

# Proposed Animal Protein Ingredient Definitions

Submitted 3/18/2019

To: Brett Boswell, AAFCO Animal Protein Products Investigator

CC: Richard Ten Eyck, Chair, AAFCO Ingredient Definitions Committee

**Resubmitted 6/8/2020**

To: Stan Cook, AAFCO Animal Protein Products Investigator

CC: Richard Ten Eyck, Chair, AAFCO Ingredient Definitions Committee

From: Association for Truth in Pet Food, Representing pet food consumers

From: Next Generation Pet Food Manufacturers Association, Representing pet food  
manufacturers and pet food retailers

## **Basis for these new definitions:**

The basis for this request is three-fold; pet owners deserve to know what they are purchasing, manufacturers will be better able to distinguish their products, and precedent to clarification definitions has been previously established by AAFCO for other pet food/feed ingredients (example: Alfalfa Products).

## Poultry

### Current definition of Poultry:

*“9.57 Poultry is the clean combination of flesh and skin with or without accompanying bone, derived from the parts or whole carcasses of slaughtered poultry, or a combination thereof, exclusive of feathers, heads, feet, and viscera. If it bears a name descriptive of its kind, it must correspond thereto. If the bone has been removed, the process may be so designated by use of the appropriate feed term. It shall be suitable for use in animal food.”*

### Proposed Poultry definitions to provide clarity to pet owners:

**Whole Poultry** is the clean combination of flesh and bones with or without accompanying skin derived from whole carcasses of slaughtered, inspected and passed poultry, exclusive of feathers, heads, feet, viscera and added poultry skin and bones. If it bears a name descriptive of its kind, it must correspond thereto. It shall be USDA inspected and passed, edible poultry.

**Whole Poultry Feed Grade** is the clean combination of flesh and bones with or without accompanying skin derived from whole carcasses of slaughtered or non-slaughtered poultry, exclusive of feathers, heads, feet, and viscera and added poultry skin and bones. If it bears a name descriptive of its kind, it must correspond thereto. It shall be suitable for use in animal food.

**Poultry Meat** is the clean combination of flesh with or without accompanying skin derived from carcasses of slaughtered, inspected and passed poultry, exclusive of feathers, heads, feet, viscera, bones and added poultry skin. If it bears a name descriptive of its kind, it must correspond thereto. It shall be USDA inspected and passed, edible poultry meat.

**Poultry Meat Feed Grade** is the clean combination of flesh with or without accompanying skin derived from the whole carcasses of slaughtered or non-slaughtered poultry, exclusive of feathers, heads, feet, viscera and added poultry skin. If it bears a name descriptive of its kind, it must correspond thereto. It shall be suitable for use in animal food.

**Poultry Parts** is the clean combination of poultry carcass parts (such as necks) with or without accompanying skin derived from parts of slaughtered USDA inspected and passed poultry, exclusive of feathers, heads, feet, viscera, frames, added skin and bones. If it bears a name descriptive of its kind, it must correspond thereto. It shall be USDA inspected and passed, edible poultry parts.

**Poultry Parts Feed Grade** is the clean combination of poultry carcass parts (such as necks) with or without accompanying skin derived from parts slaughtered or non-slaughtered poultry, exclusive of feathers, heads, feet, viscera, frames, added skin and bones. If it bears a name descriptive of its kind, it must correspond thereto. It shall be suitable for use in animal food.

**Poultry Frames** is the clean combination of poultry carcass frames derived from the parts or whole carcasses of slaughtered USDA inspected and passed poultry, or a combination thereof, exclusive of feathers, heads, feet, and viscera. If it bears a name descriptive of its kind, it must correspond thereto. It shall be sourced from USDA inspected and passed, edible poultry.

**Poultry Frames Feed Grade** is the clean combination of poultry carcass frames derived from the parts or whole carcasses of slaughtered or non-slaughtered poultry, exclusive of feathers, heads, feet, and viscera. If it bears a name descriptive of its kind, it must correspond thereto. It shall be suitable for use in animal food.

