GS1 in Europe

The Global Language of Business

GDSN Implementation Guidelines for Animal Feed

How to exchange mandatory information required by the EU Regulation 767/2009 in GDSN

Release 1.7, Ratified, January 2024

Document Summary

Document Item	Current Value
Document Name	GDSN Implementation Guidelines for Animal Feed
Document Date	January 2024
Document Version	1.7
Document Issue	
Document Status	Ratified
Document Description	How to exchange mandatory information required by the EU Regulation 767/2009 in GDSN

Log of Changes

Release	Date of Change	Changed By	Summary of Change
V.1.1	February 2018	Cornelia Willutzki	3.2.1 Type of feed: Added information on the indication of "compound" codes as to describe e.g. complete milk replacer feed. 3.2.2 Type of animal the feed is targeted for: Added information on repeatability / support of multiple values. 3.2.3 Feed composition + language Updated note to sunrise in GDSN to August 2018 release. 3.2.4 Feed analytical constituents + language Updated note to sunrise in GDSN to August 2018 release. 3.2.5 Feed additives + language Updated note to sunrise in GDSN to August 2018 release.

© 2024 GS1 in Europe

Release	Date of Change	Changed By	Summary of Change
V.1.2	May 2018	Cornelia Willutzki	3.2.3 Feed composition + language Remark: Format changed to Description5000 (was Description4000). 3.2.4 Feed analytical constituents + language Remark: Format changed to Description5000 (was Description4000). 3.2.5 Feed additives + language Remark: Format changed to Description5000 (was Description4000). 3.3.4 Feeding amount + UOM Removed "basis description" from Instruction, as attribute is not used. 3.3.5 Minimum feeding amount + UOM Removed "basis description" from Instruction, as attribute is not used. Errata of GDSN attribute name: mimimumFeedingAmount > minimumFeedingAmount 3.3.6 Maximum feeding amount + UOM Removed "basis description" from Instruction, as attribute is not used. 3.3.8 Feeding instructions + language Changed Remark ⏩ Attribute becomes available in GDSN with BMS 3.1.6 in August 2018
V.1.3	November 2018	Cornelia Willutzki	2 The mandatory particulars Added footer for (h) for "person responsible" reference 3.2 Feed description and content Image caption corrected. Footer changed and enhanced to differentiate and explain lifestage of pet and feed life stage 3.2.1 Type of feed Updated GDSN definition, was changed with 3.1.7. Render Remark and Examples more precisely regarding the necessity of using an additional code with MILK_REPLACER.

© 2024 GS1 in Europe

Release	Date of Change	Changed By	Summary of Change
			3.2.3 Feed composition + language Removed note to GDSN introduction of new attribute. Updated footer. 3.2.4 Feed analytical constituents + language Removed note to GDSN introduction of new attribute and updated Example for energy. 3.2.5 Feed additives + language Removed note to GDSN introduction of new attribute. 3.3 Feeding table Added instruction on how to build up loops for the feeding table. Exchanged picture. Added advise for the use of the recommended sentence with mixed feeding instructions. 3.3.1 Feed life stage Reworked Note and Example to more clearly advise on how to build loops for the feeding table. Updated footer. 3.3.2 Minimum weight of animal being fed + UOM Updated Example. 3.3.3 Maximum weight of animal being fed + UOM Updated Example. 3.3.4 Feeding amount + UOM Added attribute links within Instruction. Updated Example. 3.3.5 Minimum feeding amount + UOM Added attribute links within Instruction. Updated Example. 3.3.6 Maximum feeding amount + UOM Added attribute links within Instruction. Updated Example. 3.3.7 Frequency of recommended feeding + language Reworked Instruction and updated example. 3.2.8 Feeding instructions + language Removed note to GDSN introduction of new attribute. Changed order of instruction and examples; now in order from simple to complex. 3.4 Consumer storage instructions Updated Example to fit the sample label. General: Changed wording "Pet food" to "Animal feed" (except for when fix term like for GPC attribute)
V.1.4	June 2019	Tomáš Tlučhoř	3.3.7 Recommended feeding frequency Improved second paragraph of Instruction for better clarity.
V.1.5	July 2019	Tomáš Tlučhoř	Added chapter 4 Particular cases / General recommendations

© 2024 GS1 in Europe

Release	Date of Change	Changed By	Summary of Change
V.1.5	November 2019	Tomáš Tlučhoř	Following statement from chapter 4.1 was removed: *"Distinction between variety packs and components including examples will be provided in future version of this guideline."*
V.1.6	September 2022	Tomáš Tlučhoř	Paragraphs 3.3 and 3.3.2 updated to provide guidance for cases where animal weight is larger than certain value (e.g. > 15 Kg). Paragraphs 3.3, 3.3.4, 3.3.5 and 3.3.6 updated to cover cases when only maximum feeding amount is provided on the label. Paragraph 3.3.1 – improved text – replace "empty attribute" with "attribute not used". Paragraph 3.2.2 – added explanation that code list is only example and not complete. Multiple paragraphs: updated attribute name in header to following format: "ADB (EU 767/2009 term where available)".
V.1.7	January 2024	Nirusa Naguleswaran, Vivian Salim, Cornelia Willutzki	4 Recommended Attributes: new chapters 4.1, 4.2, 4.3, 4.4, 4.5 and 4.6 added.

© 2024 GS1 in Europe

Disclaimer

GS1®, under its IP Policy, seeks to avoid uncertainty regarding intellectual property claims by requiring the participants in the Work Group that developed this **GDSN Implementation Guidelines for Animal Feed** to agree to grant to GS1 members a royalty-free licence or a RAND licence to Necessary Claims, as that term is defined in the GS1 IP Policy. Furthermore, attention is drawn to the possibility that an implementation of one or more features of this Specification may be the subject of a patent or other intellectual property right that does not involve a Necessary Claim. Any such patent or other intellectual property right is not subject to the licencing obligations of GS1. Moreover, the agreement to grant licences provided under the GS1 IP Policy does not include IP rights and any claims of third parties who were not participants in the Work Group.

Accordingly, GS1 recommends that any organization developing an implementation designed to be in conformance with this Specification should determine whether there are any patents that may encompass a specific implementation that the organisation is developing in compliance with the Specification and whether a licence under a patent or other intellectual property right is needed. Such a determination of a need for licencing should be made in view of the details of the specific system designed by the organisation in consultation with their own patent counsel.

