

TITLE 21 AGRICULTURE AND RANCHING
CHAPTER 18 SEEDS, FEEDS, AND FERTILIZERS
PART 3 COMMERCIAL FEEDS

21.18.3.1 ISSUING AGENCY: New Mexico State University, New Mexico Department of Agriculture.
[21.18.3.1 NMAC - Rp, 21.18.3.1 NMAC, [9/30/2013X/XX/XXXX](#)]
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21.18.3.2 SCOPE: Part 3 shall apply to any person distributing commercial feeds in New Mexico.
[21.18.3.2 NMAC - Rp, 21.18.3.2 NMAC, [9/30/2013X/XX/XXXX](#)]

21.18.3.3 STATUTORY AUTHORITY: Granted to the board of regents of New Mexico state university under the New Mexico Commercial Feed Act, Chapter 76, Article 19A, Sections 1 through 17, New Mexico Statutes Annotated 1978.
[21.18.3.3 NMAC - Rp, 21.18.3.3 NMAC, [9/30/2013X/XX/XXXX](#)]

21.18.3.4 DURATION: Permanent.
[21.18.3.4 NMAC - Rp, 21.18.3.4 NMAC, [9/30/2013X/XX/XXXX](#)]

21.18.3.5 EFFECTIVE DATE: September 30, 2013 Month, Day, Year, unless a later date is cited at the end of a section.
[21.18.3.5 NMAC - Rp, 21.18.3.5 NMAC, [9/30/2013X/XX/XXXX](#)]

21.18.3.6 OBJECTIVE: The objective of Part 3 of Chapter 18 is to protect the consumers of commercial feed products by establishing standards for their labeling, registration, and sale.
[21.18.3.6 NMAC - Rp, 21.18.3.6 NMAC, [9/30/2013X/XX/XXXX](#)]

21.18.3.7 DEFINITIONS:

A. The names and definitions for commercial feeds shall be the official definition of feed ingredients adopted by the association of American feed control officials, except as the department designates otherwise in specific cases.

B. The terms used in reference to commercial feeds shall be the official feed terms adopted by the association of American feed control officials, except as the department designates otherwise in specific cases.

C. The following commodities are hereby declared exempt from the definition of commercial feed, under the provisions of Section 76-19A-5A NMSA 1978: raw meat and loose salt when unground and when not mixed or intermixed with other materials: provided that these commodities are not adulterated within the meaning of Section 76-19A-8 NMSA 1978.

D. The definitions in Section 76-19A-2 NMSA 1978 shall apply in addition to the following:

(1) Principal display panel means the part of a label that is most likely to be displayed, presented, shown, or examined under normal and customary conditions of display for retail sale.

(2) Ingredient statement means a collective and contiguous listing on the label of the ingredients of which the pet food or specialty pet food is composed.

(3) Immediate container means the unit, can, box, tin, bag, or other receptacle or covering in which a pet food or specialty pet food is displayed for sale to retail purchasers, but does not include containers used as shipping containers.

(4) All life stages means gestation/lactation, growth, and adult maintenance life stages for dogs, cats, and other mammals or adult (including breeding animals) and juvenile life stages for non-mammalian species.

(5) Family means a group of products, which are nutritionally adequate for any or all life stages based on their nutritional similarity to a lead product, which has been successfully test-fed according to an association of American feed control officials feeding protocol(s).

~~E.~~ **(6)** Daily food means a specialty pet food product, other than a treat, food mixer or food supplement, for specialty pet species with no recognized nutritional authority.

(7) Familiar household unit means a typical feeding unit in volume or count (e.g., can, measuring cup, treat, or piece).

(8) Food mixer means a pet or specialty pet food product that is intended to top, accompany,

or contribute to a complete diet but is not generally intended to be a complete diet.

(9) Food supplement means a pet or specialty pet food product that is intended to supply specific nutrient(s) or other food components but is not a complete diet.

(10) Pet nutrition facts means a graphic box located on the label containing nutritional information for a pet food product.

(11) Specialty pet nutrition facts means a graphic box located on the label containing nutritional information for a specialty pet food product.

(12) Veterinary diet means a pet or specialty pet food product that is intended to be used under veterinary supervision only.

(13) Raw milk means any milk or milk product, exclusive of USDA licensed veterinary biologics, from any species other than humans, that has not been pasteurized in accordance with processes recognized by the US food and drug administration.

(14) Prescription diet means a feed that is made available to the public only through a licensed veterinarian or through the retail or internet sales to individuals purchasing the product under the direction of a veterinarian.

FE. Department means the New Mexico department of agriculture.
[21.18.3.7 NMAC - Rp, 21.18.3.7 NMAC, ~~9/30/2013; A 1/1/2021~~X/XX/XXXX]

21.18.3.8 LABEL FORMAT:

A. Commercial feed, other than customer-formula feed, shall be labeled with the information prescribed in this regulation on the principal display panel of the product and in the following format:

- (1) product name and brand name, if any, as stipulated in Subsection A of 21.18.3.9 NMAC;
- (2) if a drug is used, label as stipulated in Subsection B of 21.18.3.9 NMAC;
- (3) purpose statement as stipulated in Subsection C of 21.18.3.9 NMAC;
- (4) guaranteed analysis as stipulated in Subsection D of 21.18.3.9 NMAC;
- (5) feed ingredients as stipulated in Subsection E of 21.18.3.9 NMAC and in 21.18.3.12

NMAC;

(6) directions for use and precautionary statements as stipulated in Subsection F of 21.18.3.9 NMAC and in 21.18.3.13 NMAC;

(7) name and principal mailing address of the manufacturer or person responsible for distributing the feed as stipulated in Subsection G of 21.18.3.9 NMAC;

(8) quantity statement.

B. ~~PRINCIPAL DISPLAY PANEL~~Principal display panel:

(1) The information as required in Paragraphs (1), (2), (3), and (8) of Subsection A of 21.18.3.8 NMAC must appear in its entirety on the principal display panel.

(2) The information required by Paragraphs (4), (5), (6), and (7) of Subsection A of 21.18.3.8 NMAC shall be displayed in a prominent place on the feed tag or label, but not necessarily on the principal display panel. When a precautionary statement required by Paragraph (6) of Subsection A of 21.18.3.8 NMAC does not appear on the principal display panel, it must be referenced on the principal display panel with a statement such as "See back of label for precautions."

C. None of the information required by 21.18.3.8 NMAC shall be subordinated or obscured by other statements or designs.

D. Customer-formula feed shall be accompanied with the information prescribed in this regulation using labels, invoice, delivery ticket, or other shipping document bearing the following information:

- (1) the name and address of the manufacturer;
- (2) the name and address of the purchaser;
- (3) the date of sale or delivery;
- (4) the customer-formula feed name and brand name if any;
- (5) the product name and net quantity of each registered commercial feed and each other

ingredient used in the mixture;

(6) the direction for use and precautionary statements as required by 21.18.3.13 NMAC and 21.18.3.14 NMAC.

(7) If a drug containing product is used:

(a) the purpose of the medication (claim statement);

(b) the established name of each active drug ingredient and the level of each drug

used in the final mixture expressed in accordance with Subsection D of 21.18.3.10 NMAC.

21.18.3.9 LABEL INFORMATION: Commercial feed, other than customer-formula feed, shall be labeled with the information prescribed in this regulation.

A. Product name and brand name, if any.

(1) The brand or product name must be appropriate for the intended use of the feed and must not be misleading. If the name indicates the feed is made for a specific use, the character of the feed must conform therewith. A commercial feed for a particular animal class must be suitable for that purpose.

(2) Commercial, registered brand, or trade names are not permitted in guarantees or ingredient listings and only in the product name of feeds produced by or for the firm holding the rights to such a name.

(3) The name of a commercial feed shall not be derived from one or more ingredients of a mixture to the exclusion of other ingredients and shall not be one representing any components of a mixture unless all components are included in the name: Provided that if any ingredient or combination of ingredients is intended to impart a distinctive characteristic to the product which is of significance to the purchaser, the name of that ingredient or combination of ingredients may be used as a part of the brand name or product name if the ingredients or combination of ingredients is quantitatively guaranteed in the guaranteed analysis, and the brand or product name is not otherwise false or misleading.

(4) The word "protein" shall not be permitted in the product name of a feed that contains added non-protein nitrogen.

(5) When the name carries a percentage value, it shall be understood to signify protein or equivalent protein content only, even though it may not explicitly modify the percentage with the word "protein": provided that other percentage values may be permitted if they are followed by the proper description and conform to good labeling practice. Digital numbers shall not be used in such a manner as to be misleading or confusing to the customer.

(6) Single ingredient feeds shall have a product name in accordance with the designated definition of feed ingredients as recognized by the association of American feed control officials unless the department designates otherwise.

(7) The word "vitamin," or a contraction thereof, or any word suggesting vitamin can be used only in the name of a feed which is represented to be a vitamin supplement, and which is labeled with the minimum content of each vitamin declared, as specified in Subsection C of 21.18.3.10 -NMAC.

(8) The term "mineralized" shall not be used in the name of a feed except for "TRACE MINERALIZED SALT." When so used, the product must contain significant amounts of trace minerals, which are recognized as essential for animal nutrition.

(9) The term "meat" and "meat by-products" shall be qualified to designate the animal from which the meat and meat by-products is derived unless the meat and meat by-products are made from cattle, swine, sheep and goats.

(10) If the commercial feed consists of raw milk, the words "Raw (blank) Milk" shall appear conspicuously on the principal display panel. (Blank is to be completed by using the species of animal from which the raw milk is collected.)

B. If a drug is used:

(1) The word "medicated" shall appear directly following and below the product name in type size no smaller than one-half the type size of the product name.

(2) Purpose statement as required in Subsection C of 21.18.3.9 NMAC.

(3) The purpose of medication (claim statement).

(4) An active ingredient statement listing the active drug ingredients by their established name and the amounts in accordance with Subsection D of 21.18.3.10 NMAC.

C. Purpose statement:

(1) The statement of purpose shall contain the specific species and animal class(es) for which the feed is intended as defined in Subsection D of 21.18.3.9 NMAC.

(2) The manufacturer shall have flexibility in describing in more specific and common language the defined animal class, species, and purpose while being consistent with the category of animal class defined in Subsection D of 21.18.3.9 NMAC which may include, but is not limited to, weight range(s), sex, or ages of the animal(s) for which the feed is manufactured.

(3) The purpose statement may be excluded from the label if the product name includes a description of the species and animal class(es) for which the product is intended.

(4) The purpose statement of a premix for the manufacture of feed may exclude the animal class and species and state "For Further Manufacture of Feed" if the nutrients contained in the premix are guaranteed and sufficient for formulation into various animal species feeds and premix specifications are provided by the end user of the premix. (This section applicable to commercial feeds regulated under Item (x) of Subparagraph (b) of Paragraph (11) of Subsection D of 21.18.3.9 NMAC.

(5) The purpose statement of a single purpose ingredient blend, such as a blend of animal protein products, milk products, fat products, roughage products, or molasses products may exclude the animal class and species and state "For Further Manufacture of Feed" if the label guarantees of the nutrients contained in the single purpose nutrient blend are sufficient to provide for formulation into various animal species feeds. (This section applicable to commercial feeds regulated under Item (x) of Subparagraph (b) of Paragraph (11) of Subsection D of 21.18.3.9 NMAC.)

(6) The purpose statement of a product shall include a statement of enzyme functionality if enzymatic activity is represented in any manner.

(7) The statement of purpose for single ingredient feeds shall be stated as "single ingredient feed" or "feed ingredient." The manufacturer of a single ingredient feed or feed ingredient shall have flexibility in describing in more specific and common language the intended use of the feed ingredient dependent on species and class.

(8) The purpose statement of a feed intended as a treat for a designated species (exclusive of pets and specialty pets) shall include the words "treat" or "snack" and the intended species conspicuously on the principal display panel.

D. Guarantees - crude protein, equivalent crude protein from non-protein nitrogen, amino acids, crude fat, crude fiber, acid detergent fiber, calcium, phosphorus, salt, and sodium shall be the sequence of nutritional guarantees when such guarantee is stated. Other required and voluntary guarantees should follow in a general format such that the units of measure used to express guarantees (percentage, parts per million, international units, etc.) are listed in a sequence that provides a consistent grouping of the units of measure.

(1) Required guarantees for swine formula feeds.

(a) animal classes:

- (i) pre-starter - 2 to 11 pounds;
- (ii) starter - 11 to 44 pounds;
- (iii) grower - 44 to 110 pounds;
- (iv) finisher - 110 to market weight;
- (v) gilts, sows, and adult boars;
- (vi) lactating gilts and sows;
- (b) guaranteed analysis for swine complete feeds and supplements (all

animal classes):

- (i) minimum percentage of crude protein;
- (ii) minimum percentage of lysine;
- (iii) minimum percentage of crude fat;
- (iv) maximum percentage of crude fiber;
- (v) minimum and maximum percentage of calcium;
- (vi) minimum percentage of phosphorus;
- (vii) minimum and maximum percentage of salt (if added);
- (viii) minimum and maximum percentage of total sodium shall be guaranteed only when total sodium exceeds that furnished by the maximum salt guarantee;
- (ix) minimum selenium in parts per million (ppm);
- (x) minimum zinc in parts per million (ppm).

(2) Required guarantees for formula poultry feeds (broilers, layers, and turkeys).

(a) animal classes:

- (i) layer - chickens that are grown to produce eggs for food, e.g., table eggs: 1) starting/growing - from day of hatch to approximately 10 weeks of age; 2) finisher - from approximately 10 weeks of age to time first egg is produced. (approximately 20 weeks of age); 3) laying - from time first egg is laid throughout the time of egg production; 4) breeders - chickens that produce fertile eggs for hatch replacement layers to produce eggs for food, table eggs, from time first egg is laid throughout their productive cycle;
- (ii) broilers - chickens that are grown for human food: 1) starting/growing - from day of hatch to approximately 5 weeks of age; 2) finisher - from approximately 5 weeks of age to market, (42 to 52 days); 3) breeders - hybrid strains of chickens whose offspring are grown for human food, (broilers), any age

and either sex;

(iii) broilers, breeders - chickens whose offspring are grown for human food (broilers): 1) starting/growing - from day of hatch until approximately 10 weeks of age; 2) finishing - from approximately 10 weeks of age to time first egg is produced, approximately 20 weeks of age; 3) laying - fertile egg producing chickens (broilers/roasters) from day of first egg throughout the time fertile eggs are produced;

(iv) turkeys: 1) starting/growing - turkeys that are grown for human food from day of hatch to approximately 13 weeks of age (females) and 16 weeks of age (males); 2) finisher - turkeys that are grown for human food, females from approximately 13 weeks of age to approximately 17 weeks of age and males from 16 weeks of age to 20 weeks of age (or desired market weight); 3) laying - female turkeys that are producing eggs from time first egg is produced throughout the time they are producing eggs; 4) breeder - turkeys that are grown to produce fertile eggs from day of hatch to time first egg is produced (approximately 30 weeks of age), both sexes;

(b) guaranteed analysis for poultry complete feeds and supplements (all animal classes):

- (i)** minimum percentage of crude protein;
- (ii)** minimum percentage of lysine;
- (iii)** minimum percentage of methionine;
- (iv)** minimum percentage of crude fat;
- (v)** maximum percentage of crude fiber;
- (vi)** minimum and maximum percentage of calcium;
- (vii)** minimum percentage of phosphorus;
- (viii)** minimum and maximum percentage of salt (if added);
- (ix)** minimum and maximum percentage of total sodium shall be guaranteed

only when total sodium exceeds that furnished by the maximum salt guarantee.

