

## Vermont Feed Product Label Guidelines

Does your label include:

\_\_\_\_ Product Name and Brand Name

\_\_\_\_ Name and Mailing Address of  
Manufacturer or Distributor

\_\_\_\_ Species that the Food is For

\_\_\_\_ Adequate Feeding Instructions

\_\_\_\_ Net Weight

\_\_\_\_ Precautionary Statements

\_\_\_\_ Guaranteed Analysis (details below)

\_\_\_\_ Ingredient List

### Product Name and Brand Name

- Must be appropriate for use and not misleading.
- The word “protein” cannot be used in the product name if the feeds contains non-protein nitrogen (such as urea, biuret and ammonia)
- If the product name contains a number or percentage, it should reference the amount of protein unless otherwise noted. (i.e. a 16% dairy feed contains 16% protein, but a 95% beef dog food, contains 95% beef)
- The word vitamin can only be used in the name if the product is a vitamin supplement and is labeled with the minimum content of each vitamin
- “Meat” and “meat by-products” must designate the animal from which the meat or by-product is derived, unless the product is made from cattle, swine, sheep or goats
- If an ingredient or combination of ingredients is at least 25% but less than 95% of the product weight, the ingredient name or combination of names may be listed as part of the product name as long as there is a descriptor ex. Beef and Rice Formula Dog Food
- If more than one ingredient is part of the brand name, is each ingredient at least 3% of the formulation with named ingredients totaling at least 25% of the formulation?
- If one or more ingredients derived from animals, poultry or fish is 95% or greater than the total weight of the product the name or names of the ingredients may be included in the name ex: 95% Beef Dog Food

### Species that the Food is For

- Name of the species must appear on the label
- Image of an animal is not sufficient
- Nutritional adequacy statement-the type of animal and life stage of the animal i.e. “Complete nutrition for puppies up to 1 year of age” or “Complete Diet for Senior Cats 7 years and older”

### Net Weight

- Must contain accurate statement of the net quantity or net weight
- Must be listed in ounce-pound units and include the equal metric weight.  
i.e. 50 lb. (22.67 kg) or 1 gallon (3.78 L)
- Abbreviations are ok

## **Guaranteed Analysis**

- Must contain in order: minimum percentage of crude protein, minimum percentage of crude fat, maximum percentage of crude fiber, maximum percentage of moisture and :
- Minerals in order: minimum and maximum percentage of calcium, minimum and maximum percentage of phosphorus, minimum and maximum percentage of salt, other minerals, vitamins when the product contains greater than 6.5% of calcium, phosphorus, salt and chloride
- Guarantees for vitamins are only required when the product is formulated or represented as a vitamin supplement
- See Vermont rules regarding feed (section 5 B) for specifics concerning vitamin, mineral and medication requirements

## **Ingredient List**

- Commercial or trade names can't be used in the ingredient list
- Ingredients must be listed in order of descending weight
- Ingredient list must not contain any descriptors (words such as "Vermont" or "wholesome" cannot be used in the ingredient list, but can appear elsewhere on the label)

## **Name and Mailing Address of Manufacturer or Distributor**

- Name and principal mailing address of manufacturer or person in charge of distributing the product including, street address, city, state and zip code

## **Adequate Feeding Instructions**

- Adequate instructions of intended purpose for users who have no special knowledge of the product
- Mixing instructions if required i.e. a powdered milk replacer must provide instructions for mixing, a dehydrated dog food must provide instructions for rehydrating

## **Precautionary Statements**

- For products containing drugs: adequate instructions of intended purpose for users who have no special knowledge of the product
- Dosage of medications/drugs
- Statements to assure the safe and effective use of the product
- Any statements restricting feed aka who should not get the feed (i.e. do not feed to pregnant mares)
- Storage and handling instructions ("must be refrigerated" keep frozen until ready to use")- especially important for raw diets which have the potential for contamination