



Non-Pet Commercial Feed Labeling

This document is for guidance purposes only and does not constitute legal advice. It is the responsibility of the commercial feed manufacturer/distributor to ensure they are in compliance with the applicable laws and requirements. Following the guidance in this document does not preclude regulatory or compliance action by the Wisconsin Department of Agriculture, Trade and Consumer Protection when authorized by state law, nor does it release any commercial feed manufacturer or distributor from legal responsibility or liability of any kind.

Commercial feed includes:

- custom-mixed feeds – feed mixed to the end user’s specifications;
- mill-formulated feeds – feed mixed according to a formula developed by one of the feed mills’ employees for an individual end-user;
- feed ingredients – defined single ingredients approved for use in animal feeds; and
- branded feeds – feed mixed and held in inventory for retail sales based on a general formula developed for a general species and class of animals.

Custom-mixed feeds are feeds that are made of a mixture of commercial feeds and feed ingredients (i.e. grains). The formula is developed by the end-user or an independent nutritionist hired by the end-user, and the manufacturer mixes the feed and provides the required custom-mix label.

Mill-Formulated feeds, like custom-mixed feeds, are made of a mixture of commercial feeds and feed ingredients (i.e. grains). The formula is developed by the mill-formulator (the manufacturer or an employee of the manufacturer) and produced to those specifications.

Provide a label:

1. Each and every delivery of feed must be accompanied by a label.
2. Each and every package of feed must have the label attached.
3. Bulk feeds must provide a label with the load.

CUSTOM-MIXED LABELS

The label for each delivery must include:

- 1) Manufacturer’s name and address.
- 2) Purchaser’s name and address.
- 3) Date that the custom-mix was sold or delivered.
- 4) Name of the custom-mix.
- 5) Net quantity of the custom-mix.
- 6) The name and net quantity of each and every commercial feed and feed ingredient in the custom-mix.
- 7) Directions for use and any required precautionary statements.
- 8) All of the above, plus the following information, is required if the custom-mix is medicated¹:
 - a. The word “Medicated” directly below the product name.
 - b. The indication for each drug contained in the custom-mix.
 - c. The name and level of the active drug ingredients.
 - d. Use directions and precautionary statements adequate for the safe and efficient use of the feed.

¹ Note: Medicated feed labeling templates for custom-mixed feed are available online:
http://datcp.wi.gov/Farms/Feed/Medicated_Feeds/index.aspx#templates

SINGLE INGREDIENT, MILL-FORMULATED, OR BRANDED FEED LABELS

These feed products must be labeled with all of the following information in this specified order.

- 1) The product name and its branded name, if any.
- 2) The following information if the feed is medicated:
 - a. The word “Medicated” directly below the product name.
 - b. The indication for each drug contained in the feed product.
 - c. The name and level of the active drug ingredients.
- 3) The purpose statement.
- 4) The guaranteed analysis statement.
- 5) The ingredient statement. (Not required for single ingredient feeds.)
- 6) Directions for safe and effective use and any required precautionary statement (or a statement as to where to find this information on the label). (Not required for single ingredient feeds.)
- 7) The name and principle address of the manufacturer responsible for the feed.
- 8) A statement of net quantity in both metric and inch-pound units.

Purpose Statement

- The feed must identify the species and class for which it is intended, AND
- The specific use of the feed must be identified (complete feed, feed supplement or mixing ingredient, etc.).

Guaranteed Analysis

- All feeds or feed ingredients are required to have at a minimum, crude protein minimum, crude fat minimum, and crude fiber maximum guarantee, unless the guarantees are unrelated to the purpose of the feed. (For example, single ingredient feeds often have their own guarantee requirements per the AAFCO definition, or mineral feeds will have mineral guarantees but no protein, fat or fiber.)
- The entire list of guarantees required for the specific species or per the AAFCO definition of a single-ingredient feed is required.

Ingredient Statement

Every branded and mill-formulated feed label must have a section titled *Ingredient Statement* which lists the name of each and every ingredient used in the manufacture of that commercial feed. List the ingredients in descending order of predominance by weight.

Ingredient Names

- All must be printed in the same type and size.
- The names used must be either the common name (e.g. salt versus sodium chloride) or their official name as defined by AAFCO.
- No reference to quality or grade of ingredients can be made

Collective Terms

Instead of listing each and every ingredient, the labeler may choose to use a collective term that describes one or more ingredient. None of those individual ingredients included under the collective term can be listed individually in the ingredient statement.

Directions for Use and Precautions

- Every commercial feed label must include directions for the safe and effective use of the feed product.
- Directions must be adequate to enable safe and effective use.
- Precautions must be identical to the Federal Food & Drug (FDA) required precautions related to the safe use of medications and feed additives.

- If this information cannot be printed on the front of the label, there must be a statement that directs the reader to the location of those use directions and precautionary statements on the feed label.
- Directions for feeding are not required for single-ingredient feeds intended only for further manufacturing and grain mixtures that make no nutritional claims.

Name of the Manufacturer or Distributor Responsible for the Feed

- The principal mail address including the street address, city, state and zip code must be printed on the label.
- The street address may be omitted if they are in the current city directory or phone book.
- The entity whose name is on the label is responsible for the feed product and the feed’s compliance with Wis. Admin. Code §ATCP 42 and Wis. Stats. §94.72.

Net Quantity Statement

- Each package, container or bulk lot’s label must contain an accurate statement as to the net quantity of the commercial feed.
- The quantity must be expressed in both inch-pound units and metric units, *i.e., 1 lb. (0.45 kg) or 1 gal (3.78 l).*

Example Labels

Single Ingredient Feed

Branded Feed

Dried Buttermilk, Feed Grade

For further manufacture of animal feed

GUARANTEED ANALYSIS

Crude Protein, minimum	18%
Crude Fat, minimum	8%
Milkfat, minimum	5%
Moisture, maximum	8%
Ash, maximum	13%

INEDIBLE

DISTRIBUTED BY:
Example Feeds
555 Main St.
Anycity, USA 55555

NET WEIGHT: BULK

Poultry Feed - Layer

Complete Feed for Laying Hens

Guaranteed Analysis

Crude Protein, minimum	15.0%
Lysine, minimum	0.65%
Methionine, minimum	0.35%
Crude Fat, minimum	2.50%
Crude Fiber, maximum	3.50%
Calcium, minimum	3.50%
Calcium, maximum	4.50%
Phosphorus, minimum	0.60%
Salt, minimum	0.35%
Salt, maximum	0.50%

Ingredient Statement:

Grain products, Plant protein products, Processed grain by-products, Animal protein products, Vitamin A supplement, Vitamin D3 supplement, Vitamin E supplement, Riboflavin supplement, Niacin supplement, Calcium pantothenate, Choline chloride, Folic acid, Menadione sodium bisulfite complex (source of vitamin K activity), Methionine supplement, Ethoxyquin (as a preservative), Potassium sulfate, Calcium carbonate, salt, Manganous oxide, Ferrous sulfate, Zinc oxide, Ethylenediamine dihydriodide, Sodium selenite

Feeding Directions: This is a complete and balanced ration. Feed Poultry Feed – Layer Feed from time first egg is laid throughout the time of egg productions. Always provide plenty of fresh water

OddBall Feed Ingredients, Inc.
123 Riverside Rd.
Madison, WI 53711

Net Weight: (see invoice)

If you have commercial feed labeling questions, please contact the Feed Specialist 608-224-4539 or datcpfeed@wisconsin.gov.