THIS DOCUMENT IS PROVIDED "AS IS" WITH NO WARRANTIES WHATSOEVER, INCLUDING ANY WARRANTY OF MERCHANTABILITY, NONINFRINGMENT, FITNESS FOR PARTICULAR PURPOSE, OR ANY WARRANTY OTHER WISE ARISING OUT OF THIS SPECIFICATION. GS1 disclaims all liability for any damages arising from use or misuse of this Standard, whether special, indirect, consequential, or compensatory damages, and including liability for infringement of any intellectual property rights, relating to use of information in or reliance upon this document.

GS1 retains the right to make changes to this document at any time, without notice. GS1 makes no warranty for the use of this document and assumes no responsibility for any errors which may appear in the document, nor does it make a commitment to update the information contained herein.

GS1 and the GS1 logo are registered trademarks of GS1 AISBL.

© 2024 GS1 in Europe

Table of Contents

1 Introduction 9

2 The mandatory particulars 9

3 Attributes description 10

3.1 Regulated Product Name + language 10
3.2 Feed description and content 11
3.2.1 Pet food or Animal Feed Type Code (type of feed) 11
3.2.2 Animal Feed Designed for Code 13
3.2.3 Feed Composition Statement + language 14
3.2.4 Feed Analytical Constituents Statement + language 14
3.2.5 Feed Additive Statement + language 15

4 Recommended Attributes 15

4.1 Feed Life Stage Code 15
4.2 Animal Target Size Code 16
4.3 Animal Food Process Or State Type Code 16
4.4 Animal Targeted Health Condition Code 17
4.5 Animal Food Type Code 17
4.6 Animal Target Breed 18
4.7 Feeding table 18
4.7.1 Animal Feed Target Life Stage 20
4.7.2 Minimum Weight Of Animal Being Fed + UOM 20
4.7.3 Maximum Weight Of Animal Being Fed + UOM 21
4.7.4 Feeding Amount + UOM 21
4.7.5 Minimum Feeding Amount + UOM 22
4.7.6 Maximum Feeding Amount + UOM 22
4.7.7 Feeding Frequency + language 22
4.7.8 Feeding Instructions + language 23
4.8 Consumer Storage Instructions 24
4.9 FIN or Establishment approval number 25
4.9.1 Regulatory Permit Identification 25
4.9.2 Regulation Type Code 25
4.10 Name and address of the feed business operator 26
4.10.1 Contact Type Code (for name and address) 26
4.10.2 Contact (Feed business operator) 26
4.10.3 Company Address 26
4.11 Consumer contact information (e.g., telephone number) 27
4.11.1 Contact Type Code (for telephone or other mean of communication) 27
4.11.2 Contact Details 27
4.11.3 Contact Method Code 27
4.12 Net quantity 28
4.12.1 Net Content + UOM 28
4.12.2 Net Content Statement + language 29

5 Particular cases / General recommendations 30

5.1 Mixed products management 30

© 2024 GS1 in Europe

5.1.1 Example 30
5.2 Separator in text fields 31

© 2024 GS1 in Europe

1 Introduction

The European legislator has defined specific labelling for straight and compound animal feed within „Regulation (EC) No. 767/2009 on the placing on the market and use of feed". All mandatory information within the regulation has to be also provided for distance selling and be available for any conclusion of contract, therefore it is required to provide this information in advance. For the specification of animal feeding a variety of different attributes are available.

2 The mandatory particulars

The following product data must - either as general mandatory labelling requirements[1] or as specific mandatory labelling requirements[2] dependent on the type of feed - be exchanged as shown on the labels of pre-packaged feed:

(a) the legal name

(b) the type of feed

(c) the type of animal the feed is targeted for

(d) the list of the feed composition

(e) the list of the feed analytical constituents; the moisture content; compulsory declarations, as applicable

(f) the list of the feed additives

(g) instructions for proper use; feeding advise

(h) the establishment approval number of the person responsible[3] for the labelling, if available

(i) the name or business name and the address of the person responsible for the labelling

(j) free telephone number or other appropriate means of communication to allow the purchaser to obtain information in addition to the mandatory particulars

(k) the net quantity

[1] REGULATION (EC) No 767/2009, Article 15
[2] REGULATION (EC) No 767/2009, Articles 16 ff.
[3] REGULATION (EC) No 767/2009, Article 15 (c)

© 2024 GS1 in Europe

3 Attributes description

Description of all GDSN attributes used to exchange for the mandatory labelling requirements according to the EU-VO 767/2009 on the placing on the market and use of feed. Other specific information may be used at local level.

All relevant attributes should be declared in all applicable languages in the target market. If some particulars do not apply to some products, corresponding attributes should not be populated.

3.1 Regulated Product Name + language

- **GDSN name:** regulatedProductName
- **GDSN module:** TradeItemDescriptionModule
- **GDSN definition:** The prescribed, regulated, or generic product name or denomination that describes the true nature of the item and is sufficiently precise to distinguish it from other products according to country specific regulation.
- **Instruction:** Populate the official regulatory name as labelled on the pack, containing information on the type of feed[4], type of animal and the life stage of the animal[5] for which the feed is targeted for. [6]

[4] Type of feed: *'feed material'*, *'complete feed'* or *'complementary feed'*, as appropriate
- for 'complete feed', the designation *'complete milk replacer feed'* may be used, if appropriate
- for 'complementary feed', the following designations may be used if appropriate: 'mineral feed' or *'complementary milk replacer feed'*
- for pets other than cats and dogs, 'complete feed' or 'complementary feed' may be replaced by *'compound feed'*