## Poultry Meal

### Current definition of Poultry Meal:

*“9.71 Poultry Meal is the wet rendered or dry rendered product from a combination of clean flesh and skin with or without accompanying bone, derived from the parts of whole carcasses of slaughtered poultry, or a combination thereof, exclusive of feathers, heads, feet, and viscera. The label shall include guarantees for minimum crude protein, minimum crude fat, maximum calcium (Ca) and minimum phosphorus (P). The calcium (Ca) level shall not exceed the actual level of phosphorus (P) by more than 2.2 times. If it bears a name descriptive of its kind, it must correspond thereto. It shall be suitable for use in animal food.”*

### Proposed Poultry Meal definitions to provide clarity to pet owners:

**Poultry Meat Meal** is the wet rendered or dry rendered product from a combination of flesh, with or without accompanying skin derived from carcasses of slaughtered, inspected and passed poultry, exclusive of feathers, heads, feet, viscera, bones and added poultry skin. The label shall include guarantees for minimum crude protein, minimum crude fat, maximum calcium (Ca) and minimum phosphorus (P). The calcium (Ca) level shall not exceed the actual level of phosphorus (P) by more than 2.2 times. If it bears a name descriptive of its kind, it must correspond thereto. It shall be USDA inspected and passed, edible poultry.

**Poultry Meat Meal Feed Grade** is the wet rendered or dry rendered product from a combination of flesh, with or without accompanying skin derived from carcasses of slaughtered poultry, exclusive of feathers, heads, feet, viscera, bones and added poultry skin. The label shall include guarantees for minimum crude protein, minimum crude fat, maximum calcium (Ca) and minimum phosphorus (P). The calcium (Ca) level shall not exceed the actual level of phosphorus (P) by more than 2.2 times. If it bears a name descriptive of its kind, it must correspond thereto. It shall be suitable for use in animal food.

**Poultry Parts Meal** is the wet rendered or dry rendered product from a combination of clean poultry carcass parts (such as necks) with or without accompanying skin derived from parts of slaughtered USDA inspected and passed poultry, exclusive of feathers, heads, feet, viscera, frames, added skin and bones. The label shall include guarantees for minimum crude protein, minimum crude fat, maximum calcium (Ca) and minimum phosphorus (P). The calcium (Ca) level shall not exceed the actual level of phosphorus (P) by more than 2.2 times. If it bears a name descriptive of its kind, it must correspond thereto. It shall be USDA inspected and passed, edible poultry parts.

**Poultry Parts Meal Feed Grade** is the wet rendered or dry rendered product from a combination of clean poultry carcass parts (such as necks) with or without accompanying skin derived from parts of slaughtered poultry, exclusive of feathers, heads, feet, viscera, frames, added skin and bones. The label shall include guarantees for minimum crude protein, minimum crude fat, maximum calcium (Ca) and minimum phosphorus (P). The calcium (Ca) level shall not exceed the actual level of phosphorus (P) by more than 2.2 times. If it bears a name descriptive of its kind, it must correspond thereto. It shall be suitable for use in animal food.

**Poultry Frames Meal** is the wet rendered or dry rendered product from a combination of clean poultry carcass frames derived from the parts or whole frames of slaughtered USDA inspected and passed poultry, or a combination thereof, exclusive of feathers, heads, feet, and viscera. The label shall include guarantees for minimum crude protein, minimum crude fat, maximum calcium (Ca) and minimum phosphorus (P). The calcium (Ca) level shall not exceed the actual level of phosphorus (P) by more than 2.2 times. If it bears a name descriptive of its kind, it must correspond thereto. It shall be sourced from USDA inspected and passed, edible poultry.

(Poultry Meal continued on next page.)