(3) Required guarantees for beef cattle formula feeds.

(a) animal classes:

- (i)** calves (birth to weaning);
- (ii)** cattle on pasture (may be specific as to production stage; e.g. stocker, feeder, replacement heifers, brood cows, bulls, etc.);
- (iii)** feedlot cattle;

(b) guaranteed analysis for beef complete feeds and supplements (all animal classes):

- (i)** minimum percentage of crude protein;
- (ii)** maximum percentage of equivalent crude protein from non-protein

nitrogen (NPN) when added;

- (iii)** minimum percentage of crude fat;
- (iv)** maximum percentage of crude fiber;
- (v)** minimum and maximum percentage of calcium;
- (vi)** minimum percentage of phosphorus;
- (vii)** minimum and maximum percentage of salt (if added);
- (viii)** minimum and maximum percentage of total sodium shall be guaranteed

only when total sodium exceeds that furnished by the maximum salt guarantee;

- (ix)** minimum percentage of potassium;
- (x)** minimum vitamin A, other than precursors of vitamin A, in international units per pound (if added);

(c) guaranteed analysis for beef mineral feeds (if added):

- (i)** minimum and maximum percentage calcium;
 - (ii)** minimum percentage of phosphorus;
 - (iii)** minimum and maximum percentage of salt;
 - (iv)** minimum and maximum percentage of total sodium shall be guaranteed
- only when total sodium exceeds that furnished by the maximum salt guarantee;
- (v)** minimum percentage of magnesium;
 - (vi)** minimum percentage of potassium;
 - (vii)** minimum copper in parts per million (ppm);
 - (viii)** minimum selenium in parts per million (ppm);
 - (ix)** minimum zinc in parts per million (ppm);

- (x) minimum vitamin A, other than precursors of vitamin A, in international units per pound.
- (4) Required guarantees for dairy formula feeds.
- (a) animal classes:
- (i) veal milk replacer - milk replacer to be fed for veal production;
- (ii) herd milk replacer - milk replacer to be fed for herd replacement calves;
- (iii) starter - approximately 3 days to 3 months;
- (iv) ~~growing non-lactating dairy cattle: replacement dairy~~ heifers, ~~dairy~~ bulls and dairy ~~beef: 1) grower 1 - 3 months to 12 months of age; 2) grower 2 - more than 12 months of age; calves~~
- (v) lactating dairy cattle;
- (vi) non-lactating dairy cattle;
- (b) guaranteed analysis for veal and herd replacement milk replacer:
- (i) minimum percentage crude protein;
- (ii) minimum percentage crude fat;
- (iii) maximum percentage of crude fiber;
- (iv) minimum and maximum percentage calcium;
- (v) minimum percentage of phosphorus;
- (vi) minimum vitamin A, other than precursors of vitamin A, in international units per pound (if added);
- (c) guaranteed analysis for dairy cattle complete feeds and supplements:
- (i) minimum percentage of crude protein;
- (ii) maximum percentage of equivalent crude protein from non-protein nitrogen (NPN) when added;
- (iii) minimum percentage of crude fat;
- (iv) maximum percentage of crude fiber;
- (v) maximum percentage of acid detergent fiber (ADF);
- (vi) minimum and maximum percentage of calcium;
- (vii) minimum percentage of phosphorus;
- (viii) minimum selenium in parts per million (ppm);
- (ix) minimum vitamin A, other than precursors of vitamin A, in international units per pound (if added);
- (d) required guaranteed analysis for dairy mixing and pasture mineral (if added):
- (i) minimum and maximum percentage of calcium;
- (ii) minimum percentage of phosphorus;
- (iii) minimum and maximum percentage of salt;
- (iv) minimum and maximum percentage of total sodium shall be guaranteed only when total sodium exceeds that furnished by the maximum salt guarantee;
- (v) minimum percentage of magnesium;
- (vi) minimum percentage of potassium;
- (vii) minimum selenium in parts per million (ppm);
- (viii) minimum vitamin A, other than the precursors of vitamin A, in international units per pound.
- (5) Required guarantees for equine formula feeds.
- (a) animal classes:
- (i) ~~foal~~growing;
- (ii) ~~mare~~broodmare;
- (iii) ~~breeding~~;
- ~~(iv) maintenance;~~
- (iv) performance (including stallions);
- (b) guaranteed analysis for equine complete feeds and supplements (all animal classes):
- (i) minimum percentage of crude protein;
- (ii) minimum percentage of crude fat;
- (iii) maximum percentage of crude fiber;
- (iv) ~~minimum and~~ maximum percentage of ~~calcium;~~acid detergent fiber

(adf)

(v) ~~minimum~~ maximum percentage of ~~phosphorus~~; neutral detergent fiber

(ndf)

(vi) minimum and maximum percentage of calcium;

(vii) minimum percentage of phosphorus;

(viii) minimum copper in parts per million (ppm);

(ix) ~~minimum~~ selenium in parts per million (ppm);

(x) ~~minimum~~ zinc in parts per million (ppm);

(xi) ~~minimum~~ vitamin A, other than the precursors of vitamin A, in

international units per pound (if added).

(c) guaranteed analysis for equine mineral feeds (all animal classes):

(i) minimum and maximum percentage of calcium;

(ii) minimum percentage of phosphorus;

(iii) minimum and maximum percentage of salt (if added);

(iv) minimum and maximum percentage of sodium shall be guaranteed only

when the total sodium exceeds that furnished by the maximum salt guarantee;

(v) minimum copper in parts per million (ppm);

(vi) minimum selenium in parts per million (ppm);

(vii) minimum zinc in parts per million (ppm);

(viii) minimum vitamin A, other than precursors of vitamin A, in

international units per pound (if added).

(6) Required guarantees for goat formula feeds.

(a) animal classes:

(i) starter;

(ii) grower;

(iii) finisher;

(iv) breeder;

(v) lactating;

(b) guaranteed analysis for goat complete feeds and supplements (all animal

classes):

(i) minimum percentage of crude protein;

(ii) maximum percentage of equivalent crude protein from non-protein

nitrogen (NPN) when added;

(iii) minimum percentage of crude fat;

(iv) maximum percentage of crude fiber;

(v) ~~minimum and maximum~~ percentage of ~~calcium~~; acid detergent fiber

(vi) minimum and maximum percentage of calcium;

(vii) minimum percentage of phosphorus;

(viii) ~~minimum and maximum~~ percentage of salt (if added);

(ix) minimum and maximum percentage of salt (if added);

only when total sodium exceeds that furnished by the maximum salt guarantee;

(x) ~~minimum and maximum~~ copper in parts per million (ppm) (if added);

(xi) ~~minimum~~ selenium in parts per million (ppm);

(xii) ~~minimum~~ vitamin A, other than precursors of vitamin A, in

international units per pound (if added).

(7) Required guarantees for sheep formula feeds:

(a) animal classes:

(i) starter;

(ii) grower;

(iii) finisher;

(iv) breeder;

(v) lactating;

(b) guaranteed analysis for sheep complete feeds and supplements (all animal

classes):

(i) minimum percentage of crude protein;

- nitrogen (NPN) when added;
- (ii) maximum percentage of equivalent crude protein from non-protein
 - (iii) minimum percentage of crude fat;
 - (iv) maximum percentage of crude fiber;
 - (v) minimum and maximum percentage of calcium;
 - (vi) minimum percentage of phosphorus;
 - (vii) minimum and maximum percentage of salt (if added);
 - (viii) minimum and maximum percentage of total sodium shall be guaranteed only when total sodium exceeds that furnished by the maximum salt guarantee;
 - (ix) minimum and maximum copper in parts per million (ppm) (if added, or if total copper exceeds 20 ppm);
 - (x) minimum selenium in parts per million (ppm);
 - (xi) minimum vitamin A, other than precursors of vitamin A, in international units per pound (if added).
- (8) Required guarantees for duck and geese formula feeds.
- (a) animal classes:
 - (i) ducks: 1) starter - 0 to 3 weeks of age; 2) grower - 3 to 6 weeks of age; 3) finisher - 6 weeks to market; 4) breeder developer - 8 to 19 weeks of age; 5) breeder - 22 weeks to end of lay;
 - (ii) geese: 1) starter - 0 to 4 weeks of age; 2) grower - 4 to 8 weeks of age; 3) finisher - 8 weeks to market; 4) breeder developer - 10 to 22 weeks of age; 5) breeder - 22 weeks to end of lay.
 - (b) guaranteed analysis for duck and geese complete feeds and supplements (for all animal classes):
 - (i) minimum percentage of crude protein;
 - (ii) minimum percentage of crude fat;
 - (iii) maximum percentage of crude fiber;
 - (iv) minimum and maximum percentage of calcium;
 - (v) minimum percentage of phosphorus;
 - (vi) minimum and maximum percentage of salt (if added);
 - (vii) minimum and maximum percentage of total sodium shall be guaranteed only when total sodium exceeds that furnished by the maximum salt guarantee.
- (9) Required guarantees for fish complete feeds and supplements.
- (a) animal species shall be declared in lieu of animal class:
 - (i) trout;
 - (ii) catfish;
 - (iii) species other than trout or catfish;
 - (b) guaranteed analysis for all fish complete feeds and supplements:
 - (i) minimum percentage of crude protein;
 - (ii) minimum percentage of crude fat;
 - (iii) maximum percentage of crude fiber;
 - (iv) minimum percentage of phosphorus.
- (10) Required guarantees for rabbit complete feeds and supplements.
- (a) animal classes:
 - (i) grower - 4 to 12 weeks of age;
 - (ii) breeder - 12 weeks of age and over;
 - (b) guaranteed analysis for rabbit complete feeds and supplements (all animal classes):
 - (i) minimum percentage of crude protein;
 - (ii) minimum percentage of crude fat;
 - (iii) minimum and maximum percentage of crude fiber (the maximum crude fiber shall not exceed the minimum by more than 5.0 units);
 - (iv) minimum and maximum percentage of calcium;
 - (v) minimum percentage of phosphorus;
 - (vi) minimum and maximum percentage of salt (if added);
 - (vii) minimum and maximum percentage of total sodium shall be guaranteed only when total Sodium exceeds that furnished by the maximum salt guarantee;
 - (viii) minimum vitamin A, other than precursors of vitamin A, in

international units per pound (if added).

(11) The required guarantees of grain mixtures with or without molasses and feeds other than those described in Paragraphs (1) through (9) of Subsection D of 21.18.3.9 NMAC shall include the following items, unless exempt in Paragraph (12) of Subsection D of 21.18.3.9 NMAC, in the order listed:

- (a)** animal class(es) and species for which the product is intended.
- (b)** guaranteed analysis:
 - (i)** minimum percentage crude protein;
 - (ii)** maximum or minimum percentage of equivalent crude protein from non-protein nitrogen as required in Subsection E of 21.18.3.10 NMAC;
 - (iii)** minimum percentage of crude fat;
 - (iv)** maximum percentage of crude fiber;
 - (v)** minerals in formula feeds, to include in the following order: 1) minimum and maximum percentages of calcium; 2) minimum percentage of phosphorus; 3) minimum and maximum percentage of salt (if added); 4) minimum and maximum percentage of total sodium shall be guaranteed only when total sodium exceeds that furnished by the maximum salt guarantee; 5) other minerals;
 - (vi)** minerals in feed ingredients - as specified by the official definitions of the association of American feed control officials;
 - (vii)** vitamins in such terms as specified in Subsection C of 21.18.3.10 NMAC;
 - (viii)** total sugars as invert on dried molasses products or products being sold primarily for their sugar content;
 - (ix)** viable lactic acid producing microorganisms for use in silages in terms specified in Subsection G of 21.18.3.10 NMAC;
 - (x)** a commercial feed (e.g. vitamin/mineral premix, base mix, etc.) intended to provide a specialized nutritional source for use in the manufacture of other feeds, must state its intended purpose and guarantee those nutrients relevant to such stated purpose.

~~(12)~~ **(12)** Required guarantees for treats (all animal classes and species, exclusive of pets and specialty pets):

- (a)** Minimum percentage of crude protein
- (b)** Minimum percentage of crude fat
- (c)** Maximum percentage of crude fiber
- (d)** Other guarantees, as needed to support nutrient content claims in the labeling as per Paragraph (3) of Section 76-19A-9A NMSA 1978, and in accordance with terminology, order of guarantees and units of expression as specified in Subsection D of 21.18.3.9 NMAC and 21.18.3.10 NMAC

(13) Exemptions.

- (a)** A mineral guarantee for feed, excluding those feeds manufactured as complete feeds and for feed supplements intended to be mixed with grain to produce a complete feed for swine, poultry, fish, and veal and herd milk replacers, is not required when:
 - (i)** the feed or feed ingredient is not intended or represented or does not serve as a principal source of that mineral to the animal; or
 - (ii)** the feed or feed ingredient is intended for non-food producing animals and contains less than ~~6.5%~~six and one-half percent total mineral.
- (b)** Guarantees for vitamins are not required when the commercial feed is neither formulated for nor represented in any manner as a vitamin supplement.
- (c)** Guarantees for crude protein, crude fat, and crude fiber are not required when the commercial feed is intended for purposes other than to furnish these substances or they are of minor significance relating to the primary purpose of the product, such as drug premixes, mineral or vitamin supplements, and molasses.
- (d)** Guarantees for microorganisms are not required when the commercial feed is intended for a purpose other than to furnish these substances or they are of minor significance relating to the primary purpose of the product and no specific label claims are made.
- (e)** The indication for animal class(es) and species is not required on single ingredient products if the ingredient is not intended, represented, or defined for a specific animal class(es) or species.

E. Feed ingredients, collective terms for the grouping of feed ingredients, or appropriate statements as provided under the provisions of Subsection 4 of Section 76-19A-9A NMSA 1978.

(1) The name of each ingredient as defined in the official publication of the association of American feed control officials, common or usual name, or one approved by the department.

(2) Collective terms for the grouping of feed ingredients as defined in the official definitions of feed ingredients published in the official publication of the association of American feed control officials in lieu of the individual ingredients; provided that:

(a) when a collective term for a group of ingredients is used on the label, individual ingredients within that group shall not be listed on the label;

(b) the manufacturer shall provide the feed control official, upon request, with a list of individual ingredients, within a defined group, that are or have been used at manufacturing facilities distributing in or into the state.

(3) The registrant may affix the statement, "ingredients as registered with the state" in lieu of ingredient list on the label. The list of ingredients must be on file with the department. This list shall be made available to the feed purchaser upon request.

F. Directions for use and precautionary statements or reference to their location if the detailed feeding directions and precautionary statements required by 21.18.3.13 NMAC and 21.18.3.14 NMAC appear elsewhere on the label.

