

Feed Tags: Friend or Foe.

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Feed tags can provide useful information, but understanding the rules and laws that make up each section is critical in getting accurate information. Feed tags have similarities, but are regulated by individual states, and not the Federal Government, leading to important variations. Most Guarantees are minimums or maximums and may or may not be as precise as the user believes. Further, these guarantees are not influenced by the quality of the ingredients. Consumers frequently use the order of ingredients as a measure of quality to determine which product is appropriate. Yet this section can be the most misleading if one does not understand the rules, laws, basic formulation parameters and ingredient variability/quality. Feed tags provide no indication of performance. Feeding direction can be useful, but may also be vague or confusing especially when caring for animals in Zoos.