

NOTICE

Guideline for Stockfeed Supplement Products Containing Vitamins, Minerals or Amino Acids and Containing Only ‘Nutritional Messages’

Sub-regulation 8(5) of the *Agricultural and Veterinary Code Regulations 1995* states that a block, lick, premix or stock food supplement is declared not to be a veterinary chemical product:

- a. if the only claim on the label consists of the words “to supplement diets where levels may be low”, or words to that effect; and
- b. that incorporates, in respect, of any vitamin, mineral or amino acid listed on the label, not less than 25% of the daily requirements of that vitamin, mineral or amino acid for the species for which the premix or stockfood supplement is intended;

This guideline outlines claims that the APVMA will generally consider as falling within paragraph a. above ie. “to supplement diets where levels may below” or words to that effect.

The “words to that effect” or claims listed in this notice can be generally described as ‘nutritional messages’. These ‘nutritional messages’ are relevant for blocks, licks, premixes or stockfood supplements containing vitamins, minerals or amino acids where the product is marketed to maintain normal physiology rather than to modify an animal’s physiology so as to alter its natural development or productivity. A ‘nutritional message’ follows the same definition as outlined in the therapeutic pet food guidelines, that is, a message that sets out in general terms the nutritional consequences for good health of the intake of a nutrient and a claim that relates the nutrient in a product to risk reduction of a disease condition.

Acceptable nutritional messages will generally begin with phrases such as “has a role in ...”; “is involved in...”; “required for...”, or “needed for...” normal metabolic or physiological functions. Schedule 1 contains examples of acceptable nutritional messages for a product containing the specified vitamin, mineral or amino acid. The acceptability or consistency with regulation 8(5) of other nutritional messages will be assessed by the APVMA on a case-by-case basis.

Schedule 1 - ACCEPTABLE NUTRITIONAL MESSAGES

VITAMINS	<i>Acceptable 'nutritional messages'</i>
Vitamin A (Retinol)	<ul style="list-style-type: none"> • Has a role in maintaining normal vision, skin, bones and muscles • Has a role in maintaining normal growth processes • Is involved in normal reproductive performance • Has a role in maintaining integrity of skin and mucous membranes
Vitamin D (D2 – Ergocalciferol) (D3 - Cholecalciferol)	<ul style="list-style-type: none"> • Has a role in the absorption of calcium & phosphorous • Has a role in normal growth and health of bones and teeth.
Vitamin E (Tocopherol)	<ul style="list-style-type: none"> • Is an antioxidant
Vitamin K (Menadione)	<ul style="list-style-type: none"> • Has a role in maintaining normal blood clotting processes
Vitamin C (Ascorbic Acid)	<ul style="list-style-type: none"> • Has a role in maintaining healthy cartilage, tendons and bone
Vitamin B1 (Thiamin)	<ul style="list-style-type: none"> • Has a role in the metabolism and maintenance of normal muscle and nerve function • Has a role in assisting in the maintenance of normal appetite and bodyweight
Vitamin B2 (Riboflavin)	<ul style="list-style-type: none"> • Is required for normal general metabolism and growth • Has a role in maintaining integrity of skin, mucous membranes
Vitamin B6 (Pyridoxine)	<ul style="list-style-type: none"> • Has a role in normal general metabolism, nervous system function and vision • Is involved in red blood cell formation • Has a role in maintaining normal healthy skin and vision
Vitamin B12 (Cyanocobalamin)	<ul style="list-style-type: none"> • Has a role in general metabolism, nervous and reproductive function • Has a role in blood cell production
Folic Acid	<ul style="list-style-type: none"> • Involved in general metabolism • Involved in the formation of red and white blood cells and haemoglobin • Has a role in blood cell production

VITAMINS	<i>Acceptable 'nutritional messages'</i>
Pantothenic Acid	<ul style="list-style-type: none"> • Has a role in normal energy metabolism, reproduction, growth and nerve function • Involved in transmission of nerve impulses • Needed for health of skin and hair
Biotin	<ul style="list-style-type: none"> • Has a role in general metabolism • Has a role in maintaining integrity of skin, hair and hooves
Choline	<ul style="list-style-type: none"> • Is involved in metabolism of fats • Has a role in transmitting nerve impulses
Inositol	<ul style="list-style-type: none"> • Has a role in the metabolism of fats and integrity of hair coat • Has a role in maintaining a normal healthy coat
Niacin	<ul style="list-style-type: none"> • Involved in general metabolism and red blood cell formation • Has a role in maintaining normal healthy skin and hair condition