G. Name, city, state, and zip code of the manufacturer or person responsible for distributing the feed.

H. Quantity statement.

(1) Net quantity shall be declared in terms of weight, liquid measure, or count based on applicable requirements under the Fair Packaging and Labeling Act (Title 15 U.S.C. 1453).

(2) Net quantity labeled in terms of weight shall be expressed both in pounds, with any remainder in terms of ounces or common or decimal fractions of the pound and in appropriate Si metric system units; or in the case of liquid measure, both in the largest whole unit (quarts, quarts and pints, or pints, as appropriate) with any remainder in terms of fluid ounces or common or decimal fractions of the pint of quart and in appropriate Si metric system units.

(3) When the declaration of quantity of contents by count does not give adequate information as to the quantity of feed in the container, it shall be combined with such statement of weight, liquid measure, or size of the individual units as will provide such information.

[21.18.3.9 NMAC - Rp, 21.18.3.9 & ~~10~~-NMAC, ~~9/30/2013~~; A, ~~1/1/2021~~X/XX/XXXX]

21.18.3.10 EXPRESSION OF GUARANTEES:

A. The guarantees for crude protein, equivalent crude protein from non-protein nitrogen, lysine, methionine, other amino acids, crude fat, crude fiber, and acid detergent fiber shall be in terms of percentage.

B. Mineral guarantees

(1) When the calcium, salt, and sodium guarantees are given in the guaranteed analysis, such shall be stated and conform to the following:

(a) When the minimum is below ~~2.5%~~two and a half percent the maximum shall not exceed the minimum by more than 0.5 percentage point.

(b) When the minimum is ~~2.5%~~two and a half percent but less than ~~5.0%~~five percent the maximum shall not exceed the minimum by more than one percentage point.

(c) When the minimum is above ~~5.0%~~five percent or greater, the maximum shall not exceed the minimum by more than ~~20%~~twenty percent of the minimum and in no case shall the maximum exceed the minimum by more than five percentage points.

(2) When stated, guarantees for minimum and maximum total sodium and salt: minimum potassium, magnesium, sulfur, phosphorus, and maximum fluorine shall be in terms of percentage. Other minimum mineral guarantees shall be stated in parts per million (ppm) when the concentration is less than 10,000 ppm and in percentage when the concentration is 10,000 ppm (~~1%~~one percent) or greater.

(3) Products labeled with a quantity statement (e.g., tablets, capsules, granules, or liquid) may state mineral guarantees in milligrams (mg) per unit (e.g., tablets, capsules, granules, or liquids) consistent with the quantity statement and directions for use.

C. Guarantees for minimum vitamin content of commercial feeds shall be listed in the order specified and are stated in mg/lb or in units consistent with those employed for the quantity statement unless otherwise specified:

(1) vitamin A, other than precursors of vitamin A, in international units per pound.

(2) vitamin D-3 in products offered for poultry feeding, in international chick units per pound.

- (3) vitamin D for other uses, international units per pound.
- (4) vitamin E, in international units per pound.
- (5) concentrated oils and feed additive premixes containing vitamins A, D or E may, at the option of the distributor, be stated in units per gram instead of units per pound.
- (6) vitamin B-12, in milligrams or micrograms per pound.
- (7) all other vitamin guarantees shall express the vitamin activity in milligrams per pound in terms of the following: menadione; riboflavin; d-pantothenic acid; thiamine; niacin; vitamin B-6; folic acid; choline; biotin; inositol; p-amino benzoic acid; ascorbic acid; and carotene.

(8) Products labeled with a quantity statement (e.g., tablets, capsules, granules, or liquid) may state vitamin guarantees in milligrams per unit (e.g., tablets, capsules, granules, or liquids) consistent with the quantity statement and directions for use.

D. Guarantees for drugs shall be stated in terms of percent by weight, except:

- (1) antibiotics, present at less than 2,000 grams per ton (total) of commercial feed shall be stated in grams per ton of commercial feed;
- (2) antibiotics present at 2,000 or more grams per ton (total) of commercial feed, shall be stated in grams per pound of commercial feed;
- (3) the term "milligrams per pound" may be used for drugs or antibiotics in those cases where a dosage is given in "milligrams" in the feeding directions.

E. Commercial feeds containing any added non-protein nitrogen shall be labeled as follows:

- (1) For ruminants
 - (a) Complete feeds, supplements, and concentrates containing added non-protein nitrogen and containing more than ~~5%~~five percent protein from natural sources shall be guaranteed as follows:
 - (i) crude protein, minimum, _____ %
 - (ii) This includes not more than _____ % equivalent crude protein from non-protein nitrogen.
 - (b) Mixed feed concentrates and supplements containing less than ~~5%~~five percent protein from natural sources may be guaranteed as follows:
 - (i) equivalent crude protein from non-protein nitrogen, minimum, _____ %
 - (ii) Ingredient sources of non-protein nitrogen such as urea, diammonium phosphate, ammonium polyphosphate solution, ammoniated rice hulls, or other basic non-protein nitrogen ingredients defined by the association of American feed control officials shall be guaranteed as follows:
 - (i) nitrogen, minimum, _____ %
 - (ii) equivalent crude protein from non-protein nitrogen, minimum, _____ %
- (2) For non-ruminants
 - (a) Complete feeds, supplements, and concentrates containing crude protein from all forms of non-protein nitrogen, added as such, shall be labeled as follows:
 - (i) crude protein, minimum _____ %
 - (ii) this includes not more than _____ % equivalent crude protein which is not nutritionally available to (species of animal for which feed is intended).
 - (b) Premixes, concentrates, or supplements intended for non-ruminants containing more than ~~1.25%~~one and one-quarter percent equivalent crude protein from all forms of non-protein nitrogen, added as such, must contain adequate directions for use and a prominent statement: **“WARNING: This feed must be used only in accordance with directions furnished on the label.”**

F. Mineral phosphatic materials for feeding purposes shall be labeled with the guarantee for minimum and maximum percentage of calcium (when present), the minimum percentage of phosphorus, and the maximum percentage of fluorine.

G. Guarantees for microorganisms shall be stated in colony forming units per gram (CFU/g) when directions are for using the product in grams or in colony forming units per pound (CFU/lb) when directions are for using the product in pounds. A parenthetical statement following the guarantee shall list each species in order of predominance.

H. Guarantees for enzymes shall be stated in units of enzymatic activity per unit weight or volume, consistent with label directions. The source organism for each type of enzymatic activity shall be specified, such as: protease (bacillus subtilis) 5.5 mg amino acids liberated/min./milligram. If two or more sources have the same type of activity, they shall be listed in order of predominance based on the amount of enzymatic activity provided.

I. Guarantees for dietary starch, sugars, and fructans for Commercial Feeds, other than customer-formula feed, Pet Food and Specialty Pet Food Products:

(1) A commercial feed which bears on its labeling a claim in any manner for levels of “dietary starch,” “sugars,” “fructans,” or words of similar designation, shall include on the label:

(a) guarantees for maximum percentage of dietary starch and maximum percentage sugars, in the Guaranteed Analysis section immediately following the last fiber guarantee;

(b) a maximum percentage guarantee for fructans immediately following sugars, if the feed contains forage products.

(2) When such guarantees for dietary starch, sugars or fructans for commercial feeds appear on the label, feeding directions shall indicate the proper use of the feed product and a recommendation to consult with a veterinarian or nutritionist for a recommended diet.

[21.18.3.10 NMAC - Rp, 21.18.3.10 NMAC, 9/30/2013; A, 1/1/2021X/XX/XXXX]

21.18.3.11 SUBSTANTIATION OF NUTRITIONAL SUITABILITY:

A. A commercial feed, other than a customer-formula feed, shall be nutritionally suitable for its intended purpose as represented by its labeling.

B. If the department has reasonable cause to believe a commercial feed is not nutritionally suitable, the department may request the feed manufacturer to either submit an "Affidavit of Suitability" or an alternative procedure acceptable to the department, certifying the nutritional adequacy of the feed. The affidavit of suitability or alternate procedure of suitability shall serve as substantiation of the suitability of the feed.

C. If an affidavit of suitability or alternative procedure acceptable to the department is not submitted by the feed manufacturer within 30 days of written notification, the department may deem the feed adulterated in accordance with Section 76-19A-8M NMSA 1978 and order the feed removed from the marketplace.

D. The affidavit of suitability shall contain the following information:

(1) the feed company's name;

(2) the feed's product name;

(3) the name and title of the affiant submitting the document;

(4) a statement that the affiant has knowledge of the nutritional content of the feed and based on valid scientific evidence the feed is nutritionally adequate for its intended purpose;

(5) the date of submission; and,

(6) the signature of the affiant notarized by a certified notary public.

[21.18.3.11 NMAC - N, 9/30/2013Rp, 21.18.3.11 NMAC, X/XX/XXXX]

21.18.3.12 INGREDIENTS:

A. The name of each ingredient or collective term for the grouping of ingredients, when required to be listed, shall be the name as defined in the official definitions of feed ingredients as published in the official publication of the association of American feed control officials, the common or usual name, or one approved by the department.

B. The name of each ingredient must be shown in letters or type of the same size.

C. No reference to quality or grade of an ingredient shall appear in the ingredient statement of a feed.

D. The term "dehydrated" may precede the name of any product that has been artificially dried.

E. A single ingredient product defined by the association of American feed control officials is not required to have an ingredient statement.

F. Tentative definitions for ingredients shall not be used until adopted as official, unless no official definition exists or the ingredient has a common accepted name that requires no definition, (i.e. sugar) unless approved by the department.

G. When the word "iodized" is used in connection with a feed ingredient, the feed ingredient shall contain not less than 0.007% iodine, uniformly distributed.

[21.18.3.12 NMAC - Rp, 21.18.3.12 NMAC, 9/30/2013X/XX/XXXX]

21.18.3.13 DIRECTIONS FOR USE AND PRECAUTIONARY STATEMENTS:

A. Directions for use and precautionary statements on the labeling of all commercial feeds and customer-formula feeds containing additives (including drugs, special purpose additives, or non-nutritive additives) shall:

(1) be adequate to enable safe and effective use for the intended purposes by users with no special knowledge of the purpose and use of such articles; and

(2) include, but not be limited to, all information described by all applicable regulations under the Federal Food, Drug and Cosmetic Act.

B. Adequate directions for use and precautionary statements are required for feeds containing non-protein nitrogen as specified in 21.18.3.14 NMAC.

C. Adequate directions for use and precautionary statements necessary for safe and effective use are required on commercial feeds distributed to supply particular dietary needs or for supplementing or fortifying the usual diet or ration with any vitamin, mineral, or other dietary nutrient or compound.

D. Raw milk distributed as commercial feed shall bear the following statement: **“WARNING: NOT FOR HUMAN CONSUMPTION - THIS PRODUCT HAS NOT BEEN PASTEURIZED AND MAY CONTAIN HARMFUL BACTERIA.”** This statement shall be displayed in a conspicuous manner and shall not be smaller than the height of the minimum font required by the Federal Fair Packaging and Labeling Act for the quantity statement as shown in the following table:

<u>Panel Size</u>	<u>Minimum Warning Statement Type Size</u>
<u><5 in.²</u>	<u>1/16 in.</u>
<u>>5-<25 in.²</u>	<u>1/8 in.</u>
<u>>25-<100 in.²</u>	<u>3/16 in.</u>
<u>>100-<400 in.²</u>	<u>1/4 in.</u>
<u>>400 in.²</u>	<u>1/2 in.</u>

E. Distribution of raw milk for use as commercial feed for any species shall be decharacterized with food coloring approved by the Federal Food, Drug, and Cosmetic Act, according to 21 CFR §§ 73.1 et seq. and 21 CFR §§ 74.101 et seq. or in the case of raw milk labeled as organic, approved by the US Department of Agriculture;

(1) Not affect nutritive value;

(2) Matches the color on the Color Requirement card. Any person decharacterizing milk and milk products may obtain a Color Requirement card from the New Mexico department of agriculture.

F. Milk or milk products intended for commercial feed shall not be displayed, sold, or stored at premises where food is sold or prepared for human consumption, unless it meets Grade A standards or is decharacterized and properly labeled as required by 21.18.3.8 NMAC.

[21.18.3.13 NMAC - Rp, 21.18.3.13 NMAC, ~~9/30/2013~~X/XX/XXXX]

21.18.3.14 NON-PROTEIN NITROGEN:

A. Urea and other non-protein nitrogen products defined in the official publication of the association of American feed control officials are acceptable ingredients only in commercial feeds for ruminant animals as a source of equivalent crude protein. If the commercial feed contains more than 8.75% of equivalent crude protein from all forms of non-protein nitrogen, added as such, or the equivalent crude protein from all forms of non-protein nitrogen, added as such, exceeds one third of the total crude protein, the label shall bear adequate directions for the safe use of feeds and a precautionary statement: **“CAUTION: USE AS DIRECTED.”** The directions for use and the caution statement shall be in type of such size so placed on the label that they will be read and understood by ordinary persons under customary conditions of purchase and use.

B. Non-protein nitrogen ingredients defined in the official publication of the association of American feed control officials, when so indicated, are acceptable ingredients in commercial feeds distributed to non-ruminant animals as a source of nutrients other than equivalent crude protein. The maximum equivalent crude protein from non-protein nitrogen sources when used in non-ruminant rations shall not exceed ~~4.25%~~one and one-quarter percent of the total daily ration.

C. On labels such as those for medicated feeds, which bear adequate feeding directions and warning statements, the presence of added non-protein nitrogen shall not require a duplication of the feeding directions or the precautionary statements as long as those statements include sufficient information to ensure the safe and effective use of this product due to the presence of non-protein nitrogen.

D. Feeding or use directions for those feeds in which more than fifty percent of the protein content is derived from non-protein nitrogen sources should include recommendations as to providing adequate supplies of drinking water, sources of energy, forages being fed, minerals, adaptation (“warm-up”) periods and stress conditions when necessary.

[21.18.3.14 NMAC - Rp, 21.18.3.14 NMAC, ~~9/30/2013~~X/XX/XXXX]

21.18.3.15 DRUG AND FEED ADDITIVES:

A. Prior to approval of a registration application or approval of a label for commercial feed which contain additives (including drugs, other special purpose additives, or non-nutritive additives) the distributor may be required to submit evidence to prove the safety and efficacy of the commercial feed when used according to the directions furnished on the label.

B. Satisfactory evidence of safety and efficacy of a commercial feed may be:

(1) when the commercial feed contains such additives, the use of which conforms to the requirements of the applicable regulation in the "Code of Federal Regulations, Title 21", or which are "prior sanctioned" or "informal review sanctioned" or "generally recognized as safe" for such use; or

(2) when the commercial feed is itself a drug as defined in Section 76-19A-2I, NMSA 1978 and is generally recognized as safe and effective for the labeled use or is marketed subject to an application approved by the food and drug administration under Title 21 U.S.C. 360 b; or

(3) when one of the purposes for feeding a commercial feed is to impart immunity (that is to act through some immunological process) the constituents imparting immunity have been approved for the purpose through the Federal Virus, Serum and Toxins Act of 1913, as amended; or

(4) when the commercial feed is a direct fed microbial product and:

(a) the product meets the particular fermentation product definition; and

(b) the microbial content statement, as expressed in the labeling, is limited to the following: "contains a source of live (viable) naturally occurring microorganisms;" this statement shall appear on the label; and

(c) the source is stated with a corresponding guarantee expressed in accordance with Subsection G of 21.18.3.10 NMAC;

(5) when the commercial feed is an enzyme product and:

(a) the product meets the particular enzyme definition defined by the association of American feed control officials; and

(b) the enzyme is stated with a corresponding guarantee expressed in accordance with Subsection H of 21.18.3.10 NMAC.

