

### 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

### So, how does the feed regulatory program work for deer feeds?

Deer feeds and minerals in Kentucky are required to be labeled with specific information. Feed 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 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?

If you have any questions about feed labeling requirements or the other duties of the program, please visit our website at:

[www.rs.uky.edu/regulatory/feed](http://www.rs.uky.edu/regulatory/feed)

You can also email [ukfeed@uky.edu](mailto:ukfeed@uky.edu) or call our office where our staff will be happy to assist you. Our number is (859) 257-2785.



## DEER FEED



## Understanding and Evaluating Deer Feed Labels

Feed Regulatory Program  
Division of Regulatory Services

103 Regulatory Services Building  
Lexington, Kentucky 40546-0275

## 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 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...

### Ingredient Statement

Commercial feeds, other than customer formula feeds, shall have an ingredient statement listing the feed ingredients. Note that product trade names may not be used.

### Feeding Directions

Directions for use should provide at a minimum basic information on how to feed the product safely and effectively.

### 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.

### BLUE DEER FEED

A Supplemental Feed for Deer

### Guaranteed Analysis

Crude Protein, minimum	8.0 %
Crude Fat, minimum	2.0 %
Crude Fiber, maximum	9.0 %
Calcium, minimum	1.50 %
Calcium, maximum	2.00%
Phosphorus, minimum	0.6 %
Salt, minimum	2.50%
Salt, maximum	3.0%

### Ingredient Statement

Grain Products, Processed Grain By-Products, Molasses Products, Vitamin A Supplement, Vitamin D3 Supplement, Dicalcium Phosphate, Salt, Calcium Carbonate, Magnesium Oxide, Manganous Oxide, Ferrous Carbonate, Copper Sulfate, Zinc Oxide, Calcium Iodate, Sodium Selenite, Natural Apple Flavor, Propionic acid (a preservative).

### Feeding Directions:

Feed as a free choice supplement to wild or captive deer. Provide adequate forage and clean fresh water at all times.

Blue Deer Feed Inc.  
103 Regulatory Services Bldg.  
Lexington, KY 40546

NET WT 50 LB (22.67 kg) or bulk

### Product name and Purpose Statement

Describes the product as well as the species for which it is intended.

### Guaranteed Analysis

Guarantees are required for all feed products, including deer feeds. While deer feeds do not have specific required guarantees listed in the Kentucky Commercial Feed Law and Regulations, the guarantees should support the purpose of the product. If the label makes any claims regarding the presence of certain minerals or vitamins, then those nutrients must be guaranteed. The majority of deer feeds in the state of Kentucky contain the following guarantees:

- Minimum percentage of crude protein;
- Minimum percentage of crude fat;
- Maximum percentage of crude fiber;
- Minimum and maximum percentage of calcium;
- Minimum percentage of phosphorus;
- Minimum and maximum percentage of salt;
- Minimum and maximum percentage of total sodium, only if the total sodium exceeds that furnished by the maximum salt guarantee;
- Additional voluntary mineral and/or vitamin guarantees to support label claims

### Quantity Statement

Each package, container, or bulk lot must contain an accurate statement of net quantity. The statement's terms of weight or measure should be expressed in ounce—pound units and must include the appropriate metric unit such as 50 LB. (22.67 kg) or bulk invoice.