## **(Poultry Meal Continued)**

**Poultry Frames Meal Feed Grade** is the wet rendered or dry rendered product from a combination of clean poultry carcass frames derived from the parts or whole frames of slaughtered poultry, or a combination thereof, exclusive of feathers, heads, feet, and viscera. The label shall include guarantees for minimum crude protein, minimum crude fat, maximum calcium (Ca) and minimum phosphorus (P). The calcium (Ca) level shall not exceed the actual level of phosphorus (P) by more than 2.2 times. If it bears a name descriptive of its kind, it must correspond thereto. It shall be suitable for use in animal food.

**Whole Poultry Meal** is the wet rendered or dry rendered product from a combination of clean flesh and bones with or without accompanying skin derived from whole carcasses of slaughtered, inspected and passed poultry, exclusive of feathers, heads, feet, viscera and added poultry skin and bones. The label shall include guarantees for minimum crude protein, minimum crude fat, maximum calcium (Ca) and minimum phosphorus (P). The calcium (Ca) level shall not exceed the actual level of phosphorus (P) by more than 2.2 times. If it bears a name descriptive of its kind, it must correspond thereto. It shall be USDA inspected and passed, edible poultry.

**Whole Poultry Meal Feed Grade** is the wet rendered or dry rendered product from a combination of clean flesh and bones with or without accompanying skin derived from whole carcasses of slaughtered poultry, exclusive of feathers, heads, feet, viscera and added poultry skin and bones. The label shall include guarantees for minimum crude protein, minimum crude fat, maximum calcium (Ca) and minimum phosphorus (P). The calcium (Ca) level shall not exceed the actual level of phosphorus (P) by more than 2.2 times. If it bears a name descriptive of its kind, it must correspond thereto. It shall be suitable for use in animal food.

## **Poultry By-Products**

Current definition of Poultry By-Products:

*“9.14 Poultry By-Products consists of nonrendered clean parts of poultry, such as heads, feet, viscera, and whole carcasses, free from foreign matter except in such trace amounts as might occur unavoidably in good processing practices. If the product bears a name descriptive of its kind, the name must correspond thereto. It shall be suitable for use in animal food.”*

Proposed Poultry By-Product definitions to provide clarity to pet owners:

**Poultry By-Products** consists of nonrendered clean parts of slaughtered, inspected and passed poultry, such as heads, feet, viscera, free from foreign matter except in such trace amounts as might occur unavoidably in good processing practices. If the product bears a name descriptive of its kind, the name must correspond thereto. It shall be sourced from USDA inspected and passed, edible poultry.

**Poultry By-Products Feed Grade** consists of nonrendered clean parts of poultry, such as heads, feet, viscera, and whole carcasses, free from foreign matter except in such trace amounts as might occur unavoidably in good processing practices. If the product bears a name descriptive of its kind, the name must correspond thereto. It shall be suitable for use in animal food.

## Poultry By-Product Meal

### Current definition of Poultry By-Product Meal:

*“9.10 Poultry By-Product Meal consists of the ground, rendered, clean parts of the carcass of poultry, such as necks, feet, undeveloped eggs, viscera, and whole carcasses, exclusive of added feathers, except in such amounts as might occur unavoidably in good processing practices. The label shall include guarantees for minimum crude protein, minimum crude fat, maximum calcium (Ca), and minimum phosphorus (P). The calcium (Ca) level shall not exceed the actual level of phosphorus (P) by more than 2.2 times. If the product bears a name descriptive of its kind, the name must correspond thereto. It shall be suitable for use in animal food.”*

### Proposed Poultry By-Product definitions to provide clarity to pet owners:

**Poultry By-Product Meal** consists of the ground, rendered, clean parts of the carcass of slaughtered, inspected and passed poultry, such as necks, feet, and whole carcasses, exclusive of added feathers, except in such amounts as might occur unavoidably in good processing practices. The label shall include guarantees for minimum crude protein, minimum crude fat, maximum calcium (Ca), and minimum phosphorus (P). The calcium (Ca) level shall not exceed the actual level of phosphorus (P) by more than 2.2 times. If the product bears a name descriptive of its kind, the name must correspond thereto. It shall be sourced from USDA inspected and passed, edible poultry.

