

SOUTH CAROLINA DEPARTMENT OF AGRICULTURE BASIC FEED LABELING QUICK GUIDE

SAMPLE LABEL

BLUE BIRD BRAND PET TREATS

Puppy Mint Treats

Guaranteed Analysis:

Crude Protein (min.)	12.5%
Crude Fat (min.)	13.8%
Crude Fiber (max.)	11.0%

INGREDIENTS: whole wheat flour, cornmeal, mint, parsley, canola oil.

Manufacturer Name
123 Main Street
Anytown, SC 29999

Net Wt.: 4 OZ (113.4G)

For registration information, contact:

Bernadette Mundo

Feed Registration Specialist

feedregistration@scda.sc.gov

803-737-9713

For more information, please visit:

agriculture.sc.gov/divisions/consumer-protection/feed-safety-compliance

For product testing questions:

clemson.edu/public/regulatory/ag-srvs-lab

LABEL REQUIREMENTS

• Name of Product

- » Name must not be misleading and state the intended use and intended species to consume the feed.
- » A purpose statement that clearly identifies the intended use and species is required if it is not evident in the product name.

• Net Weight

- » Net weight should be clearly and legibly stated on bag or tag.
- » Weight should be expressed in both English and metric units, liquid measure, or count.

• Firm Name and Address

- » Firm name and address should be that which mail can be delivered.

• Ingredients Statement

- » All ingredients must be listed individually, in descending order of predominance, and in uniform font size.

» Ingredients must be:

- AAFCO Defined
- Approved Food Additive
- Approved Color Additive
- GRAS or Common or Usual Ingredient

- » Ingredient list cannot include any reference to quality or grade of an ingredient.

• Guaranteed Analysis

» Must list:

- Minimum Crude Protein %
- Minimum Crude Fat %
- Maximum Crude Fiber %

- » Other guarantees may be required based on ingredients, name, or claims on product label.

• Directions for Use/Feeding Directions

- » Directions for use or feeding directions are required relative to the animal's weight and life stage per unit of time.

PRODUCT CLAIMS

Claims should be truthful, not misleading, and able to be substantiated. Claims that **are not allowed**:

- Any reference to USDA
- Vet Approved
- Safe Product
- No hormones
- 100% Chemical Free



South Carolina
DEPARTMENT OF AGRICULTURE
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