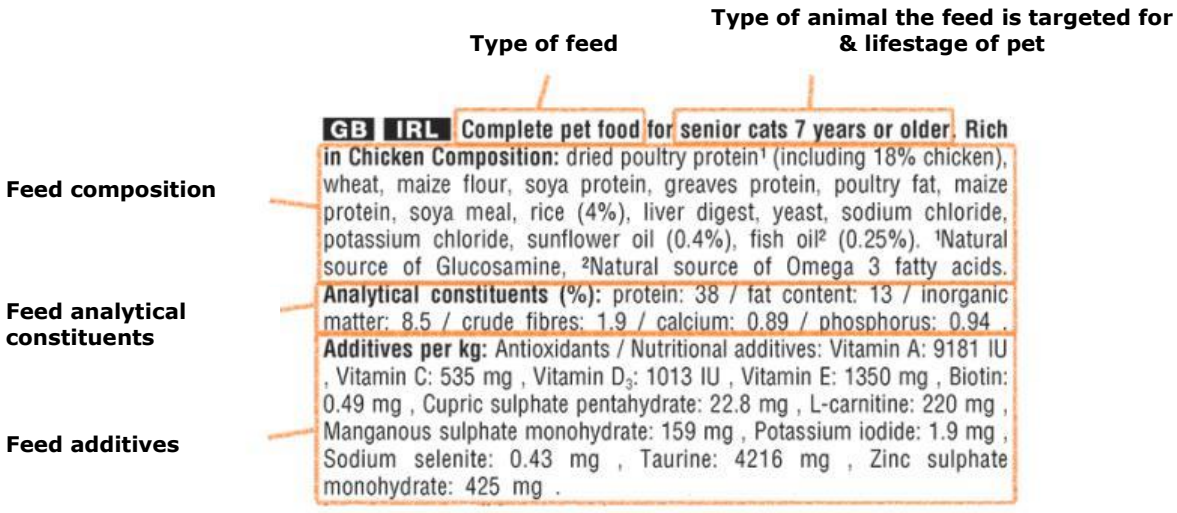
[5] GPC attribute 20003003 may be used for lifestage of pet.
Differentiate between lifestage of pet (GPC attribute), e.g. ADULT PET, INFANT PET, JUNIOR PET, etc. and Animal Feed Target Life Stage within feeding table information. The latter is necessary information only if different feeding instruction (e.g., amount or frequency) is recommended for different age levels within a lifestage of pet, e.g., 1st loop: '<3 months'; 2nd loop: '4-5 months' 3rd loop: '6-12 months', all for lifestage of pet 'INFANT PET'.

[6] Although *type of feed*, *type of animal* and lifestage of pet are part of the legal product name, it is usually expected that this information is also specified in structured form. This allows the recipient to use this information for filtering, for example, for Web pages.

© 2024 GS1 in Europe

- **Remark:** This is not the label description or commercial name of the product, but a more generic/legal name of the product.
- **Example:** Complete pet food for senior cats 7 years or older.

3.2 Feed description and content



3.2.1 Pet food or Animal Feed Type Code (type of feed)

- **GDSN name:** feedType
- **GDSN module:** AnimalFeedingModule

  GDSN definition: Type of pet food or feed given to wild or domestic animals in the course of animal husbandry, e.g., feed material, complete feed, complementary feed.
- **Instruction:** Populate the type of feed, as appropriate. Choose the right indication(s) for the FeedTypeCode out of the GDSN valid value list, see below.
- **Remark:** Choose the right indication(s) for the FeedTypeCode out of the GDSN valid value list. Note that code MILK_REPLACER cannot stand on its own, but *a second* code needs to be chosen for the designation of
  "complete milk replacer feed": codes COMPLETE and MILK_REPLACER
  "complementary milk replacer feed": codes COMPLEMENTARY and MILK_REPLACER
- **Examples:**
  - COMPLETE
  - COMPLEMENTARY and MILK_REPLACER
  - COMPOUND

Feed Type	GDSN code	Definition
Complementary	COMPLEMENTARY	A compound feed which has a high content of certain substances but which, by reason of its composition, is sufficient for a daily ration only if used in combination with other feed.
Complete	COMPLETE	A compound feed which, by reason of its composition, is sufficient for a daily ration.

© 2024 GS1 in Europe

Feed Type	GDSN code	Definition
Compound	COMPOUND	A mixture of at least two feed materials, whether or not containing feed additives, for oral animal-feeding in the form of complete or complementary feed.
Feed intended for particular nutritional purposes	FEED_INTENDED_FOR_PARTICULAR_NUTRITIONAL_PURPOSES	Feed which can satisfy a particular nutritional purpose by virtue of its particular composition or method of manufacture, which clearly distinguishes it from ordinary feed. Feed intended for particular nutritional purposes does not include medicated feedingstuffs.
Feed materials	FEED_MATERIALS	Products of vegetable or animal origin, whose principal purpose is to meet animals' nutritional needs, in their natural state, fresh or preserved, and products derived from the industrial processing thereof, and organic or inorganic substances, whether or not containing feed additives, which are intended for use in oral animal-feeding either directly as such, or after processing, or in the preparation of compound feed, or as carrier of premixtures.
Milk replacer	MILK_REPLACER	Milk replacer administered in dry form or after dilution in a given quantity of liquid for feeding young animals as a substitute for, post-colostral milk or for feeding young animals such as calves, lambs or kids intended for slaughter.
Mineral	MINERAL	Complementary feed containing at least 40 % crude ash.

© 2024 GS1 in Europe

3.2.2 Animal Feed Designed for Code

- **GDSN name:** targetedConsumptionBy
- **GDSN module:** AnimalFeedingModule
- **GDSN definition:** The type of animal this food is intended to be consumed by for example RABBIT.
- **Instruction:** Populate the species for which the feed is intended for. Choose the right indication(s) for the TargetedConsumptionByCode out of the GDSN valid value list, see below. Please note that if the animal feed is for several species, more than one code can be specified.
- **Example:** CAT

Table below only shows examples of some available codes. For full code list, please go to following *GDSN Navigator page* and select the newest version.

Targeted Consumption By	GDSN code
Amphibian	AMPHIBIAN
Arachnid	ARACHNID
Bird	BIRD
Bovine	BOVINE
Cat	CAT
Cetacean	CETACEAN
Crustacean	CRUSTACEAN
Dog	DOG
Fish	FISH
Goat	GOAT
Equine	EQUINE
Human	HUMAN
Insect	INSECT
Pic	PIG
Primate	PRIMATE
Rabbit	RABBIT
Reptile	REPTILE
Rodent	RODENT
Sheep	SHEEP
Snail	SNAIL
Unclassified	UNCLASSIFIED
Unidentified	UNIDENTIFIED

© 2024 GS1 in Europe

3.2.3 Feed Composition Statement + language

- **GDSN name:** feedCompositionStatement
- **GDSN module:** AnimalFeedingModule
- **GDSN definition:** List of the animal feed composition data, based on the ingredients contained in the feed, as governed by local rules and regulations.
- **Instruction:** Populate the list of individual feed materials of which the feed is composed, bearing the heading **'composition'** and indicating the name of each feed material in descending order by weight calculated on the moisture content in the compound feed. May include the percentage by weight.
- **Remark:** Free text field.
- **Example:** Composition: Dried poultry protein* (incl. 18% chicken), wheat, corn meal, soya protein, greaves protein, poultry fat, corn protein, soya meal, rice (4%), hydrolysed liver, yeast, sodium chloride, potassium chloride, sunflower oil (0.4%), fish oil** (0.25%).
*Natural source of glucosamine. **Natural source of omega-3 fatty acids.