**Poultry By-Product Meal Feed Grade** consists of the ground, rendered, clean parts of the carcass of poultry, such as necks, feet, undeveloped eggs, viscera, and whole carcasses, exclusive of added feathers, except in such amounts as might occur unavoidably in good processing practices. The label shall include guarantees for minimum crude protein, minimum crude fat, maximum calcium (Ca), and minimum phosphorus (P). The calcium (Ca) level shall not exceed the actual level of phosphorus (P) by more than 2.2 times. If the product bears a name descriptive of its kind, the name must correspond thereto. It shall be suitable for use in animal food.

## Egg Shell Meal

Current definition of Egg Shell Meal:

*“9.60 Egg Shell Meal is a mixture of eggshells, shell membranes, and egg content obtained by drying the residue from an egg breaking plant in a dehydrator to an end product temperature of 180 degrees F. It must be designated according to its protein and calcium content.”*

Proposed Egg Shell Meal definitions to provide clarity to pet owners:

**Egg Shell Meal** is a mixture of eggshells and shell membranes sourced from edible eggs. The mixture is dehydrated to an end product temperature of 180 degrees F. It must be designated according to its protein and calcium content.

**Egg Shell Meal Feed Grade** is a mixture of eggshells, shell membranes, and egg content obtained by drying the residue from an egg breaking plant in a dehydrator to an end product temperature of 180 degrees F. It must be designated according to its protein and calcium content.

## Egg Product

Current definition of Egg Product:

*“9.74 Egg Product is product obtained from egg graders, egg breakers and/or hatchery operations that is dehydrated, handled as liquid, or frozen. These sources shall be labeled as per USDA regulations governing eggs and egg products (9CFR, 590). This product shall be free of shells or other non-egg materials except in such amounts which might occur unavoidably in good processing practices, and contain a maximum ash content of 6% on a dry matter basis.”*

Proposed Egg Product definitions to provide clarity to pet owners:

**Egg Product** is product obtained from egg graders, egg breakers and/or hatchery operations that is dehydrated, handled as liquid, or frozen that have been inspected, processed, marked, and labeled as egg products entering or prepared in official plants (9CFR, 590.26). These sources shall be labeled as per USDA regulations governing eggs and egg products (9CFR, 590). This product shall be free of shells or other non-egg materials except in such amounts which might occur unavoidably in good processing practices, and contain a maximum ash content of 6% on a dry matter basis.

**Egg Product Feed Grade** is product obtained from egg graders, egg breakers and/or hatchery operations that is dehydrated, handled as liquid, or frozen. These sources shall be labeled as per USDA regulations governing eggs and egg products (9CFR, 590). This product shall be free of shells or other non-egg materials except in such amounts which might occur unavoidably in good processing practices, and contain a maximum ash content of 6% on a dry matter basis.

## Meat

### Current definition of Meat:

*“9.2 Meat is the clean flesh derived from slaughtered mammals and is limited to that part of the striate muscle which is skeletal or that which is found in the tongue, in the diaphragm, in the heart, or in the esophagus, with or without the accompanying and overlying fat and the portions of the skin, sinew, nerve and blood vessels which normally accompany the flesh. It shall be suitable for use in animal food. If it bears a name descriptive of its kind, it must correspond thereto.”*

### Proposed Meat definitions to provide clarity to pet owners:

**Meat** is the clean flesh derived from slaughtered, inspected and passed mammals and is limited to that part of the striate muscle which is skeletal or that which is found in the tongue, in the diaphragm, in the heart, or in the esophagus, with or without the accompanying and overlying fat and the portions of the skin, sinew, nerve and blood vessels which normally accompany the flesh. It shall be USDA inspected and passed, edible meat. If it bears a name descriptive of its kind, it must correspond thereto.

