



ALWAYS “FIXED FORMULA” FOR CONSISTENT



What Can a Feed Tag Tell Me About What’s in the Bag?

Answer: Quite a bit, if you understand what you are reading and why it is on the tag.

Feed labeling laws require feed manufacturers to adequately identify a product for consumers. Let’s use the feed tag you see below as an example.

First is a quantity statement. Feed is guaranteed by weight, not volume so bulkier feeds are in larger sacks.

Next, the brand and product name. In this feed, the product name also serves as the required purpose statement- use this feed for starting turkey chicks.

This feed is also medicated. Below the product name; you see the type, concentration and purpose of the active drug ingredient. The drug purpose is a very specific claim statement that must be registered by the Food & Drug Administration. Any warnings must be in **BOLD TYPE** so they are easily noticed. Notice that “Turkey Starter” must not be fed to egg laying turkeys if people will be eating those eggs. Turkey Starter must also be the sole source of feed for no less than 7-10 days.

Now we come to the Guaranteed Analysis. Turkey Starter lists the basic nutrients that are guaranteed for virtually all formulated feeds. Since the manufacturer is guaranteeing these nutrient levels, the actual level will usually be 0.5-1% higher than the minimum or lower than the maximum. Minimums are generally guaranteed for expensive nutrients and maximums are guaranteed for low-cost nutrients. Since calcium is usually a very inexpensive nutrient to supply but one that all animals require, calcium has both a minimum and maximum guarantee. Sodium reflects the salt content in a feed. Salt (sodium chloride) content would be about 2.5 times higher than sodium content, so Turkey Starter would not contain more than 1% salt.

Moving on to ingredients, we see a detailed list of all the ingredients that make up Turkey Starter. In California, these ingredients must be listed in order of abundance in the feed. So in Turkey Starter, Dehulled Soybean Meal has the highest concentration, followed by wheat and then corn. Unfortunately, many state laws allow ingredients to be grouped together under broad “collective terms” such as “plant protein products” or “processed grain byproducts”. Within “plant protein products”, the feed might contain anything from algae to coconuts to yeast!! ***KING strongly supports the California labeling requirement that requires a feed manufacturer to tell a consumer exactly what they are getting in their feed.***

After ingredients, we see basic feeding directions. Turkey Starter is fairly simple-feed it as the animal's complete diet (sole ration). Other feeds are designed as supplements and the directions should indicate how much to feed an animal and what else to feed with the supplement (hay, pasture, etc).

Last but not least, a feed label must indicate the name and address of the manufacturer or distributor of the feed. This allows any feed to be traced back to its source. Street addresses may be omitted if the business is listed in the current city or telephone directory.

Hopefully this brief summary gives you a better idea of how to use feed labels.

(INFORMATION CONTAINED ON
A TYPICAL FEED TAG IN CALIFORNIA)

NET WEIGHT 22.6 kg (50lb)
(1) QUANTITY STATEMENT

KING BRAND
TURKEY STARTER CRUMBLES-MEDICATED
(2) PURPOSE STATEMENT

ACTIVE DRUG INGREDIENT

Chlortetracycline.....200 grams/ton

Control of chronic respiratory disease (CRD) and air sac infection caused by
Mycoplasma galliseptum and Escherichia coli susceptible to Chlortetracycline.

(3) DRUG PURPOSE STATEMENT

**WARNING: DO NOT FEED TO TURKEYS PRODUCING EGGS FOR HUMAN
CONSUMPTION.**

LIMITATIONS FOR USE: FEED CONTINUOUSLY FOR 7 TO 14 DAYS.

(4) WARNING STATEMENTS

(5) GUARANTEED ANALYSIS

Crude Protein, not less than.....27.0%

Crude Fat, not less than.....2.5%

Crude Fiber, not more than.....5.0%

Calcium, not less than.....1.0%

Calcium, not more than.....1.5%

Phosphorus, not less than.....0.9%

Sodium, not more than.....0.4%

(6) INGREDIENTS

Dehulled Soybean Meal, Ground Wheat, Ground Corn, Distillers Dried Grains with Solubles, Rice Bran, Calcium Carbonate, Mono-Dicalcium Phosphate, Salt, DL-Methionine, L-Lysine, Choline Chloride, Vitamin A Supplement, Vitamin E Supplement, Vitamin D3 Supplement, Menadione Sodium Bisulfite (Vitamin K), Calcium Pantothenate, Riboflavin Supplement, Niacin Supplement, Thiamine Hydrochloride, Pyridoxine Hydrochloride, Ethoxyquin (as a preservative), D-Biotin, Folic Acid, Vitamin B-12 Supplement, Manganese Sulfate, Zinc Sulfate, Ferrous Sulfate Monohydrate, Copper Sulfate, Ethylene Diamine Dihydroiodide, Sodium Selenite.

(7) FEEDING DIRECTIONS

- 1. Feed KING Turkey Starter as the sole ration for turkeys until 6 to 8 weeks of age.**
 - 2. After 8 weeks of age, switch turkeys to KING Turkey-Game Bird Grower Crumbles.**
 - 3. Store Turkey Starter in a cool, dry area. Never feed moldy or insect-infested feeds.**
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(8) MANUFACTURER INFORMATION

**KING MEANS QUALITY
Since 1938**

**Manufactured by
L. A. HEARNE COMPANY- KING CITY, CA. 93930
king-brand.com**