3.2.4 Feed Analytical Constituents Statement + language

- **GDSN name:** feedAnalyticalConstituentsStatement
- **GDSN module:** AnimalFeedingModule
- **GDSN definition:** List of the analytical constituents or guaranteed analysis of the feed, based on the nutrient analysis of the finished product, as governed by local rules and regulations.
- **Instruction:** Populate the analytical constituents as labelled on the pack.
Note: Energy is optional information. If labelled on the pack, this information may be added at the end of the feed analytical constituents statement. In this case populate the value with measurement unit and the basis amount of the energy contained is measured against, as labelled on the pack.
- **Remark:** Free text field.
- **Example:** Analytical constituents (%): Protein 38 / Fat 13 / Ash 8.5 / Fibre 1.9 / Calcium 0.89 / Phosphorus 0.94. Energy: 390 kcal / 100 g[7].

[7] Note: Energy information is optional. It is *not* part of the analytical constituents but can be added as optional information at the end of the *feed analytical constituents* if labelled on the pack.

© 2024 GS1 in Europe

3.2.5 Feed Additive Statement + language

- **GDSN name:** feedAdditiveStatement
- **GDSN module:** AnimalFeedingModule
- **GDSN definition:** List of the substances added to feed during processing, as for preservation, coloring, or stabilization as governed by local rules and regulations.
- **Instruction:** Populate the list of additives which are declared on the label or pack preceded by the heading '**additives**'.
- **Remark:** Free text field.
- **Example:** Additives per kg: Nutritional additives: Vitamin A (9181 IU), vitamin C (535mg), vitamin D3 (1013 IU), vitamin E (1350mg), biotin (0.49mg), copper sulphate pentahydrate (22.8mg), L-carnitine (220mg), manganese-(II)-sulphate monohydrate (159mg), potassium iodide (1.9mg), sodium selenite (0.43mg), taurine (4216mg), zinc sulphate monohydrate (425mg).

4 Recommended Attributes

The following attributes are optional and not based on legislations. They can be used to exchange information to enhance consumer experience for online shopping.

4.1 Feed Life Stage Code

- **GDSN name:** feedLifeStageCode
- **GDSN module:** AnimalFeedingModule
- **GDSN definition:** The code, as defined by the seller, that describes the generic life stage(s) of the animal for product usage.
- **Instruction:** Used by the buyer for assortment planning and by the consumer to understand whether the animal product is appropriate for the life stage of their animal. By the consumer it is also used for search and discovery. This information is not related to the feeding amount, but the information usually stated on the front of the product.
- **Remark:** Code list. Leave the attribute empty if this information is not on the label.
- **Example:** "Senior"

© 2024 GS1 in Europe

4.2 Animal Target Size Code

- **GDSN name:** animalTargetSizeCode
- **GDSN module:** AnimalFeedingModule
- **GDSN definition:** The code, as defined by the seller, that describes the generic size of the animal, in relation to its species, for product usage.
- **Instruction:** Used by the buyer to inform the consumer of the appropriate size of the animal for which the animal product is designed.
- **Remark:** Code list. Leave the attribute empty if this information is not on the label.
- **Example:** "Medium"

4.3 Animal Food Process Or State Type Code

- **GDSN name:** animalFoodProcessOrStateTypeCode
- **GDSN module:** AnimalFeedingModule
- **GDSN definition:** The code that defines the process or physical state in which the animal food product is shipped and delivered.
- **Instruction:** Used by the buyer to determine proper shipping, storage, and shelf placement and by the consumer for search and discovery.
- **Remark:** Code list.
- **Example:** "Frozen", "Dry" etc.

© 2024 GS1 in Europe

4.4 Animal Targeted Health Condition Code

- **GDSN name:** animalTargetedHealthConditionCode
- **GDSN module:** AnimalFeedingModule
- **GDSN definition:** The code that identifies any health conditions that the animal product addresses.
- **Instruction:** Used by the buyer for assortment planning and to inform the consumer of the health benefits of the animal product. It is also used by consumers for search and discovery to find the animal product that meets the health needs of their animals.
- **Remark:** Code list. Some code values are used for complete/complementary feed and others for medicinal animal products.
- **Example:** HAIRBALL_REDUCTION, SKIN_COAT_CARE.

4.5 Animal Food Type Code

- **GDSN name:** animalFoodTypeCode
- **GDSN module:** AnimalFeedingModule
- **GDSN definition:** The code that describes the shape or consistency of the animal food product.
- **Instruction:** Used by the buyer to inform the consumer of the shape or consistency of the animal product and for assortment planning. It is also used by the consumer for search and discovery.
- **Remark:** Code list.
- **Example:** "Stick"

© 2024 GS1 in Europe

4.6 Animal Target Breed

- **GDSN name:** animalTargetBreed
- **GDSN module:** AnimalFeedingModule
- **GDSN definition:** The description that identifies any breed of animal for which the animal product is designed. Examples Poodle, Golden Retriever, Koi, Betta, etc.
- **Instruction:** Used by the buyer for assortment planning and by consumers for search and discovery to find the animal product that is specifically designed for their animal breeds.
- **Remark:** Free text field.
- **Example:** "Golden Retriever"

4.7 Feeding table

The recommended feeding amount is often labelled as table on the pack. For this and for all feeding guidelines considering only the GTIN specified it is recommended to use the structured fields below representing the feeding table. This will enable retailers to structure output for webpages and set up filter criteria.

The structured feeding table is usually built up by stating a loop (column) for each weight range, exact, minimum or maximum weight of animal with a recommended feed amount (range, exact or maximum) for a recommended frequency (e.g. 24 h, per week). Thus, the attributes may be looped for every row of the feeding table (or column, as in the example below).

1st feed life stage loop	2nd feed life stage loop	3rd feed life stage loop

Instruction: For each *weight* you need to open a new *feed life stage* group. Even if the feeding table does not contain a feed life stage (as in the example above), start *every* loop with a new feed life stage group and do not use attribute feed life stage, if not part of the feeding table. Complete the loop with *weight*, *feeding amount* and *frequency of recommended feeding*.