[21.18.3.15 NMAC - Rp, 21.18.3.15 NMAC, ~~9/30/2013~~X/XX/XXXX]

21.18.3.16 ADULTERANTS:

A. For the purpose of Section 76-19A-8A NMSA 1978, a commercial feed shall be deemed adulterated if:

(1) it bears or contains any added poisonous, deleterious, or non-nutritive substance that is unsafe within the meaning of Section 406 of the federal Food, Drug and Cosmetic Act, other than one that is a pesticide chemical in or on a raw agricultural commodity or a food additive;

(2) it is or it bears or contains any food additive that is unsafe pursuant to Section 409 of the federal Food, Drug and Cosmetic Act;

(3) it is a raw agricultural commodity and it bears or contains a pesticide chemical that is unsafe within the meaning of Section 408 (a) of the federal Food, Drug and Cosmetic Act; provided that where a pesticide chemical has been used in or on a raw agricultural commodity in conformity with an exemption granted or a tolerance prescribed under Section 408 of that act and such raw agricultural commodity has been subjected to processing such as canning, cooking, freezing, dehydrating, or milling the residue of the pesticide chemical remaining in or on such processed commercial feed shall not be deemed unsafe if the residue in or on the raw agricultural commodity has been removed to the extent possible in good manufacturing practice and the concentration of the residue in the processed feed is not greater than the tolerance prescribed for the raw agricultural commodity unless the feeding of such processed feed will result or is likely to result in a pesticide residue in the edible product of the animal that is unsafe within the meaning of Section 408 (a) of the federal Food, Drug and Cosmetic Act;

(4) it is or it bears or contains any color additive that is unsafe within the meaning of Section 721 of the federal Food, Drug and Cosmetic Act;

(5) it is or it bears or contains any new animal drug that is unsafe within the meaning of Section 512 of the federal Food, Drug and Cosmetic Act;

~~(6) it consists in whole or in part of any filthy, putrid, or decomposed substance, or if it is otherwise unfit for feed; or~~

~~(7) it has been prepared, packed, or held under unsanitary conditions whereby it may have become contaminated with filth, or whereby it may have been rendered injurious to health; or~~

~~(8) it is, in whole or in part, the product of a diseased animal or of an animal that has died~~

otherwise than by slaughter that is unsafe within the meaning of Section 402 (a)(1) or (2) of the federal Food, Drug and Cosmetic Act;

~~(7)~~ (9) its container is composed, in whole or in part, of any poisonous or deleterious substance which may render the contents injurious to health; or

(10) it has been intentionally subjected to radiation, unless the use of the radiation was in conformity with the regulation or exemption in effect pursuant to Section 409 of the federal Food, Drug and Cosmetic Act;

B. For the purpose of Section 76-19A-8A NMSA 1978, the terms "poisonous or deleterious substances" include, but are not limited to, the following:

(1) Fluorine and any mineral or mineral mixture which is to be used directly for the feeding of domestic animals and in which the fluorine exceeds 0.20% for breeding and dairy cattle; 0.30% for slaughter cattle; 0.30% for sheep; 0.35% for lambs; 0.45% for swine; and 0.60% for poultry.

(2) Fluorine bearing ingredients when used in such amounts that they raise the fluorine content of the total ration (exclusive of roughage) above the following amounts: 0.004% for breeding and dairy cattle; 0.009% for slaughter cattle; 0.006% for sheep; 0.01% for lambs; 0.015% for swine, and 0.03% for poultry.

(3) Fluorine bearing ingredients incorporated in any feed that is fed directly to cattle, sheep or goats consuming roughage with or without limited amounts of grain that results in a daily fluorine intake in excess of 50 milligrams of fluorine per 100 pounds of body weight.

(4) Soybean meal, flakes, or pellets or other vegetable meals, flakes, or pellets which have been extracted with trichloroethylene or other chlorinated solvents.

(5) Sulfur dioxide, sulfurous acid, and salts of sulfurous acid when used in or on feeds or feed ingredients which are considered or reported to be a significant source of vitamin B1 (Thiamine).

(6) Raw leather residue from tanning or leather manufacturing.

C. All screenings or by-products of grains and seeds containing weed seeds, when used in commercial feed or sold as such to the ultimate consumer, shall be ground fine enough or otherwise treated to destroy the viability of such weed seeds so that the finished product complies with 21.18.4.8 NMAC concerning prohibited weed seeds per pound and 21.18.4.9 NMAC concerning viable restricted weed seeds per pound.

[21.18.3.16 NMAC - Rp, 21.18.3.16 NMAC, ~~9/30/2013~~X/XX/XXXX]

21.18.3.17 GOOD MANUFACTURING PRACTICES: For the purposes of enforcement of Section 76-19A-8N NMSA 1978 the board adopts the following as current good manufacturing practices:

A. The regulations prescribing good manufacturing practices for type B and type C medicated feeds as published in the "Code of Federal Regulations, Title 21", Part 225, Sections 225.1 through 225.202.

B. The regulations prescribing good manufacturing practices for type A Medicated Articles as published in the "Code of Federal Regulations, Title 21," Part 226, Sections 226.1 through 226.115.

[21.18.3.17 NMAC - Rp, 21.18.3.17 NMAC, ~~9/30/2013~~X/XX/XXXX]

21.18.3.18 CERTAIN MAMMALIAN PROTEINS PROHIBITED IN RUMINANT FEED:

A. Pursuant to -Section 76-19A-8A or 76-19A-8C, NMSA 1978, the board adopts the requirements of "Code of Federal Regulations, Title 21", 589.2000.

B. Pursuant to Section 76-19A-8A or 76-19A-8C, NMSA 1978, the board adopts the requirements of "Code of Federal Regulations, Title 21", 589.2001.

[21.18.3.18 NMAC - ~~N~~, ~~9/30/2013~~Rp, 21.18.3.18 NMAC, X/XX/XXXX]

21.18.3.19 PET FOOD AND SPECIALTY PET FOOD LABEL FORMAT AND LABELING:

A. Pet food and specialty pet food shall be labeled with the following information:

(1) product name and brand name, if any, on the principal display panel as stipulated in 21.18.3.20 NMAC;

(2) a statement specifying the ~~species name of pet or specialty pet for which the food is intended, conspicuously designated on the principal display panel~~purpose of the products as stipulated in Subsection A of 21.18.3.21 NMAC;

(3) quantity statement, as defined in Subsection (1) of Section 76-19A-9A NMSA 1978 and Subsection H of 21.18.3.9 NMAC, by weight (pounds and ounces and metric), liquid measure (quarts, pints, and fluid ounces and metric), or by count on the principal display panel;

(4) ~~guaranteed analysis~~pet Nutrition Facts or Specialty Pet Nutrition Facts as ~~stipulated~~specified in 21.18.3.22 NMAC;

~~(5) ingredient statement as stipulated specified in Subsection A of 21.18.3.223 NMAC;~~
~~(6) a statement of nutritional adequacy or purpose, if required, under 21.18.3.24 NMAC;~~
~~(7) feeding directions ifas required underin 21.18.3.25 NMAC; and~~
~~(87) name and address of the manufacturer or distributor as stipulated specified in 21.18.3.28 NMAC; and~~

(8) handling and Storage Instructions may be displayed as required in 21.18.3.29 NMAC.

B. When a pet food or specialty pet food enclosed in an outer container or wrapper is intended for retail sale, all required label information shall appear on the outer container or wrapper.

C. A vignette, graphic, or pictorial representation on a pet food or specialty pet food label shall not misrepresent the contents of the package.

D. The use of the word "proven" in connection with a label claim for a pet food or specialty pet food is not permitted unless the claim is substantiated by scientific or other empirical evidence.

E. No statement shall appear upon the label or labeling of a pet food or specialty pet food which makes false or misleading comparisons between that product and any other product.

F. A personal or commercial endorsement is permitted on a pet food or specialty pet food label provided the endorsement is not false or misleading.

G. A statement on a pet food or specialty pet food label stating "improved," "new," or similar designation shall be substantiated and limited to 6 months production.

H. A statement on a pet food or specialty pet food label stating preference or comparative attribute claims shall be substantiated and limited to 1 year production, after which the claim shall be removed or re-substantiated.

I. Raw milk distributed as pet food or specialty pet food shall bear the following statement "WARNING: NOT FOR HUMAN CONSUMPTION - THIS PRODUCT HAS NOT BEEN PASTEURIZED AND MAY CONTAIN HARMFUL BACTERIA." This statement shall be displayed in a conspicuous manner and shall not be smaller than the height of the minimum font required by the Federal Fair Packaging and Labeling Act for the net quantity statement as shown in the following table:

<u>Panel Size</u>	<u>Minimum Warning Statement Type Size</u>
<u><5 in.²</u>	<u>1/16 in.</u>
<u>>5-<25 in.²</u>	<u>1/8 in.</u>
<u>>25-<100 in.²</u>	<u>3/16 in.</u>
<u>>100-<400 in.²</u>	<u>1/4 in.</u>
<u>>400 in.²</u>	<u>1/2 in.</u>

J. When pet food or specialty pet food consists of raw milk, the words, "Raw [blank] Milk" shall appear conspicuously on the principal display panel (blank is to be completed by using the species of animal from which the raw milk is collected).

[21.18.3.19 NMAC - N, 9/30/2013Rp, 21.18.3.19 NMAC, X/XX/XXXX]

21.18.3.20 PET FOOD AND SPECIALTY PET FOOD BRAND AND PRODUCT NAMES:

~~**A.** The words "one hundred percent"~~**A.** The names of the ingredient(s) used in the brand or product name or elsewhere on the product label shall appear in order of predominance by weight in the product. Names of flavors due to their varying intensity can be in any order.

B. The words "100%" or "All" or words of similar designation shall not be used in the brand or product name of a pet food or specialty pet food if the product contains more than one ingredient, not including water sufficient for processing, decharacterizing agents, or trace amounts of preservatives and condiments.

BC. An ingredient or a combination of ingredients may form a part of the product name of a pet food or specialty pet food:

(1) When the ingredient(s) constitutes at least ninety-five percent of the total weight of the product. Water sufficient for processing may be excluded when calculating the percentage; however, the ingredient(s) shall constitute at least seventy percent of the total product weight.

(2) When any ingredient(s) constitutes at least ~~25%~~twenty-five percent of the weight of the product, provided that:

(a) water sufficient for processing may be excluded when calculating the percentage; however, the ingredients(s) shall constitute at least ten percent of the total product weight; and

(b) a descriptor is used with the ingredient name(s); this descriptor shall imply other ingredients are included in the product formula; examples of descriptors include "dinner," "platter," "entrée," "formula," and "recipe"; and

(c) the descriptor shall be in the same size, style, and color print as the ingredient name(s).

(3) When a combination of ingredients, which are included in the product name in accordance with Subsection B of 21.18.3.20 NMAC, meets all of the following:

(a) Each ingredient constitutes at least three percent of the product weight, excluding water sufficient for processing; and,

~~(b) The names of the ingredients appear in the order of their respective predominance by weight in the product; and,~~

~~(c)~~ (b) All such ingredient names appear on the label in the same size, style, and color print.

DE. When the name of any ingredient appears in the product name of a pet food, specialty pet food, or elsewhere on the product label and includes a descriptor such as "with" or similar designation, the named ingredient(s) must each constitute at least three percent of the product weight exclusive of water for processing. If the names of more than one ingredient are shown, they shall appear in their respective order of predominance by weight in the product. The three percent minimum level shall not apply to claims for nutrients such as, but not limited to, vitamins, minerals, and fatty acids as well as condiments. The word "with," or similar designation and named ingredients shall be in the same size, style, color, and case print and be of no greater size than:

Panel Size	Max " <u>Maximum</u> "with claim" Type Size
< 5 sq. in.	1/8"
5-25 sq. in.	1/4"
25-100 sq. in	3/8"
100-400 sq. in	1/2"
400 sq. in +	1"

DE. A flavor designation may be included as part of the product name or elsewhere on the label of a pet food or specialty pet food when the flavor designation meets all of the following:

- (1) the flavor designation:
 - (a) conforms to the name of the ingredient as listed in the ingredient statement; or
 - (b) is identified by the source of the flavor in the ingredient statement; and
- (2) the word "flavor" is printed in the same size type and with an equal degree of conspicuousness as the name of the flavor designation; and
- (3) substantiation of the flavor designation, the flavor claim, or the ingredient source is provided upon request.

~~E. The product name of the pet food or specialty pet food shall not be derived from one or more ingredients unless all ingredients are included in the name, except as specified by Subsections B or C of 21.18.3.20 NMAC; provided that the name of an ingredient or combination of ingredients may be used as a part of the product name if:~~

- ~~(1) the ingredient or combination of ingredients is present in sufficient quantity to impart a distinctive characteristic to the product or is present in amounts which have a material bearing upon the price of the product or upon acceptance of the product by the purchaser thereof; or~~
- ~~(2) it does not constitute a representation that the ingredient or combination of ingredients is present to the exclusion of other ingredients.~~

F. Contractions or coined names referring to ingredients shall not be used in the brand name of a pet food or specialty pet food unless it is in compliance with Subsections B, C, D or DE of 21.18.3.20 NMAC.

G. ~~When~~ Unless a pet food or specialty pet food ~~consists of raw milk, the words "Raw (blank) Milk" shall appear conspicuously~~ is identified on the principal display panel. ~~(Blank is to be completed by using the species of animal from which the raw milk is collected.)~~

~~[21.18.3.20 NMAC - N, 9/30/2013]~~

21.18.3.21 — PET FOOD AND SPECIALTY PET FOOD EXPRESSION OF GUARANTEES:

A. The "Guaranteed Analysis" shall be listed in the following order and format unless otherwise specified in these regulations:

- (1) A pet food or specialty pet food label shall list the following required guarantees:
 - (a) minimum percentage of crude protein;
 - (b) minimum percentage of crude fat;
 - (c) maximum percentage of crude fat, if required by 21.18.3.27 NMAC;
 - (d) maximum percentage of crude fiber;
 - (e) maximum percentage of moisture; and
 - (f) additional guarantees shall follow moisture.

(2) When ash is listed in the guaranteed analysis on a pet food or specialty pet food label, it shall be guaranteed as a maximum percentage and shall immediately follow moisture.

