

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?

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

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



PET TREATS



Understanding Dog and Cat Treat Labels

Feed Regulatory Program
Division of Regulatory Services

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What information is required on a label?

This example label contains the basic information you should find on most pet treat labels.

Pet treat labels will often contain additional information, including voluntary marketing information, to help consumers differentiate between products.

If you are interested learning more about pet treat labeling in the US, visit the **AAFCO Talks Pet Food** website: talkspetfood.aaftco.org.

Ingredient Statement

Every pet food treat label must have a section which lists the name of each ingredient, in order of most to least, used in the manufacture of the product.

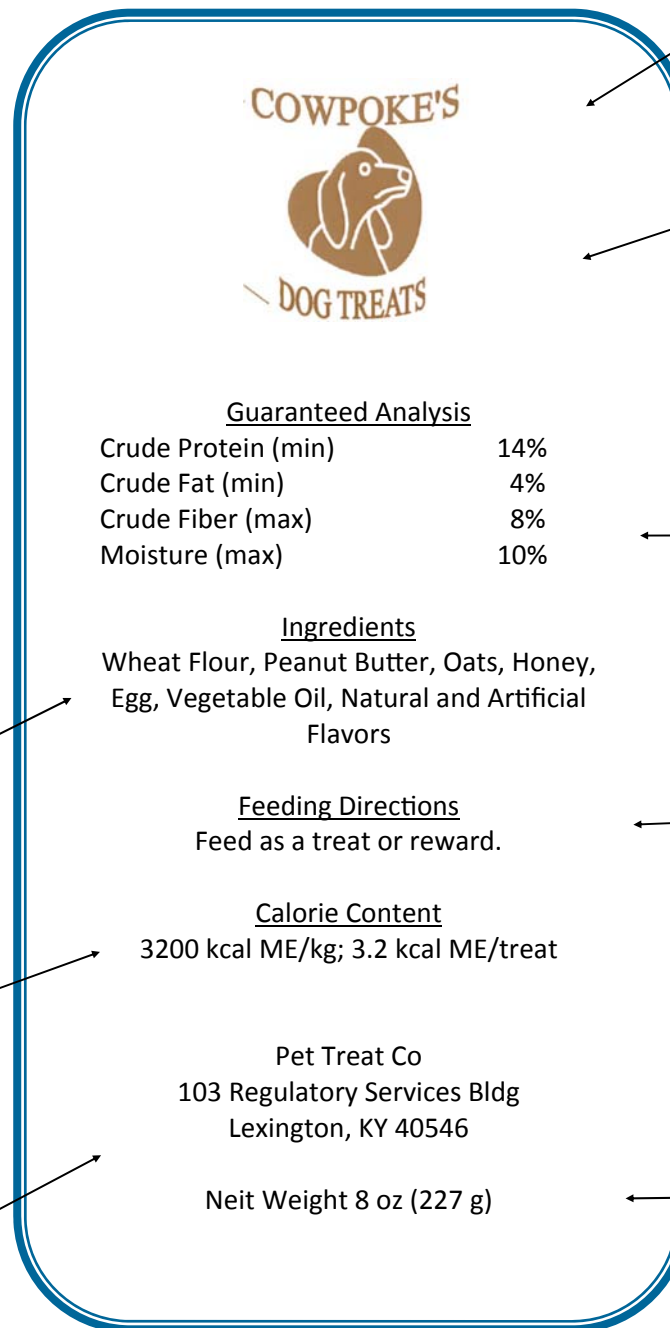
Calorie Content

The label should include the calorie content of the treat in common unit of measurement (per cup) and kcal/kg.

Manufacturer Information

The company or person responsible for the product must be listed on the label with their name and address.

What does a pet treat label tell you?



Product Name

The name of the product should describe the product being purchased, in the label shown, that product is "Cowpoke's 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.

Guaranteed Analysis

At a minimum treats should guarantee these four nutrients. Guarantees on treats provide the purchaser with information regarding levels of some 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.

Feeding Directions

Labels should provide basic information on how to feed the product safely. Feeding directions are not required if the front of the label states "snack", "treat", or "supplement", but 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 must contain an accurate statement of net quantity expressed in ounce—pound units and must include the appropriate metric unit [for ex: 1 lb. (0.45 kg) or be listed as a count, such as "Contains 3 treats".