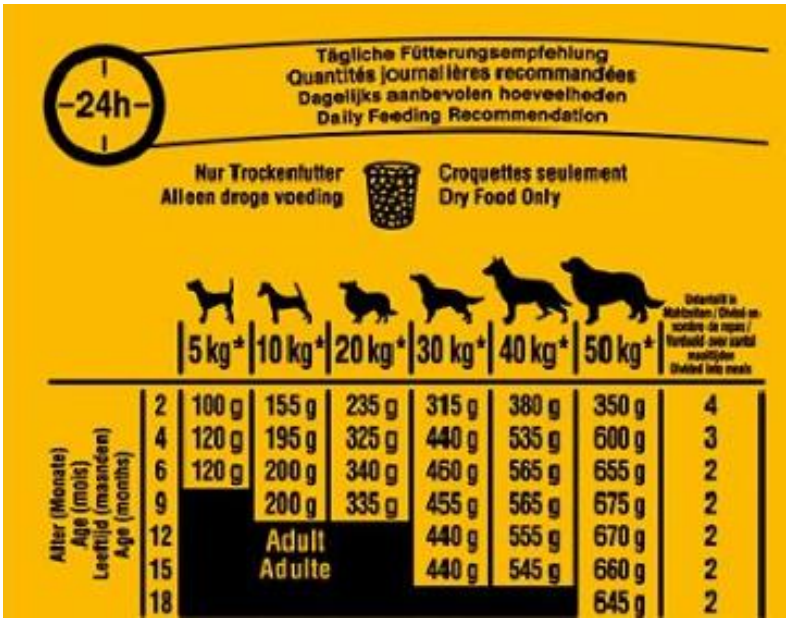
Never loop weight or feeding amount on their own! Although technically possible, this shall not be done as in that case it is not clear which values belong together.

Note: If the feeding table is too complex and therefore the structured representation cannot be used, the indication

"Your animal's needs for food will vary according to age, weight, breed, sex and activity level. As it is important that your pet receives the correct amount of food, please consult the pack for complete detailed feeding instructions."

in the text field *feeding instructions* should appoint to this situation.

© 2024 GS1 in Europe



The same applies for additional mixed feeding instruction that is not described in the data. This might result in a maintained feeding table, and this sentence in addition to indicate that there is more information on the label than what is described in the feeding instructions.

Note: Please make use of this only in absolute exceptional cases and be aware that this has the consequence that the data are not available for the recipient, for eContent, etc.

© 2024 GS1 in Europe

4.7.1 Animal Feed Target Life Stage

- **GDSN name:** feedLifeStage
- **GDSN module:** AnimalFeedingModule
- **GDSN definition:** Identifies the life stage of the animal for which a trade item has been designed, for example Adult.
- **Instruction:** Populate the targeted life stage of the species.
- **Remark:** Free text field. This is optional information.

  Usually, animal feed is with dedicated composition and nutritional values specifically targeted at the life stage of the animal[8] and thus not part of the feeding table.

  Note: Specify the feed life stage if the feeding quantity in the feeding table differs according to animal age level. E.g. for 1st loop '<3 months'; 2nd loop: '4-5 months' 3rd loop: '6-12 months', all for INFANT PET (= life stage of pet).
  If the feeding quantity only differs by the weight of the animal, do not use the attribute feed life stage.
  However, for each weight a new loop starting with – possibly not used - feed life stage *must* be opened!
- **Example:**
  1st feed life stage loop: 2 months [5 kg dog]
  2nd feed life stage loop: 4 months [5 kg dog]
  3rd feed life stage loop: 6 months [5 kg dog]
  4th feed life stage loop: 2 months [10 kg dog]
  5th feed life stage loop: 4 months [10 kg dog]
  etc.

4.7.2 Minimum Weight Of Animal Being Fed + UOM

- **GDSN name:** minimumWeightofAnimalBeingFed
- **GDSN module:** AnimalFeedingModule
- **GDSN definition:** The lowest weight (in a weight range) of the animal to be fed by the trade item. This value qualifies the quantity of feed for the feed life-stage.
- **Instruction:** Populate the "lowest" value for the weight range, the recommended feeding amount is stated for.

  Remark: If no weight range but exact animal weight is stated in the feeding recommendation, indicate only maximum weight, e.g., for 3 kg cat and exact feeding amount, do not populate minimum value. If a minimum weight is given without specifying the maximum weight, only provide the minimum weight - e.g., "> 15kg cat".
- **Example:**
  1st feed life stage loop: No entry for the sample feeding table.
  2nd feed life stage loop: No entry for the sample feeding table.
  3rd feed life stage loop: No entry for the sample feeding table.
  etc.
  (If a weight range is stated, enter the minimum weight here.)

[8] For classification purposes and to have clear filter criteria, the life stage of pet might be communicated via GPC attribute (20003003).

© 2024 GS1 in Europe

4.7.3 Maximum Weight Of Animal Being Fed + UOM

- **GDSN name:** maximumWeightofAnimalBeingFed
- **GDSN module:** AnimalFeedingModule
- **GDSN definition:** The highest weight (in a weight range) of the animal to be fed by the trade item. This value qualifies the quantity of feed for the feed life-stage.
- **Instruction:** Populate the "upper" value for the weight range, the recommended feeding amount is stated for.
- **Remark:** If no weight range but exact animal weight is stated in the feeding recommendation, indicate only maximum weight, e.g., for 3 kg cat and exact feeding amount, populate maximum value = 3 KGM.

Example:
1st feed life stage loop: 5 KGM
2nd feed life stage loop: 5 KGM.

3rd feed life stage loop: 5 KGM
4th feed life stage loop: 10 KGM
5th feed life stage loop: 10 KGM
etc.
(If a weight range is stated, also enter the maximum weight here.)

4.7.4 Feeding Amount + UOM

- **GDSN name:** feedingAmount
- **GDSN module:** AnimalFeedingModule
- **GDSN definition:** The amount of feed which is specified for the feed life-stage and qualified by the weight of animal being fed.
- **Instruction:** Indicate the "exact" amount of feed for the indicated *weight* of animal and *frequency*.
- **Remark:** Populate feeding amount. However, for an amount range OR a maximum feeding amount use the *minimum feeding amount* and *maximum feeding amount*, instead.
- **Example:**
  1st life stage loop: 100 GRM [for 2 months 5 kg dog]
  2nd life stage loop: 120 GRM [for 4 months 5 kg dog]
  3rd life stage loop: 120 GRM [for 6 months 5 kg dog]
  4th life stage loop: 155 GRM [for 2 months 10 kg dog]
  5th life stage loop: 195 GRM [for 4 months 10 kg dog]
  etc.

  Note: For feeding amounts like 1 ½ pouches, 2 cans etc. use the UOM "EA" (Each = A unit of count defining the number of items regarded as separate units.)