(3) A dog or cat food label shall list stew, gravy, sauce, broth, aspic, juice, milk replacer, or other required or voluntary guarantees in the same order and units of the nutrients in the association of American feed control officials dog (or cat) food nutrient profiles. Guarantees for substances not listed in the association of American feed control officials dog (or cat) food nutrient profiles or not otherwise provided for in these regulations, shall immediately follow the listing of the recognized nutrients and shall be accompanied by an asterisk referring to the disclaimer "not recognized as an essential nutrient by the association of American feed control officials dog (or cat) food nutrient profiles." The disclaimer shall appear immediately after the last such guarantee in the same size type as the guarantees.

(4) A specialty pet food label shall list other required or voluntary guarantees in the same order and units of the nutrients in an association of American feed control officials recognized nutrient profile for the specific species; however, if no species specific association of American feed control officials recognized nutrient profile is available, the order and units shall follow the same order and units of nutrients in the association of American feed control officials cat food nutrient profile. Guarantees for substances not listed in an association of American feed control officials recognized nutrient profile for the specific species of animal shall immediately follow the listing of recognized nutrients and shall be accompanied by an asterisk referring to the disclaimer "not recognized as an essential nutrient by the _____." (Blank is to be completed by listing the specific association of American feed control officials recognized nutrient profile.) This disclaimer shall appear immediately after the last such guarantee in the same size type as the guarantees. No such disclaimer shall be required unless an association of American feed control officials recognized nutrient profile is available for the specific species of specialty pet.

B. The sliding scale method of expressing a guaranteed analysis on a pet food or specialty pet food label (for example, "Minimum crude protein 15-18%") is prohibited.

C. The label of a pet food or a specialty pet food which is formulated as and represented to be a mineral supplement shall include:

(1) minimum guarantees for all minerals from sources declared in the ingredient statement and established by an association of American feed control officials recognized nutrient profile, expressed as the element in units specified in the nutrient profile; or

(2) minimum guarantees for all minerals from sources declared in the ingredient statement expressed as the element in units specified in the association of American feed control officials cat food nutrient profiles when no species-specific nutrient profile has been recognized by the association of American feed control officials; and

(3) mineral guarantees required by Paragraphs (1) and (2) of Subsection C of 21.18.3.21 NMAC may be expressed in milligrams (mg) per unit (e.g., tablets, capsules, granules, or liquids) consistent with those employed in the quantity statement and directions for use; and

(4) a weight equivalent (e.g., 1 fl. oz. = 28 grams) for liquid products.

D. The label of a pet food or a specialty pet food which is formulated as and represented to be a vitamin supplement shall include:

(1) minimum guarantees for all vitamins from sources declared in the ingredient statement and established by an association of American feed control officials recognized nutrient profile, expressed in units specified in the nutrient profile; or

(2) minimum guarantees for all vitamins from sources declared in the ingredient statement expressed in units specified in the association of American feed control officials cat food nutrient profiles when no

species-specific nutrient profile has been recognized by the association of American feed control officials; and provided that

~~(3) vitamin guarantees required by Paragraphs (1) and (2) of Subsection D of 21.18.3.21 NMAC may be expressed in approved units (e.g., IU, mg, g) per unit (e.g., tablets, capsules, granules, or liquids) consistent with those employed in the quantity statement and directions for use; and~~

~~(4) a weight equivalent (e.g., 1 fl. oz. = 28 grams) for liquid products.~~

~~E. When the label of a pet food or specialty pet food includes a comparison of the nutrient content of the food with levels established by an association of American feed control officials recognized nutrient profile (such as a table of comparison, a percentage, or any other designation referring to an individual nutrient or all of the nutrient levels) the following apply;~~

~~(1) the product shall meet the association of American feed control officials recognized nutrient profile; and~~

~~(2) the statement of comparison shall be preceded by a statement that the product meets the association of American feed control officials recognized profile; however, the statement that the product meets the association of American feed control officials recognized nutrient profile is not required provided that the nutritional adequacy statement as per Paragraph (1) of Subsection A of 21.18.3.24 NMAC or Subparagraph (a) of Paragraph (2) of Subsection B of 21.18.3.24 NMAC appears elsewhere on the product label; and~~

~~(3) the statement of comparison of the nutrient content shall constitute a guarantee but need not be repeated in the guaranteed analysis; and~~

~~(4) the statement of comparison may appear on the label separate and apart from the guaranteed analysis name, the~~

~~F. The maximum moisture declared on a pet food or specialty pet food label shall not exceed seventy-eight percent or the natural moisture content of the ingredients, whichever is higher. However, pet food and specialty pet food such as, but not limited to, those consisting principally of stew, gravy, sauce, broth, aspice, juice, or a milk replacer and which are so labeled, may contain moisture in excess of seventy eight percent.~~

~~G. Guarantees for crude protein, crude fat, [21.18.3.20 NMAC - Rp, 21.18.3.20 NMAC, X/XX/XXXX]~~

21.18.3.21 PURPOSE STATEMENT AND ~~crude fiber are not required when~~ **NUTRITIONAL ADEQUACY CLAIMS:**

~~A. A statement identifying the purpose of a pet food or specialty pet food is required on the principal display panel of the label in accordance with the following:~~

~~(1) The purpose of a pet food or specialty pet food shall be stated as:~~

~~(a) "Complete [Species] Food" – for food products intended for purposes to be the complete diet for all life stages and sizes of a pet or specialty pet in accordance with the unqualified claims in Subsection B of 21.18.3.21 NMAC;~~

~~(b) For food products intended to be the complete diet for a limited life stage or size of a pet or specialty pet in accordance with the qualified claims in Subsection C of 21.18.3.21 NMAC, one of the two following statements shall be used:~~

~~(i) Complete food for [blank] where the blank shall be filled with One or more of the following: 1) "adult [species];" 2) "puppies," "kittens," or "juvenile [species other than to furnish these substances or they are of minor significance relative to the primary purpose of the product such as a mineral or vitamin dog or cat];" 3) "puppies (<70 lb. As an adult);" 4) "dogs (except puppies >70 lb. As an adult);" or~~

~~(ii) Complete [blank] food where the blank shall be filled with One or more of the following: 1) "adult [species];" 2) "puppy," "kitten," or "juvenile [species other than dog or cat];" 3) "puppy (<70 lb. As an adult);" or 4) "dog (except puppies >70 lb. As an adult);"~~

~~(c) Veterinary diet for [species] – for food products intended to be used under veterinary supervision only in accordance with regulation pf4(d);~~

~~(d) "[species] treat" – for food products for pets or specialty pets, provided occasionally for enjoyment, training, entertainment, or other purposes, and not generally intended or represented to be a complete food or nutritional supplement;~~

~~H. Guarantees (e) "[species] food supplement" – for microorganisms and enzymes shall be stated in the format as stipulated in Subsections G and H of 21.18.3.10 NMAC. [21.18.3.21 NMAC – N, 9/30/2013]~~

21.18.3.22 PET FOOD AND SPECIALTY PET FOOD INGREDIENTS:

~~_____ A. _____ Each ingredient of a pet food or specialty pet food shall be listed in the ingredient statement as follows:~~

~~_____ (1) _____ the names of all ingredients in the ingredient statement shall be shown in letters or type of the same size, style, and color;~~

~~_____ (2) _____ the ingredients shall be listed in descending order by their predominance by weight in non-quantitative terms;~~

~~_____ (3) _____ ingredients shall be listed and identified by the name and definition established by the association of American feed control officials; and~~

~~_____ (4) _____ any ingredient for which no name and definition have been so established shall be identified by the common or usual name of the ingredient.~~

~~_____ B. _____ The ingredients "meat" or "meat by-products" shall be qualified to designate the animal from which the meat or meat by-products are derived unless the meat or meat by-products are derived from cattle, swine, sheep, goats, or any combination thereof. For example, ingredients derived from horses shall be listed as "horsemeat" or "horsemeat by-products."~~

~~_____ C. _____ for pets or specialty pets that are intended to supply specific nutrient(s). _____ Brand or trade names shall not be used in the ingredient statement.~~

~~_____ D. _____ A reference to the quality, nature, form, or other attribute of an ingredient shall be allowed when the reference meets all of the following:~~

~~_____ (1) _____ the designation is not false or misleading;~~

~~_____ (2) _____ the ingredient imparts a distinctive characteristic to the pet food or specialty pet components but are not a complete diet;~~

~~_____ (f) _____ "[species] food because it possesses that attribute; and~~

~~_____ (3) _____ a reference to quality or grade of the ingredient does not appear in the ingredient statement.~~

~~[21.18.3.22 NMAC N, 9/30/2013]~~

21.18.3.23 PET FOOD AND SPECIALTY PET FOOD DRUGS AND PET FOOD ADDITIVES:

~~_____ A. _____ An artificial color may be used in a pet food or specialty pet food only if it has been shown to be harmless to pets or specialty pets. The permanent or provisional listing of an artificial color in the United States food and drug regulations as safe "mixer" – for use, together with the conditions, limitations, and tolerances, if any, incorporated therein, shall be deemed to be satisfactory evidence that the color is, when used pursuant to such regulations, harmless to food products for pets or specialty pets.~~

~~_____ B. _____ Evidence may be required to prove the safety and efficacy or utility of a pet food or specialty pet food, which contains additives or drugs, when used according to directions furnished on the label. Satisfactory evidence of the safety and efficacy of a pet food or specialty pet food may be established:~~

~~_____ (1) _____ When the pet food or specialty pet food contains such additives, the use of which conforms to the requirements of the applicable regulation in the "Code of Federal Regulations, Title 21," or which that are "prior-sanctioned" or "informal-review-sanctioned" or "intended to top, accompany, or contribute to a complete diet but are not generally recognized as safe" for such use intended or represented to be a complete diet; or~~

~~_____ (2) _____ When the (g) "daily [specialty pet species] food or" – for food products that are intended to be the daily diet for specialty pets where no recognized nutritional authority exists. A limited life stage may be indicated, i.e., "daily [specialty pet food itself is species] food for [juveniles or adults]."~~

~~_____ (2) This purpose statement shall:~~

~~_____ (a) _____ (a drug or contains a drug as defined) _____ appear within the bottom thirty percent of the area of the label principal display panel in 76-19A-21, NMSA 1978 and is "lines generally recognized parallel to the base on which the package rests as it is designed to be displayed and shall be repeated on the alternate principal display panel, if present. However, on packages having a principal display panel of 5 square inches or less, the requirement for placement within the bottom thirty percent of the area of the label panel shall not apply;~~

~~_____ (b) _____ be at least as safe large as the statement of net quantity, consistent with 16 CFR 500.21;~~

~~_____ (c) _____ appear in the same color and effective" for the labeled use or is marketed subject to an application approved by the food style as the statement of net quantity and drug administration under Title 21, U.S.C. 360(b) on the same background color as the statement of net quantity; and~~

~~_____ (d) _____ be separated by at least a space equal to the height of the letter "n" used in the statement of net quantity from other printed label~~

Information appearing above or below it and by at least a space equal to twice the width of the letter “n” of the style of type used in the quantity of contents statement from other printed label information appearing to the left or right of it.

~~B. The label of~~ ~~C. When a drug is included in a pet food or specialty pet food, the format required by Subsection B of 21.18.3.9 NMAC for labeling medicated feeds shall be used.~~
~~[21.18.3.23 NMAC – N, 9/30/2013]~~

~~21.18.3.24~~ ~~PET FOOD AND SPECIALTY PET FOOD NUTRITIONAL ADEQUACY:~~

~~A. The label of a pet food which is intended for all life stages and sizes of the pet or specialty pet food which is intended for all life stages of the pet or specialty pet may include an~~ ~~unqualified claim~~ ~~claims,~~ directly or indirectly, such as ~~“complete and balanced,” “perfect,” “scientific,” or “100% nutritious”~~ if at least one of the following apply:

(1) ~~the product meets the nutrient requirements for all life stages established by an association of American feed control officials recognized nutrient profile; or, and sizes~~
~~Established by an Association of American feed control officials-recognized nutrient profile; or~~

(2) ~~the product meets the criteria for all life stages as substantiated by completion of the appropriate association~~ ~~Association~~ ~~of American feed control officials–recognized animal feeding protocol(s); or~~

~~(a) unqualified claims of nutritional adequacy that include large size dogs (greater than 70 lb. As an adult) can be substantiated by completing the appropriate protocols using large size dogs; or~~

~~(b) can be substantiated by completing the appropriate protocols using dogs less than 70 lb. Adult weight while containing no more calcium and phosphorus than the maximum limits for large size dogs listed in the Association of American feed control officials dog food nutrient profiles; or~~

(3) ~~the product is a member of a product family which is nutritionally similar to a lead product, which contains a combination of ingredients that has been fed to a normal animal as the sole source of nourishment in accordance with the testing procedures established by the association~~ ~~Association~~ ~~of American feed control officials for all life stages, provided that:~~

~~(a) the nutritional similarity of the family product can be substantiated according to the procedures for establishing pet food product families developed by the association~~ ~~Association~~ ~~of American feed control officials; and,~~

~~(b) the family product meets the criteria for all life stages; and~~

~~(c) under circumstances of reasonable doubt, the department~~ ~~[state control official]~~ ~~may require the manufacturer to perform additional testing of the family product in order to substantiate the claim of nutritional adequacy.~~

~~BC.~~ ~~The label of a pet food or specialty pet food which is intended for a limited purpose (such as size of dog) or a specific life stage, but not for all life stages and sizes, may include an~~ ~~unqualified claim~~ ~~claims, directly or indirectly,~~ such as ~~“complete and balanced,” “perfect,” “scientific,” or “100% nutritious”~~ when the product and claim ~~meets all~~ ~~meet both~~ of the following:

(1) ~~The claim is qualified with a statement of the limited purpose or specific life stage for which the product is intended or suitable, for example, “complete and balanced for puppies (or kittens).” The claim and the required qualification shall be juxtaposed on the same label panel and in the same size, style, and color print; and~~

(2) ~~The product meets at least one of the following:~~

~~(a) the nutrient requirements for the limited purpose or specific life stage established by an association~~ ~~Association~~ ~~of American feed control officials–recognized nutrient profile; or,~~

~~(b) the criteria for a limited purpose or a specific life stage as substantiated by completion of the appropriate association~~ ~~Association~~ ~~of American feed control officials–recognized animal feeding protocol(s); or,~~

~~(i) qualified claims of nutritional adequacy that include large size dogs can be substantiated by completing the appropriate protocols using large size dogs; or~~

~~(ii) can be substantiated by completing the appropriate protocols using dogs less than 70 lb. Adult weight while containing no more calcium and phosphorus than the maximum limits for large size dogs listed in the Association of American feed control officials dog food nutrient profiles; or~~

(c) ~~the requirements of a product family which is nutritionally similar to a lead product which contains a combination of ingredients which, when fed for such limited purpose, will satisfy the nutrient requirements for such limited purpose and has had its capabilities in this regard demonstrated by adequate testing, and provided that:~~

(i) the nutritional similarity of the family product can be substantiated according to the procedures for establishing pet food product families developed by ~~the association~~ Association of American feed control officials; and,

(ii) the family product meets the criteria for such limited purpose; and,

(iii) under circumstances of reasonable doubt, the department may require the manufacturer to perform additional testing for the family product to substantiate the claim of nutritional adequacy.