MINERALS	<i>Acceptable 'nutritional messages'</i>
Calcium	<ul style="list-style-type: none"> • Has a role in normal growth and maintenance of bones, teeth, nervous system, muscle function, blood clotting mechanism and cardiac function
Chromium	<ul style="list-style-type: none"> • Has a role in the regulation of glucose metabolism
Cobalt	<ul style="list-style-type: none"> • Is involved in the formation of vitamin B₁₂ and subsequent formation of red blood cells and haemoglobin • Has a role maintaining normal nerve cell function
Copper	<ul style="list-style-type: none"> • Has a role in iron metabolism, bone development, and maintenance of elastic connective tissue

MINERALS	<i>Acceptable 'nutritional messages'</i>
Iodine	<ul style="list-style-type: none"> • Has a role in normal thyroid function • Is a component of thyroid hormones which regulate metabolic processes including hair growth
Iron	<ul style="list-style-type: none"> • Has a role in maintaining normal metabolism • Is a component of haemoglobin in red blood cells
Magnesium	<ul style="list-style-type: none"> • Has a role in general metabolism, the formation of bone and teeth • Is involved in maintenance of nervous function
Manganese	<ul style="list-style-type: none"> • Has a role in general metabolism, development of bone, cartilage and connective tissue • Is involved in normal blood clotting • Has a role in maintaining normal growth, reproduction and lactation
Molybdenum	<ul style="list-style-type: none"> • Has a role in general metabolism
Potassium	<ul style="list-style-type: none"> • Has a role in maintaining cellular integrity and healthy nerve and muscle function • Is involved in the normal digestion and utilisation of dietary nutrients • Has a role in muscular contraction, nerve function and relaxation of the heart muscle
Phosphorous	<ul style="list-style-type: none"> • Has a role in general metabolism and nerve function • Is involved in the normal formation of bones, muscles and teeth
Selenium	<ul style="list-style-type: none"> • Has a role in preventing cellular oxidation • Necessary for normal growth and fertility
Sodium and Chloride	<ul style="list-style-type: none"> • Has a role in maintaining normal electrolyte balance in body tissues during heavy exercise • Has a role in recovery after strenuous exercise
Sulphur	<ul style="list-style-type: none"> • Has a role in general metabolism and protein synthesis • Has a role in maintaining healthy hair, skin and hooves • Has a role in maintaining normal healthy joints
Zinc	<ul style="list-style-type: none"> • Has a role in general growth and metabolism • Is required for normal bone and cartilage development • Is involved in maintaining the integrity of skin and mucous membranes, hair and hooves and in wound healing • Has a role in maintaining a normal healthy coat.

AMINO ACIDS	<i>Acceptable 'nutritional messages'</i>
Arginine	<ul style="list-style-type: none"> • Has a role in promoting release of metabolic hormones – insulin, growth hormone • Is involved in the immune response • Is a component of urea cycle
Histidine	<ul style="list-style-type: none"> • Is involved in normal growth
Isoleucine	<ul style="list-style-type: none"> • Is involved in normal protein synthesis and energy production
Leucine	<ul style="list-style-type: none"> • Has a role in normal protein synthesis and energy production
Lysine	<ul style="list-style-type: none"> • Has a role in normal protein synthesis
Methionine	<ul style="list-style-type: none"> • Aids liver in detoxification mechanisms
Phenylalanine	<ul style="list-style-type: none"> • Has a role in normal protein synthesis
Threonine	<ul style="list-style-type: none"> • Required for normal growth, feed conversion and nitrogen balance in tissues
Tryptophan	<ul style="list-style-type: none"> • Has a role in normal growth • Involved in synthesis of Niacin (vitamin B₃)
Valine	<ul style="list-style-type: none"> • Has a role in normal energy metabolism and protein synthesis