© 2024 GS1 in Europe

4.7.5 Minimum Feeding Amount + UOM

- **GDSN name:** minimumFeedingAmount
- **GDSN module:** AnimalFeedingModule
- **GDSN definition:** The minimum amount of feed which is specified for the feed life-stage and qualified by the weight of animal being fed.
- **Instruction:** Indicate the "minimum" amount of feed for the indicated *weight* and *frequency*.
- **Remark:** Populate either an amount range (minimum and maximum feeding amount) OR a maximum feeding amount OR an exact *feeding amount*, instead.
- **Example:** No entry for the given example
  (If range is populated, enter minimum feeding amount here. If no range but only a maximum feeding amount is populated, then do not use the attribute minimumFeedingAmount.)

4.7.6 Maximum Feeding Amount + UOM

- **GDSN name:** maximumFeedingAmount
- **GDSN module:** AnimalFeedingModule
- **GDSN definition:** The maximum amount of feed which is specified for the feed life-stage and qualified by the weight of animal being fed.
- **Instruction:** Populate the "maximum" amount of feed for the indicated *weight* and *frequency*.
- **Remark:** Indicate either an amount range (minimum and maximum feeding amount) OR a maximum feeding amount OR an exact *feeding amount*, instead.
- **Example:** No entry for the given example
  (If range or a maximum feeding amount is populated, enter maximum feeding amount here.)

4.7.7 Feeding Frequency + language

- **GDSN name:** recommendedFrequencyOfFeeding
- **GDSN module:** AnimalFeedingModule
- **GDSN definition:** How frequently it is recommended to feed an animal the quantity of feed within a period for the specified feed life-stage. Examples: 2 feedings per day, maximum 2 chew sticks and/or 2 portions per day.
- **Instruction:** Indicate the time period in which and/or how often the animal is recommended to be fed with the specified feeding amount (per *feed life stage* with specified *weight* of animal being fed and feeding *amount*).
  For completeness, always populate the frequency of recommended feeding as it is provided on the package label, i.e., in every life stage loop, as it can differ. Examples: 1x per day or 2x per week. So, for example if the label says 24h, the information in this field should be 1x per 24h.
- **Remark:** Free text field.
- **Example:**
  1st life stage loop: 4 feedings per day [for 2 months 5 kg dog with 100 g quantity]
  2nd life stage loop: 3 feedings per day [for 4 months 5 kg dog with 120 g quantity]
  3rd life stage loop: 2 feedings per day [for 6 months 5 kg dog with 120 g quantity]
  4th life stage loop: 4 feedings per day [for 2 months 10 kg dog with 155 g quantity]
  5th life stage loop: 3 feedings per day [for 4 months 10 kg dog with 195 g quantity]
  etc.

  (Other examples would be: "max. 2 sticks per week", "per day", etc.)

© 2024 GS1 in Europe

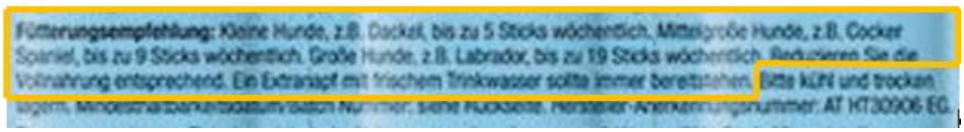
4.7.8 Feeding Instructions + language

- **GDSN name:** feedingInstructions
- **GDSN module:** AnimalFeedingModule
- **GDSN definition:** All instructions describing how (e.g., in which amounts or how often) the animal should be fed based on the age, weight, diet or other variables, expressed as a free text. Information provided shall be identical as on the label or pack.
- **Instruction:** For products without feeding table but textual feeding instruction on pack, populate feeding instruction or advice as labelled on the pack (see example 1). Start with the specific information considering only the GTIN specified, followed by the more general information.

  When populating the feeding instructions in a structured way, use this text field in addition to populate the more general information (see example 2).

  If the *feeding table* is too complex and therefore the structured representation cannot be used, appoint to this situation by indicating here: *"Your animal's needs for food will vary according to age, weight, breed, sex, and activity level. As it is important that your animal receives the correct amount of food, please consult the pack for complete detailed feeding instructions."* (See example 3).
  Note: Please make use of this only in absolute exceptional cases and be aware that this has the consequence that the data are not available for the recipient, for eContent, etc.
- **Remark:** Free text field.
- **Examples:**

1) Feeding instructions: small dogs, e.g. Dachshunds, up to 5 sticks per week. Medium sized dogs, e.g., Cocker spaniel, up to 9 sticks weekly. Large dogs, e.g., Labrador, up to 19 sticks weekly. Reduce the full feed accordingly. An extra bowl with fresh drinking water should always be available.



2) Feeding instructions: Allow a transition phase when switching diet and adjust amounts according to your pet's needs. For overweight cats reduce daily amount. How? Visit our website or call our Consumer Careline. Fresh water should always be available.

© 2024 GS1 in Europe

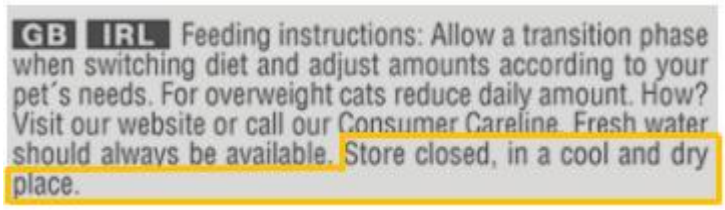
3) Feeding instructions: When reaching adult age, start gradually introducing Adult Food. You might need to adjust the amount of food according to the level of activity, breed, and age of your dog. For more information on feeding your puppy, please contact our Consumer Careline. Fresh water should always be available.
Your animal's needs for food will vary according to age, weight, breed, sex, and activity level. As it is important that your animal receives the correct amount of food, please consult the pack for complete detailed feeding instructions.

Voedingsadvies in blikken/dag:

toekomstig volwassen gewicht (kg)		5	10	20	30	Maaltijden /dag
Leeftijd (maanden)	2	1	1⅓	2	2¾	4
	4	1	1⅔	2¾	3¾	3
	6	1	1¾	3	4	3
	12	adult		2¾	3¾	2

Voedingsadvies: Wanneer de volwassen leeftijd bereikt wordt, kunt u geleidelijk aan overschakelen naar Adult voeding. Het is aanbevolen om de hoeveelheid van de voeding aan te passen aan de mate van activiteit, het ras en de leeftijd van uw hond. Hoe uw puppy te voeden? Bezoek de website of neem contact op met de consumentendienst. Zorg dat er altijd vers drinkwater beschikbaar is.