~~C.~~ Dog and cat food labels shall include a statement of nutritional adequacy or purpose of the product except when the dog or cat food is clearly and conspicuously identified on the principal display panel as a "snack," "treat," or "supplement." The statement shall consist of one of the following:

(1) a claim that the dog or cat food meets the requirements of one or more of the recognized categories of nutritional adequacy: gestation/lactation, growth, maintenance, and all life stages. The claim shall be stated verbatim as one of the following:

(a) "(name of product) is formulated to meet the nutritional levels established by the association of American feed control officials dog (or cat) food nutrient profiles for _____. " (blank is to be completed by using the stage or stages of the pet's life, such as gestation/lactation, growth, maintenance, or the words "All Life Stages"); or

(b) "animal feeding tests using association of American feed control officials procedures substantiate that (name of product) provides complete and balanced nutrition for _____. " (blank is to be completed by using the stage or stages of the pet's life tested, such as gestation/lactation, growth, maintenance, or the words "All Life Stages"); or

(c) "(name of product) provides complete and balanced nutrition for _____ (blank is to be completed by using the stage or stages of the pet's life, such as gestation, lactation, growth, maintenance or the words "All Life Stages") and is comparable in nutritional adequacy to a product which has been substantiated using association of American feed control officials feeding tests;"

(2) a nutritional or dietary claim for purposes other than those listed in Subsection A or B of 21.18.3.24 NMAC if the claim is scientifically substantiated; or

(3) the statement: "this product is intended for intermittent or supplemental feeding only," if a product does not meet the requirements of Subsection A or B of 21.18.3.24 NMAC or any other special nutritional or dietary need and so is suitable only for limited or intermittent or supplementary feeding.

D. A product intended for use by, or under the supervision or direction of, a veterinarian shall ~~make a statement~~ clearly indicate the nutritional adequacy of the product in accordance with ~~Paragraphs (1) or regulation Subparagraph (f) of Paragraph (3) of Subsection C~~ Paragraphs (1) or regulation Subparagraph (f) of Paragraph (3) of Subsection C of 21.18.3.2422 NMAC or ~~Subparagraph (f) of Paragraph (2) of Subsection B of 21.18.3.22 NMAC~~ as would be required for any other pet food or specialty pet food.

E. A signed affidavit attesting that the product meets the requirements of ~~Subsection A or Paragraph (2) of Subsection B of 21.18.3.21 NMAC or Subsection C of 21.18.3.2421 NMAC~~ shall be submitted to the department upon request.

F. If the nutrient content of a product does not meet those nutrient requirements established by an ~~association~~ Association of American feed control officials—recognized nutrient profile, or if no requirement has been established by an ~~association~~ Association of American feed control officials—recognized nutritional authority for the life stage(s) of the intended species, the claimed nutritional adequacy ~~or purpose~~ of the product shall be scientifically substantiated.

G. The following ~~association~~ Association of American feed control officials—recognized nutritional authority, nutrient profile, and/ or animal feeding protocol shall be acceptable as the basis for a claim of nutritional adequacy:

(1) As an ~~association~~ Association of American feed control officials—recognized nutrient profile or nutritional authority:

(a) ~~for~~ For dogs, the ~~association~~ Association of American feed control officials dog food nutrient profiles;

(b) ~~for~~ For cats, the ~~association~~ Association of American feed control officials cat food nutrient profiles;

(c) ~~for~~ For specialty pets, the nutrient recommendations approved by the committee on animal nutrition of the national research council of the national academy of sciences, provided that, this nutrient recommendation is recognized only for the specific specialty pet for which the profile is intended.

(2) As an Association of American feed control officials-recognized animal feeding protocol(s), the Association of American feed control officials dog and cat food feeding protocols.

H. When the label of a pet food or specialty pet food includes a comparison of the nutrient content of the food with levels established by an Association of American feed control officials-recognized nutrient profile such as a table of comparison, a percentage, or any other designation referring to an individual nutrient or all of the nutrient levels, the following apply:

(1) The product shall meet the Association of American feed control officials-recognized nutrient profile; and

(2) The statement of comparison shall be preceded by a statement that the product meets the Association of American feed control officials-recognized profile; however, the statement that the product meets the Association of American feed control officials-recognized nutrient profile is not required provided that the nutritional adequacy statement as per regulation Paragraph (1) of Subsection B of 21.18.3.21 NMAC or Subparagraph (a) of Paragraph (2) of Subsection C of 21.18.3.21 NMAC appears elsewhere on the product label; and

(3) The statement of comparison of the nutrient content shall constitute a guarantee and shall be in the nutrient guarantees within the pet or specialty pet nutrition facts; and

(4) The statement of comparison shall appear on the label separate and apart from the nutrient guarantees within the pet or specialty pet nutrition facts.

[21.18.3.21 NMAC - Rp, 21.18.3.21 NMAC, X/XX/XXXX]

21.18.3.22 PET AND SPECIALTY PET NUTRITION FACTS:

A. Pet Nutrition Facts shall be displayed in a prominent place on the label of all pet foods (including treats, food supplements, veterinary diets, and food mixers), but not necessarily on the principal display panel. The information shall be set off in a box by use of hairlines and shall be all black or one-color type, printed on a white or other neutral contrasting background so as to be clearly visible under the heading “Pet Nutrition Facts” that is centered in the top row of the box and twice the size of all other text in the box. A hairline rule that is centered between the lines of text shall separate “Pet Nutrition Facts” from the next line of text. The box contains the following required elements with all text the same size and style in the following order:

(1) the stated whole familiar household unit (e.g., can, measuring cup, treat, or piece), consistent with the feeding directions, and its weight in grams shall be right justified. This is set off by a bold line centered between this and the next line of text.

(2) a statement of Calorie content, determined as specified in 21.18.3.26 NMAC shall include the following:

(a) the Calorie content of the product shall be stated after the left justified heading:

(i) “Calories per [familiar household unit]†: [#]” when the Calorie content is determined in accordance with Paragraph (1) of Subsection A of 21.18.3.26 NMAC or

(ii) “Calories per [familiar household unit] (fed): [#]” when the Calorie content is determined in accordance with 21.18.3.26(A)2 NMAC.

(b) Below the Calorie content statement, the number of Calories contributed by Protein, Fat, and Carbohydrate shall be declared, in that order, after “From:”. The “From:” line shall be indented to reflect that it is a component of the total Calories on the line above. If the total Calorie content of the product is determined by feeding trial in accordance with 21.18.3.26(A)2 NMAC then “+” shall be declared immediately after the number of Calories from Carbohydrates. The determination of Calories from protein, fat, and carbohydrate are as described in Subsection C of 21.18.3.26 NMAC. This is set off by a bold line centered between this and the next line of text.

(3) The nutrient guarantees shall appear under the headers “Nutrients” that is left justified to the edge of the box, “Guaranteed” that is right justified to a vertical hairline that runs from this line of text to the last guaranteed nutrient value, and “per [familiar household unit]” that is right justified to the edge of the box. The amount “per [familiar household unit]” for each nutrient is determined by multiplying the guaranteed amount (concentration) by the number of grams in the familiar household unit and shall include the resultant unit of such amount (e.g., grams, milligrams, or international units). The guarantees shall be listed in the following order with a hairline centered between each line of text:

(a) A pet food label shall list the following required guaranteed amounts, stated as a maximum or minimum, as appropriate:

(i) “Protein” is minimum percentage of crude protein;

(ii) “Fat” is minimum percentage of crude fat;

(iii) “Total Carbohydrate†” is maximum percentage equal to [100 – (Crude Protein + Crude Fat + Moisture + Ash)];

(iv) “Dietary Fiber” is maximum percentage of total dietary fiber. The dietary fiber guarantee shall be indented to reflect that it is a component of the total carbohydrate guarantee on the line above;

(v) “Moisture” is maximum percentage of moisture; and

(vi) Maximum percentage of crude fat (“Fat”) shall be listed between the minimum percentage of crude fat and the maximum percentage “Total Carbohydrate” if required by Regulation PF9;

(vii) additional required or voluntary guarantees shall follow moisture or ash, if listed.

(b) When “Ash” is listed, it shall be guaranteed as a maximum percentage and shall immediately follow moisture.

(c) When listed on the label of a dog or cat food product, guarantees for “Dietary Starch” and “Sugars” shall be stated as maximum guaranteed amounts. Neither guaranteed amount shall be listed without the other. The guaranteed amount for dietary starch shall follow dietary fiber with the same indentation. The guaranteed amount for sugars shall follow dietary starch with the same indentation.

(d) The “†calculated value” shall appear immediately after the last guarantee below a bold line.

(e) Other additional required or voluntary guarantees shall appear in accordance with the following:

(i) guarantees for nutrients are in the same order and units of the nutrients in the Association of American feed control officials Dog (or Cat) Food Nutrient Profiles following ash, if also listed, or moisture, if ash is not listed.

(ii) guarantees for substances not listed in the Association of American feed control officials Dog (or Cat) Food Nutrient Profiles, or not otherwise provided for in these Regulations, shall immediately follow the listing of the recognized nutrients and be accompanied by an asterisk. For any such guarantees, a hairline shall be centered between the last and the next line of text; the disclaimer “*not recognized as an essential nutrient by the association of American feed control officials recognized animal feeding protocol(s); the Dog (or Cat) Food Nutrient Profiles” shall appear immediately after “†calculated value”.

(f) The statement of nutritional adequacy shall appear immediately below the bold line separating it from the disclaimers which follow the guarantees:

(i) a statement that the dog or cat food meets the requirements of one or more of the recognized categories of nutritional adequacy: gestation/lactation, growth, maintenance, and all life stages. It shall be stated verbatim as one of the following: 1) (Name of product) is formulated to meet the nutritional levels established by the association of American feed control officials dog and cat food feeding protocols.(or cat) food nutrient profiles for [blank]. (Blank is to be completed by using the stage or stages of the pet’s life, such as gestation/ lactation, growth, maintenance, or the words “All Life Stages”.) For a dog food, when the blank includes the words “Growth” or “All Life Stages,” one of the following phrases must also be added verbatim to the end of the claim: “including growth of large size dogs (70 lb. or more as an adult)” if the product has been formulated to meet the levels of nutrients specifically referenced in the Dog Food Nutrient Profiles as being applicable to large size growing dogs. Or “except for growth of large size dogs (70 lb. or more as an adult)” if the product has not been formulated to meet the levels of nutrients specifically referenced in the Dog Food Nutrient Profiles as being applicable to large size growing dogs; or 2)“Animal feeding tests using association of American feed control officials procedures substantiate that (Name of Product) provides complete and balanced nutrition for [blank].” (Blank is to be completed by using the stage or stages of the pet’s life tested, such as, gestation/lactation, growth, maintenance, or the words “All Life Stages”); or 3) “(Name of Product) provides complete and balanced nutrition for [blank] (Blank is to be completed by using the stage or stages of the pet’s life, such as gestation, lactation, growth, maintenance, or the words “All Life Stages”) and is comparable in nutritional adequacy to a product which has been substantiated using association of American feed control officials feeding tests.”

(ii) A nutritional or dietary statement for purposes other than those listed in Subsections B or C of 21.18.3.21 NMAC if the statement is scientifically substantiated; or

(iii) The statement: “This product is intended for intermittent or supplemental feeding only,” if a product does not meet the requirements of Subsections of B or C of 21.18.3.21 NMAC or any other special nutritional or dietary need and so is suitable only for limited or intermittent or supplementary feeding.

B. Specialty Pet Nutrition Facts shall be displayed in a prominent place on the label of all specialty pet foods (including treats, food supplements, veterinary diets, and food mixers), but not necessarily on the principal display panel. The information shall be set off in a box by use of hairlines and shall be all black or one-color type,

printed on a white or other neutral contrasting background so as to be clearly visible under the heading “Specialty Pet Nutrition Facts” that is centered in the top row of the box and twice the size of all other text in the box. A hairline rule that is centered between the lines of text shall separate “Specialty Pet Nutrition Facts” from the next line of text. The box contains the following required elements with all text the same size and style in the following order:

(1) The stated whole familiar household unit (e.g., can, measuring cup, treat, or piece), consistent with the feeding directions, and its weight in grams shall be right justified. This is set off by a bold line centered between this and the next line of text.

(2) The nutrient guarantees shall appear under the headers “Nutrients” that is left justified to the edge of the box, “Guaranteed” that is right justified to a vertical hairline that runs from this line of text to the last guaranteed nutrient values, and “per [familiar household unit]” that is right justified to the edge of the box. The amount “per [familiar household unit]” for each nutrient is determined by multiplying the guaranteed amount (concentration) by the number of grams in the familiar household unit and shall include the resultant unit of such amount (e.g., grams, milligrams, or international units). The guarantees shall be listed in the following order with a hairline centered between each line of text:

(a) A specialty pet food label shall list the following required guaranteed amounts, stated as a maximum or minimum, as appropriate:

(i) “Protein” is minimum percentage of crude protein;

(ii) “Fat” is minimum percentage of crude fat;

(iii) “Total Carbohydrate[†]” is maximum percentage equal to [100 – (Crude Protein + Crude Fat + Moisture + Ash)];

(iv) “Dietary Fiber” is maximum percentage of total dietary fiber. The dietary fiber guarantee shall be indented to reflect that it is a component of the total carbohydrate guarantee on the line above; and

(v) “Moisture” is maximum percentage of moisture;

(vi) additional required or voluntary guarantees shall follow moisture or ash, if listed.

(b) When “Ash” is listed, it shall be guaranteed as a maximum percentage and shall immediately follow moisture.

(c) When listed on the label of a specialty pet food product, guarantees for “Dietary Starch” and “Sugars” shall be stated as maximum guaranteed amounts. Neither guaranteed amount shall be listed without the other. The guaranteed amount for dietary starch shall follow dietary fiber with the same indentation. The guaranteed amount for sugars shall follow dietary starch with the same indentation.

(d) The “[†]calculated value” shall appear immediately after the last guarantee below a bold line.

(e) Other additional required or voluntary guarantees shall appear in accordance with the following:

(i) these guarantees shall follow ash, if also listed, or moisture, if ash is not listed;

(ii) guarantees for nutrients are in the same order and units of the nutrients in an association of American feed control officials-recognized nutrient profile for the intended animal species; however, if no species-specific association of American feed control officials-recognized nutrient profile is available, the order and units shall follow the same order and units of nutrients in the association of American feed control officials cat food nutrient profile;

(iii) for those specialty pet species with an association of American feed control officials-recognized nutrient profile for the intended animal species, guarantees for substances not listed in that profile, or not otherwise provided for in these Regulations, shall immediately follow the listing of the recognized nutrients and be accompanied by an asterisk. For any such guarantees, a hairline shall be centered between the last and the next line of text. The disclaimer “*not recognized as an essential nutrient by the [blank].” (Blank is to be completed by listing the specific association of American feed control officials-recognized nutrient profile) shall appear immediately after the last such guaranteed amounts. No such disclaimer shall appear unless an association of American feed control officials-recognized nutrient profile is available for the specific species of specialty pet.

(f) The statement of nutritional adequacy shall appear immediately below the bold line separating it from the guarantees as one of the following:

(i) for daily foods for those specialty pet species where no recognized nutritional authority exists, the statement: “This product is intended to be a daily food.”

