grower, finisher, and layer feeds.

A scratch grain source for mature chickens.

#### **Poultry Minerals/Vitamins**

A vitamin and mineral premix for mixing chicken starter, grower, finisher, and layer feeds.

**Note:** The preceding purpose statements are examples. There are many feed products and feeding situations that are not covered. There are also many ways to state the purpose of the feed. The manufacturer has the responsibility to express the purpose in the manner that best advises the purchaser of the manufacturer's intended use of the feed. If a feed has a very specific use for which the manufacturer has formulated the feed, then the purpose statement should clearly advise the purchaser of this intended use.

*This document has been updated from the original document authored by Eli Miller in 1997.*