4.8 Consumer Storage Instructions



GB IRL Feeding instructions: Allow a transition phase when switching diet and adjust amounts according to your pet´s needs. For overweight cats reduce daily amount. How? Visit our website or call our Consumer Careline. Fresh water should always be available. Store closed, in a cool and dry place.

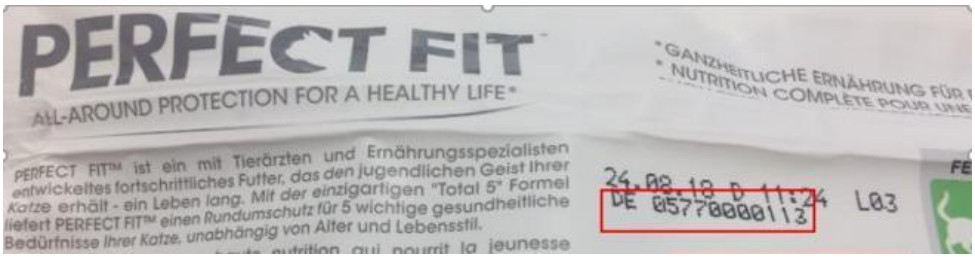
- **GDSN name:** consumerStorageInstructions
- **GDSN module:** ConsumerInstructionsModule
- **GDSN definition:** Expresses in text the consumer storage instructions of a product which are normally held on the label or accompanying the product. This information may or may not be labelled on the pack. Instructions may refer to a suggested storage temperature, a specific storage requirement.
- **Instruction:** If present on the label, this information will also have to be populated.
- **Remark:** Free text field.
- **Example:** Store closed, in a cool and dry place.

© 2024 GS1 in Europe

4.9 FIN or Establishment approval number

In accordance with the "EC Feed Hygiene Regulation" (No 183/2005), since 1st January 2006 the registration requirement has been extended to all holdings of the feed sector, including primary production (agricultural holdings), manufacturers of feed materials (e.g., mills), trade, transport and storage. For manufacturers and/or distributors of certain additives, premixes or compound feed with certain additives, there is still a requirement for admission.

Regulation (EC) No 767/2009 on the placing on the market and use of feed means that the approval number of the feed business operator is, if available, a "general mandatory marking requirement" for feed and is therefore also to be indicated for distance selling.



4.9.1 Regulatory Permit Identification

- **GDSN name:** regulatoryPermitIdentification
- **GDSN module:** RegulatedTradeItemModule
- **GDSN definition:** Identification of the permit or license given by the regulatory agency.
- **Instruction:** Populate the establishment approval number(s) (also called FIN = Factory Identification Number) of the person responsible for the labelling granted (according to Regulation (EC) No 767/2009).

  The associated regulation type needs to be specified at *Regulation type code*.
- **Remark:** Free text field. Attribute *is repeatable* as there can be several factories producing the feed item. Indicate all appropriate numbers. The number of the individual item can be found on the lid/back of pack etc. of the item.
- **Example:** DE 05770000113

4.9.2 Regulation Type Code

- **GDSN name:** regulationTypeCode
- **GDSN module:** RegulatedTradeItemModule
- **GDSN definition:** A code that indicates that a trade item is in compliance with specific applicable government regulations.
- **Instruction:** Populate the RegulationTypeCode "FEED_SAFETY_REGULATION" for "Feed - Complies with Regulation (EU Reg. 767/2009) on feed (harmonisation of usage and marketing conditions to improve feed safety, consumer information)".
- **Remark:** This information helps data recipients to identify feed products.
- **Example:** FEED_SAFETY_REGULATION

© 2024 GS1 in Europe

4.10 Name and address of the feed business operator

4.10.1 Contact Type Code (for name and address)

- **GDSN name:** contactTypeCode
- **GDSN module:** tradeItem/tradeItemContactInformation
- **GDSN definition:** The party having legal responsibility for the product in the target market. This party is responsible for licensing and regulations within the target market and can be the manufacturer, importer, sales agent, or broker.
- **Instruction:** Populate with the code value 'BZL' (=Licensee Registrar (GS1 Code)).
- **Remark:** This field is mandatory for *Feed business operator* and *Company address*
- **Example:** "BZL"

4.10.2 Contact (Feed business operator)

- **GDSN name:** contactName
- GDSN module: tradeItem/tradeItemContactInformation
- **GDSN definition:** The name of the individual or department that can be contacted to provide additional information.
- **Instruction:** Populate as stated on the package.
- **Remark:** Free text field. The name of the feed business operator can be the same as the brand owner and/or manufacturer but can also be the name of the party that has the right to distribute/import it.
- **Example:** "Factory X Company"

4.10.3 Company Address

- **GDSN name:** contactAddress
- **GDSN module:** tradeItem/tradeItemContactInformation
- **GDSN definition:** The address associated with the contact type. For example, in case of a contact type of consumer support, this could be the full company address as expressed on the trade item packaging or label.
- **Instruction:** Full company address of the distributor indicated on the product packaging or label.
- **Remark:** Free text field.
- **Example:** "Koningsstraat 76, 1000 Brussel"; "Rue Royale 76, 1000 Bruxelles"; "21 Boulevard Hausmann, 75009 Paris"

© 2024 GS1 in Europe

4.11 Consumer contact information (e.g., telephone number)

4.11.1 Contact Type Code (for telephone or other mean of communication)

- **GDSN name:** contactTypeCode
- **GDSN module:** tradeItem/tradeItemContactInformation
- **GDSN definition:** Consumer Support - The party which provides product support to the end user of a trade item or a service.
- **Instruction:** Populate with the code value "CXC" (= Consumer Support (GS1-Code)).
- **Remark:** This field is mandatory for *telephone number, e-mail address, …* and *communication channel*.
- **Example:** "CXC"

4.11.2 Contact Details

- **GDSN name:** communicationValue
- **GDSN module:** tradeItem/tradeItemContactInformation
- **GDSN definition:** Text identifying the endpoint for the communication channel, for example a telephone number or an e-mail address for the direct contact for consumer information on the product (service hotline). The contact information does not need to relate to the food contractor (distributor/importer).
- **Instruction:** Populate the free telephone number, e-mail address or other appropriate means of communication to allow the purchaser to obtain information in addition to the mandatory particulars.
- **Remark:** Free text field. Loop with according *communication channel* for each mean of communication.
- **Example:** +49 1234 22334455; support@company.com