(ii) for all other specialty pet foods: 1) A statement substantiating that the specialty pet food meets the requirements for nutritional adequacy in Subsections B or C of 21.18.3.21 NMAC by an association of American feed control officials-recognized nutritional authority. It shall be stated verbatim as the following: “(Name of product) is formulated to meet the nutritional levels established by [the association of American feed control officials-recognized authority] for [blank].” (Blank is to be completed by stating the species and the stage or stages of the specialty pet’s life.); 2) A nutritional or dietary claim for purposes other than those listed in Subsections B or C of 21.18.3.21 NMAC if the claim is scientifically substantiated; or 3) the statement: “This product is intended for intermittent or supplementary feeding only,” if a product is suitable only for limited or intermittent or supplementary feeding.

C. The “Pet Nutrition Facts” or “Specialty Pet Nutrition Facts” box of a pet food or a specialty pet food which is formulated as and represented to be a food supplement shall include all of the information required in Subsection A of 21.18.3.22 NMAC or Subsection B of 21.18.3.22 NMAC except that guarantees shall only be displayed on a per feeding unit (e.g., tablets, capsules, granules, or liquids) basis:

(1) for a food supplement that is intended to be a source of nutrients, guarantees shall appear for all nutrients that the product is intended to provide under the headers “Nutrients” that is left justified to the edge of the box and “per [feeding unit]” that is right justified to the edge of the box:

(a) for nutrients with an established requirement by an association of American feed control officials-recognized nutrient profile, minimum guarantees shall be declared in the same order and units (i.e., g, mg, or IU) specified in the association of American feed control officials-recognized nutrient profile for the intended species; or

(b) when no species-specific nutrient profile has been recognized by association of American feed control officials, minimum guarantees shall be declared in the same order and units (i.e., g, mg, or IU) specified in the association of American feed control officials cat food nutrient profiles; and

(c) guarantees for substances not listed in an association of American feed control officials-recognized nutrient profile for the intended animal species, or not otherwise provided for in these Regulations, shall immediately follow the listing of the recognized nutrients and be accompanied by an asterisk.

(i) For any such guarantees, a hairline shall be centered between the last and the next line of text;

(ii) the disclaimer “*not recognized as an essential nutrient by the [blank].” (Blank is to be completed by listing the specific association of American feed control officials-recognized nutrient profile) shall appear immediately after the last such guaranteed amounts. No such disclaimer shall appear unless an association of American feed control officials-recognized nutrient profile is available for the specific species of specialty pet.

(2) For a food supplement that is intended to supply microorganisms and/or enzymes, guarantees shall be declared as stipulated in Subsection G and/or H of 21.18.3.11 NMAC on a per feeding unit (e.g., tablets, capsules, granules, or liquids) basis. The enzyme activity unit meaning should follow the disclaimer within the box.

D. The sliding scale method of expressing a guaranteed amount on a pet food or specialty pet food label (for example, “Protein 15–18% Min”) is prohibited.

E. Protein, fat, calculated total carbohydrate, or dietary fiber are not required when the pet food or specialty pet food is intended for purposes other than to furnish these substances or they are of minor significance relative to the primary purpose of the product, such as a mineral or vitamin supplement.

F. For small packages with a total printable area of more than 12 square inches and less than or equal to 40 square inches, all information required in Subsections A, B, or C of 21.18.3.22 NMAC shall appear, but may appear in a linear format. This information shall appear in one place without other intervening material. In the linear format, the required information shall:

(1) appear in the same order as required by Subsections A, B, or C of 21.18.3.22 NMAC but without the formatting described;

(2) text shall be all black or one-color type and all text shall be the same size and style, except that the heading “Pet Nutrition Facts” or “Specialty Pet Nutrition Facts” shall be bolded;

(3) the text shall be sufficiently large so as to be conspicuous and must not be smaller than 1/16 inch;

(4) the guaranteed amount shall appear immediately after the amount “per [familiar household unit]” for each nutrient with the guaranteed amount enclosed in parentheses and all units clearly identified;

(5) the following abbreviations may be used: Total Carbohydrate as “Carb†,” Dietary Fiber as “Fiber”.

G. For very small packages with a total printable area of less than or equal to 12 square inches, the information required elsewhere in 21.18.3.22 NMAC is not required to appear on the label. However, all information specified elsewhere in 21.18.3.22 NMAC for the particular product type shall be determined and shall be submitted to the department upon request. The following limited information is required to appear on the label:

(1) this information shall appear in one place without other intervening material;

(2) text shall be all black or one-color type and all text shall be the same size and style, except that the heading “Nutrition Facts” shall be bolded;

(3) the text shall be sufficiently large so as to be conspicuous and must not be smaller than 1/16 inch;

(4) for pet foods, only total calories are required and shall be stated as:

(a) “Cal (calc): [#]” when the Calorie content is determined in accordance with Paragraph (1) of Subsection A of 21.18.3.26 NMAC; or

(b) “Cal (fed): [#]” when the Calorie content is determined in accordance with Paragraph (2) of Subsection A of 21.18.3.26 NMAC.

(5) Guaranteed amounts shall be stated in weight per entire contents (e.g., grams per pouch). The following required guaranteed amounts stated as a maximum or minimum, as appropriate:

(a) “Protein” is crude protein;

(b) “Fat” is crude fat;

(c) “Carb” is calculated from [100 – (% Crude Protein + % Crude Fat + % Moisture + % Ash)];

(d) “Fiber” is total dietary fiber;

(e) “Moisture” is moisture; and

(f) additional required or voluntary guarantees shall follow moisture or ash, if listed, and shall comply with the requirements for such guarantees in Paragraph (3) of Subsection A of 21.18.3.22 NMAC or Paragraph (2) of Subsection B of 21.18.3.22 NMAC, as appropriate, except that they shall be stated in only in weight per entire contents.

[21.18.3.22 NMAC - Rp, 21.18.3.22 NMAC, X/XX/XXXX]

21.18.3.23 PET FOOD AND SPECIALTY PET FOOD INGREDIENTS:

A. Each ingredient of a pet food or specialty pet food shall be listed in the ingredient statement as follows:

(1) the names of all ingredients in the ingredient statement shall be shown in letters or type of the same size, style, and color, except where the defined name of the ingredient includes genus and species (e.g., microorganisms) which may be shown in italics;

(2) the ingredients shall be listed in descending order by their predominance by weight in non-quantitative terms, except if the ingredient is a vitamin and/or mineral premix, the premix may be declared in order of predominance by the name “vitamins” or “minerals,” as appropriate, followed by a parenthetical listing of all the vitamins and/or minerals in the premix, each in their order of predominance by weight as listed on the ingredient statement of the premix label;

(3) ingredients shall be listed and identified by the name established in the association of American feed control officials official Common or Usual Names and Definitions of Feed Ingredients, except any ingredient for which no association of American feed control officials ingredient name exists shall be identified by the common or usual name;

(4) any ingredient suitable for use in pet food or specialty pet food for which there is a codified standard of identity in Title 9 or 21 of the Code of Federal Regulations shall be declared in accordance with the applicable regulation, which includes the name of the standardized food followed by a parenthetical listing of its ingredients, if necessary, as provided in the regulation;

(5) the ingredients “meat,” “poultry,” “poultry by-products,” or “meat by-products” shall be qualified to designate the animal from which the ingredients are derived unless the meat or meat by-products are derived from cattle, swine, sheep, goats, or any combination thereof or the poultry or poultry meal are derived from

chickens, turkeys, ducks, geese, guineas, ratites, or squabs, or any combination thereof. For example, ingredients derived from deer shall be listed as “venison” or “venison by-products;”

(6) for ingredients consisting of fish, “fish meal,” or “fish by-products,” the name of the ingredient may include “fish” without further specification of the type of the fish or if it bears a name descriptive of its kind (e.g., “ocean whitefish” or by using the acceptable market name(s) or common name (but not any vernacular or slang names) of the individual fish species in the ingredient as established by the FDA Seafood List), it must correspond thereto; and

(7) for purposes of ingredient labeling of pet food or specialty pet food, the ingredient “sugar” shall refer to sucrose, which is obtained from sugar cane or sugar beets in accordance with the provisions in Title 21 of the Code of Federal Regulations. For all other labeling purposes outside the ingredient list, the term “sugar” shall be synonymous with “sugars” as defined in the Official Feed Terms.

B. Brand or trade names shall not be used in the ingredient statement.

C. Reference to quality or grade of an ingredient shall not appear in the ingredient statement.

D. If properly used as specified by the USDA National Organic Program (7 CFR Part 205), the term “organic” does not apply to Subsection C of 21.18.3.23 NMAC.

E. A reference to the nature, form, or other attribute of an ingredient shall be allowed in the ingredient statement when that attribute imparts a distinctive characteristic to the pet food or specialty pet food.

F. Any reference to the percentage of an ingredient or combination of ingredients, by symbol or word, in the brand or product name or elsewhere on a pet food or specialty pet food label, shall be based in relation to the total weight of all ingredients in the product.

(1) The names of the ingredient(s) shall appear in order of predominance by weight in the product, provided that names of flavors due to their varying intensity can be in any order.

(2) Where water sufficient for processing is excluded from the declared percentage, the exclusion of water shall be indicated in words juxtaposed to, the same style and color print, and at least one-half the print size of the stated percentage (e.g., “95% beef exclusive of water” or “95 percent chicken and liver exclusive of water”).

[21.18.3.23 NMAC - Rp, 21.18.3.23 NMAC, X/XX/XXXX]

21.18.3.24 PET FOOD AND SPECIALTY PET FOOD DRUGS AND ADDITIVES:

A. An artificial color may be used in a pet food or specialty pet food only if it has been shown to be harmless to pets or specialty pets. The permanent or provisional listing of an artificial color in the United States Food and Drug regulations as safe for use, together with the conditions, limitations, and tolerances, if any, incorporated therein, shall be deemed to be satisfactory evidence that the color is, when used pursuant to such regulations, harmless to pets or specialty pets.

B. Evidence may be required to prove the safety and efficacy or utility of a pet food or specialty pet food which contains additives or drugs, when used according to directions furnished on the label. Satisfactory evidence of the safety and efficacy of a pet food or specialty pet food may be established:

(1) when the pet food or specialty pet food contains such additives, the use of which conforms to the requirements of the applicable regulation in the Code of Federal Regulations, Title 21, or which are “prior sanctioned” or “informal review sanctioned” or “Generally Recognized as Safe” for such use; or

(2) when the pet food or specialty pet food itself is a drug or contains a drug as defined in 76-19A-2I NMSA 1978 and is “generally recognized as safe and effective” for the labeled use or is marketed subject to an application approved by the Food and Drug Administration under Title 21, U.S.C. 360(b).

C. When a drug is included in NMAC - N, 9/30/2013 a pet food or specialty pet food, the format required by 21.18.3.9 A(2) NMAC for labeling medicated feeds shall be used.

[21.18.3.24 NMAC - Rp, 21.18.3.24 NMAC, X/XX/XXXX]

21.18.3.25 PET FOOD AND SPECIALTY PET FOOD FEEDING DIRECTIONS:

A. All pet foods and specialty pet foods shall bear feeding directions consistent with the purpose statement on the principal display panel.

B. Dog or cat food, including ~~snacks or treats~~ and food mixers, labeled as complete and balanced for any or all life stages, as provided in ~~Paragraph (1) of~~ Subsection B of 21.18.3.21 NMAC or Subsection C of 21.18.3.2421 NMAC, except those pet foods labeled in accordance with Subsection D of 21.18.3.2421 NMAC, shall list feeding directions on the product label. ~~These directions shall be consistent with the intended use(s) indicated in the nutritional adequacy statement, unless a limited use or more limited life stage designation is declared elsewhere (e.g., “adult formula”).~~ These directions shall be expressed in common terms and shall appear prominently on the

label. Feeding directions shall, at a minimum, ~~state, "Feed (weight/~~include the amount of familiar household unit of product) per ~~(weight-only)~~ of dog (or cat).~~".~~ The frequency of feeding shall also be specified.

~~B. When a dog or cat food is intended for use by or under the supervision or direction of a veterinarian, the statement: "Use only as directed by your veterinarian" may be used in lieu of feeding directions.~~

~~C. Specialty pet food, including ~~snacks or treats~~ and food mixers, labeled as complete and balanced for any or all life stages, as provided in Subsection ~~AB~~ of 21.18.3.21 NMAC or Subsection C of 21.18.3.24 ~~NMAC~~21NMAC or as a daily food, shall list feeding directions on the product label. These feeding directions shall be adequate to meet the nutrient feeding requirements of the intended species of specialty pet ~~as recommended by the association of American feed control officials recognized nutritional authority~~. These directions shall be expressed in common terms and shall appear prominently on the label. The frequency of feeding shall also be specified.~~

~~D. Food supplements shall list feeding directions on the product label that, at minimum, include the quantity of feeding unit (e.g., tablets, capsules, granules, or liquids) per weight of animal. The frequency of feeding shall also be specified.~~

~~E. When a pet food or specialty pet food is intended for use by or under the supervision or direction of a veterinarian, the statement: "Use only as directed by your veterinarian" may be used in lieu of feeding directions.~~

[21.18.3.25 NMAC - ~~N, 9/30/2013~~Rp, 21.18.3.25 NMAC, X/XX/XXXX]

21.18.3.26 ~~PET FOOD AND SPECIALTY PET FOOD STATEMENTS~~DETERMINATION OF CALORIE CONTENT FOR PET FOODS:

~~A. Except as required in 21.18.3.27 NMAC, the label of a dog or cat food may bear a statement of caloric content when the label meets all of the following:~~

~~(1) The statement shall be separate and distinct from the "Guaranteed Analysis" and shall appear under the heading "Calorie Content";~~

~~(2) The statement shall be ~~measured~~determined in terms of metabolizable energy (ME) on an ~~"as fed"~~ moisture basis ~~and must be expressed as "kilocalories per kilogram" ("kcal/kg") of product and may also be expressed as kilocalories per familiar household measure (e.g., cans, cups, pounds); and,~~~~

~~(3) The caloric content is ~~determined~~ by one of the following methods: then converted to Calories (kcal) per the familiar household unit (i.e., can, measuring cup, treat, or piece):~~

~~(a) by(1) By calculation (indicated with a "+" in the Pet Nutrition Facts) using the following ~~"modified at water"~~ "Modified Atwater" formula:~~

~~ME (kcal/kg) = 10[(3.5 ~~x~~ CP) + (8.5 ~~x~~ CF) + (3.5 ~~x~~ NFE)]~~

~~], where: ME = metabolizable energy~~

~~CP = % crude protein ~~"as fed"~~~~

~~CF = % crude fat ~~"as fed"~~~~

~~NFE = % nitrogen-free extract (carbohydrate) ~~"as fed"~~~~

~~and the percentages of CP and CF are the ~~arithmetic averages from proximate analyses of at least four production batches of the product; and the average values of these components in the product as determined by sound scientific methods, such as, but not limited to scientifically accurate calculations made from the formula of the product or upon chemical analysis of the product. The~~ NFE is calculated as the difference between 100 and the sum of CP, CF, and the percentages of crude fiber, moisture, and ash (determined in the same manner as CP and CF); or,~~

~~(b)(2) in accordance with ~~a testing procedure established by the procedures determined by~~ association of American feed control officials: (indicated as "(fed)" in the Pet Nutrition Facts).~~

~~(4)B. An affidavit shall be provided upon ~~the~~ request ~~to~~of the department substantiating that the ~~calorie~~Calorie content was determined by:~~

~~(a) Subparagraph (a) of (1) Paragraph (31) of Subsection A of 21.18.3.26 NMAC in which case the ~~results of all the analyses~~summary data used in the calculation shall ~~accompany~~be included in the affidavit; or~~

~~(b) Subparagraph (b) of (2) Paragraph (32) of Subsection A of 21.18.3.26 NMAC in which case the summary data used in the determination of ~~calorie~~Calorie content shall accompany the affidavit.~~

~~(5) The caloric content statement shall appear as one of the following:~~

~~(a) The claim on the label or other labeling shall be followed parenthetically by the word "calculated" when the caloric content is determined in accordance with Subparagraph (a) of Paragraph (3) of Subsection A of 21.18.3.26 NMAC; or~~

~~(b) The value of calorie content stated on the label which is determined in accordance with Subparagraph (b) of Paragraph (3) of Subsection A of 21.18.3.26 NMAC shall not exceed or understate the value determined in accordance with Subparagraph (a) of Paragraph (3) of Subsection A of 21.18.3.26 NMAC by more than fifteen percent.~~

~~B~~ C. The Calories from protein, fat, and carbohydrate as required in the Pet Nutrition Facts are determined using the following calculation, then converted to Calories (kcal) per the familiar household unit (i.e., can, measuring cup, treat, or piece):

~~(1) Protein: $ME \text{ (kcal/kg)} = 10(3.5 \times CP)$, where ME = metabolizable energy, CP = % crude protein "as fed" and the percentage of CP is the average value in the product as determined by sound scientific methods, such as, but not limited to scientifically accurate calculations made from the formula of the product or upon chemical analysis of the product.~~

~~(2) Fat: $ME \text{ (kcal/kg)} = 10(8.5 \times CF)$, where ME = metabolizable energy, CF = % crude fat "as fed" and the percentage of CF is the average value in the product as determined by sound scientific methods, such as, but not limited to scientifically accurate calculations made from the formula of the product or upon chemical analysis of the product.~~

~~(3) Carbohydrate: $ME \text{ (kcal/kg)} = 10(3.5 \times NFE)$, where ME = metabolizable energy, NFE is calculated as the difference between 100 and the sum of CP, CF, and the percentages of crude fiber, moisture, and ash; CP = % crude protein "as fed," CF = % crude fat "as fed" and the percentages are the average values of these components in the product as determined by sound scientific methods, such as, but not limited to scientifically accurate calculations made from the formula of the product or upon chemical analysis of the product.~~

~~D. Comparative claims shall not be false, misleading, or given undue emphasis and shall be based on the same methodology for the products compared.~~

~~[21.18.3.26 NMAC - N, 9/30/2013; A, 1/1/2021Rp, 21.18.3.26 NMAC, X/XX/XXXX]~~

21.18.3.27 PET FOOD AND SPECIALTY PET FOOD DESCRIPTIVE TERMS:

A. Calorie terms

(1) "Light"

(a) A dog food product which bears on its label the terms "light," "lite," "low calorie," or words of similar designation shall:

(i) contain no more than 3100 kcal ME/kg for products containing less than 20% moisture, no more than 2500 kcal ME/kg for products containing 20% or more but less than 65% moisture, and no more than 900 kcal ME/kg for products containing 65% or more moisture; and

~~(ii) include on the label a calorie content statement: 1) in accordance with the format provided in 21.18.3.26 NMAC; and 2) which states no more than 3100 kcal ME/kg for products containing less than 20% moisture, no more than 2500 kcal ME/kg for products containing 20% or more but less than 65% moisture, and no more than 900 kcal ME/kg for products containing 65% or more moisture; and~~

~~(iii) (ii) include on the label feeding directions which reflect a reduction in calorie intake consistent with the intended use purpose.~~

(b) A cat food product which bears on its label the terms "light," "lite," "low calorie," or words of similar designation shall:

(i) contain no more than 3250 kcal ME/kg for products containing less than 20% moisture, no more than 2650 kcal ME/kg for products containing 20% or more but less than 65% moisture, and no more than 950 kcal ME/kg for products containing 65% or more moisture; and

~~(ii) include on the label a calorie content statement: 1) in accordance with the format provided in 21.18.3.26 NMAC; and 2) which states no more than 3250 kcal ME/kg for products containing less than 20% moisture, no more than 2650 kcal ME/kg for products containing 20% or more but less than 65% moisture, and no more than 950 kcal ME/kg for products containing 65% or more moisture; and~~

~~(iii) (ii) include on the label feeding directions which reflect a reduction in calorie intake consistent with the intended use purpose.~~

(2) "Less" or "reduced calories"

(a) A dog or cat food product which bears on its label a claim of "less calories," "reduced calories," or words of similar designation shall include on the label:

(i) the name of the product of comparison and the percentage of calorie reduction (expressed on an equal weight basis) explicitly stated and juxtaposed with the largest or most prominent use of the claim on each panel of the label on which the term appears; and

(ii) the comparative statement printed in type of the same color and style and at least one-half the type size used in the claim; and

~~(iii) a calorie content statement in accordance with the format provided in 21.18.3.26 NMAC; and~~

~~(iv)~~ (iii) feeding directions which reflect a reduction in calories compared to feeding directions for the product of comparison.

(b) A comparison between products in different categories of moisture content (i.e., less than 20%, 20% or more but less than 65%, 65% or more) is misleading.

B. Fat terms

(1) "Lean"

(a) A dog food product which bears on its label the terms "lean," "low fat," or words of similar designation shall:

(i) contain no more than 9% crude fat for products containing less than 20% moisture, no more than 7% crude fat for products containing 20% or more but less than 65% moisture, and no more than 4% crude fat for products containing 65% or more moisture;

(ii) include on the product label in the guaranteed analysis: 1) A maximum crude fat guarantee immediately following the minimum crude fat guarantee in addition to the mandatory guaranteed analysis information as specified in Paragraph (43) of Subsection A of 21.18.3.21+22; and 2) A maximum crude fat guarantee which is no more than 9% crude fat for products containing less than 20% moisture, no more than 7% crude fat for products containing 20% or more but less than 65% moisture, and no more than 4% crude fat for products containing 65% or more moisture.

(b) A cat food product which bears on its label the terms "lean," "low fat," or words of similar designation shall:

(i) contain a maximum percentage of crude fat which is no more than 10% crude fat for products containing less than 20% moisture, no more than 8% crude fat for products containing 20% or more but less than 65% moisture, and no more than 5% crude fat for products containing 65% or more moisture; and

(ii) include on the product label in the guaranteed analysis: 1) A maximum crude fat guarantee immediately following the minimum crude fat guarantee in addition to the mandatory guaranteed analysis information as specified in Paragraph (43) of Subsection A of 21.18.3.21+22 NMAC; and 2) A maximum crude fat guarantee which is no more than 10% crude fat for products containing less than 20% moisture, no more than 8% crude fat for products containing 20% or more but less than 65% moisture, and no more than 5% crude fat for products containing 65% or more moisture.

(42) "Less" or "reduced fat"

(a) A dog or cat food product which bears on its label a claim of "less fat," "reduced fat," or words of similar designation, shall include on the label:

(i) the name of the product of comparison and the percentage of fat reduction (expressed on an equal weight basis) explicitly stated and juxtaposed with the largest or most prominent use of the claim on each panel of the label on which the term appears; and

(ii) the comparative statement printed in type of the same color and style and at least one-half the type size used in the claim; and

(iii) a maximum crude fat guarantee in the guaranteed analysis immediately following the minimum crude fat guarantee in addition to the mandatory guaranteed analysis information as specified in Paragraph (1) of Subsection A of 21.18.3.21 NMAC.

(b) A comparison on the label between products in different categories of moisture content (i.e., less than 20%, 20% or more but less than 65%, 65% or more) is misleading.

C. Carbohydrate Terms

(1) "Low" Carbohydrate, Dietary Starch, and Sugars Claims. A claim of "low carbohydrates," "low dietary starch," "low sugars" (or a combination thereof) is not allowed.

(2) "Less" or "Reduced" Carbohydrates, Dietary Starch, and Sugars claims.

(a) A dog or cat food product that bears on its label a claim of "less" or "reduced [blank]" (blank is to be completed by using "carbohydrates," "dietary starch," or "sugars"), or words of similar designation, shall include on the label:

(i) The name of the product of comparison and the percentage of reduction in total dietary starch plus sugars (expressed on an equal weight basis) explicitly stated and juxtaposed with the largest or most prominent use of the claim on each panel of the label on which the term appears; and

(ii) the comparative statement printed in type of the same color and style and not less than one-half the size used in the claim; and

(iii) maximum guarantees for dietary starch and sugars as stated in Paragraph (3) of Subsection A of 21.18.3.22 NMAC.

(b) A comparison between products in different categories of moisture content (i.e., less than 20%, 20% or more but less than 65%, 65% or more) is misleading.
[21.18.3.27 NMAC - N, 9/30/2013Rp, 21.18.3.27 NMAC, X/XX/XXXX]

21.18.3.28 PET FOOD AND SPECIALTY PET FOOD MANUFACTURER OR DISTRIBUTOR; NAME AND ADDRESS:

A. The label of a pet food or specialty pet food shall specify the business or corporate name and address of the manufacturer or distributor. This information shall appear under the header “Manufactured for (blank),” “Distributed by (blank),” or any other wording that expresses the facts, if the business whose name appears on the label is not the manufacturer. The statement of the place of business shall include the street address, city, state, and zip code; however, the street address may be omitted if such street address is shown in a current city directory or telephone directory for the city listed on the label readily accessible, widely published, and publicly available resource, including but not limited to a printed directory, electronic database, or website.

B. When a person manufactures or distributes a pet food or specialty pet food in a place other than the principal place of business, the label may state the principal place of business in lieu of the actual place where each package of such pet food or specialty pet food was manufactured or packaged or from where each package is to be distributed.

[21.18.3.28 NMAC - N, 9/30/2013Rp, 21.18.3.28 NMAC, X/XX/XXXX]

21.18.3.29 HANDLING AND STORAGE INSTRUCTIONS:

A. A product which bears handling and storage instructions shall display such instructions under the bolded header “Handling and Storage Instructions:” that is separate and distinct from any feeding directions. A header is not required for small packages with a total printable area less than 40 square inches. If any graphics are used to support handling and storage instructions, only the following graphics may be included, with the handling and storage instructions section, as applicable. The graphics with color and accompanying text shall be obtained from the association of American feed control officials website.



B. The handling and storage instructions, if present, shall be displayed in a conspicuous manner so to render them likely to be read under typical conditions of use. Any use of the handling and storage instructions graphics shall be no smaller than:

<u>Panel Size</u>	<u>Minimum Graphic Size (top of circle to bottom of text)</u>
<u><40 in.²</u>	<u>1/2 in.</u>
<u>>40 – ≤100 in.²</u>	<u>1 in.</u>
<u>>100 – ≤400 in.²</u>	<u>1 3/4 in.</u>
<u>>400 in.²</u>	<u>2 in.</u>

[21.18.3.29 NMAC - N, X/XX/XXXX]

21.18.3.30 REGISTRATION EXPIRATION DATE: For the purpose of Section 76-19A-4A, NMSA 1978, all registrations shall expire annually on December 31.
[21.18.3.2930 NMAC - Rp, 21.18.3.4829 NMAC, 9/30/2013X/XX/XXXX]

21.18.3.3031 INSPECTION FEES:

A. An inspection fee of ~~fifteen~~twenty cents (\$0.~~1525~~) per ton is hereby established to be effective on all commercial feeds sold ~~on and after September 30, 2013~~; except that feed for which the department has not developed an inspection service at this time.

B. An inspection fee of twenty-five dollars (\$25.00) is hereby established for each brand of commercial feed distributed in individual packages of ten (10) pounds or less sold ~~after September 30, 2013~~, in New Mexico.

[21.18.3.3031 NMAC - Rp, 21.18.3.4930 NMAC, 9/30/2013X/XX/XXXX]

21.18.3.3132 SPAY AND NEUTER PROGRAM FEE:

A. Additional Fees.

In addition to the commercial feed registration fee, an additional annual ~~feespay and neuter program fee of one hundred dollars (\$100.00)~~ shall be collected on each pet food registered with the department. ~~This fee shall be implemented as follows:~~

- ~~(1) Beginning January 1, 2021 and ending December 31, 2021, fifty dollars (\$50.00)~~
- ~~(2) Beginning January 1, 2022 and ending December 31, 2022, seventy-five dollars (\$75.00)~~
- ~~(3) Beginning January 1, 2023, one hundred dollars (\$100.00)~~

B. Exemptions

(1) A pet food manufacturer shall be exempt of the spay and neuter program fees upon submission of a notarized affidavit attesting that tax-year annual gross revenue from the distribution of pet food is no more than three million dollars. The spay and neuter program fee exemption affidavit shall be submitted to the department on a form furnished by the department.

(2) A pet food manufacturer shall be exempt of the spay and neuter program fees for a specific product upon submission of a notarized affidavit attesting that the specific product meets the definition of prescription diet. The spay and neuter program fee exemption affidavit shall be submitted to the department on a form furnished by the department.

C. Distribution, ninety-six percent of this additional fee collected shall be deposited with the state treasurer to credit the statewide spay and neuter subaccount of the animal care and facility fund. Four percent of this additional fee collected shall be distributed to the department to administer New Mexico Commercial Feed Act.
[21.18.3.32 NMAC - Rp, 21.18.3.31 NMAC—N, 1/1/2021, X/XX/XXXX]

HISTORY OF 21.18.3 NMAC:

Pre-NMAC History: The material in this part was derived from that previously filed with the State Records Center and Archives under:

- NMDA Rule 73-2, Regulatory Order No. 4, Feed Regulations, filed 5/15/1973.
- NMDA Rule 73-3, Regulatory Order No. 5, Commercial Feed Regulations, filed 5/15/1973.
- NMDA Rule 73-3, Amendment No. 1, Regulatory Order No. 8, Commercial Feed Exemptions, filed 7/1/1976.
- NMDA Rule 73-10, Regulatory Order No. 6, filed 11/27/1973.
- NMDA Rule 76-5, Regulatory Order No. 7, Feed Inspection Fees, filed 9/28/1976.
- NMDA Rule 84-2, Additional Requirements for Liquid Feed Labeling, filed 10/23/1984.

History of Repealed Material:

21.18.3 NMAC~~;~~ Commercial Feeds, filed 05/12/2009 - Duration expired effective 9/30/2013.
21.18.3 NMAC - Commercial Feeds, filed 9/30/2013 was repealed and replaced by 21.18.3 NMAC – Commercial Feeds, effective X/XX/XXXX.