4.11.3 Contact Method Code

- **GDSN name:** communicationChannelCode
- **GDSN module:** tradeItem/tradeItemContactInformation
- **GDSN definition:** A communication channel for a target market for example telephone.
- **Instruction:** Populate the communication channel to specify the mean of communication, e.g., TELEPHONE.
- **Remark:** Choose the right indication for the CommunicationChannelCode out of the GDSN valid value list. Loop with according *communication value*.
- **Example:** TELEPHONE, EMAIL

© 2024 GS1 in Europe

4.12 Net quantity

4.12.1 Net Content + UOM

- **GDSN name:** netContent
- **GDSN module:** TradeItemMeasurementsModule
- **GDSN definition:** The amount of the trade item contained by a package, usually as claimed on the label. …
- **Instruction:** For fixed value trade items use the value claimed on the package[9]. In case of variable quantity trade items, indicates the average quantity.
- **Remark:** Must be associated with a valid UOM.
- **Example:**

1) Cat dry food '750 g'
net content = "750 GRM"

2) Snack sticks '33 g = 3 pieces'
populate both unit of measurement by using the multimeasurement[10] functionality
net content = "33 GRM" and "3 H87" (H87[11] = piece)

[9] The net quantity expressed in units of mass in the case of solid products, and in units of mass or volume in the case of liquid products.

[10] *GDSN Trade Item Measurement Guide (TIIG)*, 3.3 How Implement Multiple Net Content Units of Measurement

[11] GDSN TIIG, section 3.3: "Note: Recipients should keep in mind that certain units of measure are interchangeable and should be mapped properly to the recipient's needed unit of measure. For example, the units of measure that may be interchangeable are "Each, Count, Unit or Piece"."

© 2024 GS1 in Europe

4.12.2 Net Content Statement + language

- **GDSN name:** netContentStatement
- **GDSN module:** TradeItemMeasurementsModule
- **GDSN definition:** This statement corresponds to the net content descriptions as stated on the packaging.
- **Instruction:** Use when net content as stated on the label cannot be expressed only by *net content* attribute and free text description is therefore needed. For example, for prepacked item that consists of two or more individual prepacked items containing the same quantity of the same product.
- **Remark:** Free text field.
- **Example:**
  The item's *net content* is 120 g. It contains four prepacked items of 30 g.
  Populate net content statement = "4 x 30 g"

© 2024 GS1 in Europe

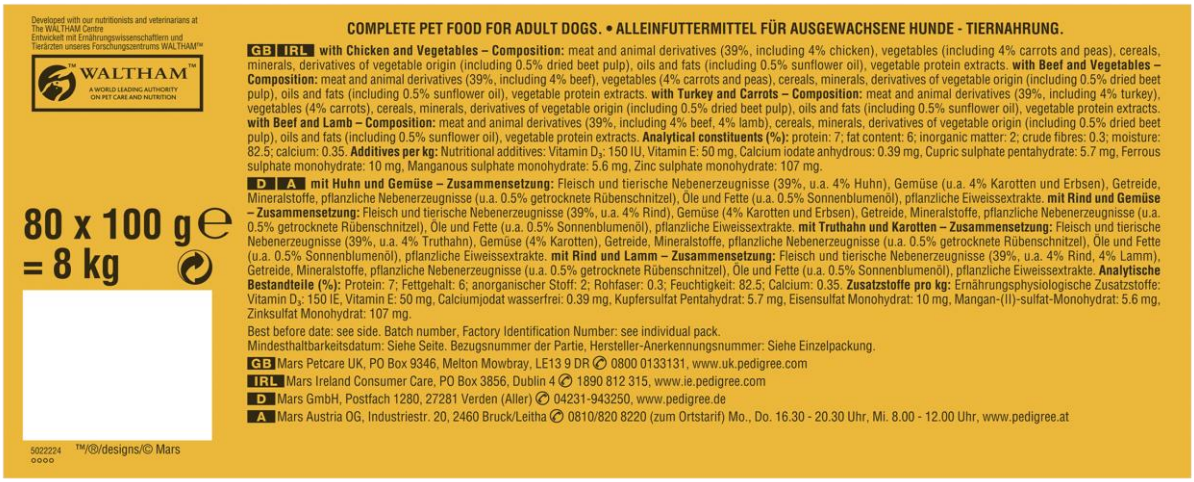
5 Particular cases / General recommendations

5.1 Mixed products management

Here are the specific recommendations concerning mixed product ingredient and nutritional declaration.

Detail feed composition for each product in the feedCompositionStatement attribute, starting with the name of the product described (text field limited to 5000 characters). For the analytical constituents and additives, populate them with a text as stated on the mixed product packaging. Please see an example in chapter 4.1.1 Example.

5.1.1 Example



Feed Composition +language

© 2024 GS1 in Europe

with chicken and vegetables - Composition: meat and animal derivatives (39%, including 4% chicken), vegetables (including 4% carrots and peas), cereals, minerals, derivatives of vegetable origin (including 0.5% dried beet pulp), oils and fats (including 0.5% sunflower oil), vegetable protein extracts. # with beef and vegetables - Composition: meat and animal derivatives (39%, including 4% beef), vegetables (4% carrots and peas), cereals, minerals, derivatives of vegetable origin (including 0.5% dried beet pulp), oils and fats (including 0.5% sunflower oil), vegetable protein extracts. # with turkey and carrots - Composition: meat and animal derivatives (39%, including 4% turkey), vegetables (4% carrots), cereals, minerals, derivatives of vegetable origin (including 0.5% dried beet pulp), oils and fats (including 0.5% sunflower oil), vegetable protein extracts. # with beef and lamb - Composition: meat and animal derivatives (39%, including 4% beef, 4% lamb), cereals, minerals, derivatives of vegetable origin (including 0.5% dried beet pulp), oils and fats (including 0.5% sunflower oil), vegetable protein extracts.

Feed Analytical Constituents + language

Analytical constituents (%): protein: 7; fat content: 6; inorganic matter: 2; crude fibres: 0.3; moisture: 82.5; calcium: 0.35.

Feed additives + language

Additives per kg: Nutritional additives: Vitamin D3: 150 IU, Vitamin E: 50 mg, Calcium iodate anhydrous: 0.39 mg, Cupric sulphate pentahydrate: 5.7 mg, Ferrous sulphate monohydrate: 10 mg, Manganous sulphate monohydrate: 5.6 mg, Zinc sulphate monohydrate: 107 mg.

5.2 Separator in text fields

Lots of fields described in this document are unformatted free text. To better stick with the packaging layout, some formatting information may be transmitted. To achieve this, it is recommended to use `#' to separate two independent parts of the field.

© 2024 GS1 in Europe