**Meat Feed Grade** is the clean flesh derived from slaughtered mammals and is limited to that part of the striate muscle which is skeletal or that which is found in the tongue, in the diaphragm, in the heart, or in the esophagus, with or without the accompanying and overlying fat and the portions of the skin, sinew, nerve and blood vessels which normally accompany the flesh. It shall be suitable for use in animal food. If it bears a name descriptive of its kind, it must correspond thereto.

## Meat By-Products

### Current definition of Meat By-Products:

*“9.3 Meat By-Products is the non-rendered, clean parts, other than meat, derived from slaughtered mammals. It includes, but is not limited to, lungs, spleen, kidneys, brain, livers, blood, bone, partially defatted low temperature fatty tissue, and stomachs and intestines freed of their contents. It does not include hair, horns, teeth and hoofs. It shall be suitable for use in animal food. If it bears name descriptive of its kind, it must correspond thereto.”*

### Proposed Meat By-Products definitions to provide clarity to pet owners:

**Meat By-Products** is the non-rendered, clean parts, other than meat, derived from slaughtered, inspected and passed mammals. It includes, but is not limited to, lungs, spleen, kidneys, brain, livers, blood, bone, partially defatted low temperature fatty tissue, and stomachs and intestines freed of their contents. It does not include hair, horns, teeth and hoofs. It shall be sourced from USDA inspected and passed, edible parts. If it bears name descriptive of its kind, it must correspond thereto.

**Meat By-Products Feed Grade** is the non-rendered, clean parts, other than meat, derived from slaughtered mammals. It includes, but is not limited to, lungs, spleen, kidneys, brain, livers, blood, bone, partially defatted low temperature fatty tissue, and stomachs and intestines freed of their contents. It does not include hair, horns, teeth and hoofs. It shall be suitable for use in animal food. If it bears name descriptive of its kind, it must correspond thereto.

## Meat Meal

### Current definition of Meat Meal:

*“9.40 Meat Meal is the rendered product from mammal tissues, exclusive of any added blood, hair, hoof, horn, hide trimmings, manure, stomach and rumen contents except in such amounts as may occur unavoidably in good processing practices. It shall not contain added extraneous materials not provided for by this definition. The Calcium (Ca) level shall not exceed the actual level of Phosphorus (P) by more than 2.2 times. It shall not contain more than 12% Pepsin indigestible residue\*\* and not more than 9% of the crude protein in the product shall be pepsin indigestible\*\*. The label shall include guarantees for minimum crude protein, minimum crude fat, maximum crude fiber, minimum Phosphorus (P) and minimum and maximum Calcium (Ca). If the product bears a name descriptive of its kind, composition or origin, it must correspond thereto.”*

### Proposed Meat Meal definitions to provide clarity to pet owners:

**Meat Meal** is the rendered clean flesh derived from slaughtered, inspected and passed mammals and is limited to that part of the striate muscle which is skeletal or that which is found in the tongue, in the diaphragm, in the heart, or in the esophagus, with or without the accompanying and overlying fat and the portions of the skin, sinew, nerve and blood vessels which normally accompany the flesh. It shall be sourced from USDA inspected and passed, edible meat. If it bears a name descriptive of its kind, it must correspond thereto. It shall not contain added extraneous materials not provided for by this definition. The Calcium (Ca) level shall not exceed the actual level of Phosphorus (P) by more than 2.2 times. It shall not contain more than 12% Pepsin indigestible residue\*\* and not more than 9% of the crude protein in the product shall be pepsin indigestible\*\*. The label shall include guarantees for minimum crude protein, minimum crude fat, maximum crude fiber, minimum Phosphorus (P) and minimum and maximum Calcium (Ca).

**Meat Meal Feed Grade** is the rendered clean flesh derived from slaughtered or non-slaughtered mammals and is limited to that part of the striate muscle which is skeletal or that which is found in the tongue, in the diaphragm, in the heart, or in the esophagus, with or without the accompanying and overlying fat and the portions of the skin, sinew, nerve and blood vessels which normally accompany the flesh. It shall be suitable for use in animal food. If it bears a name descriptive of its kind, it must correspond thereto. It shall not contain added extraneous materials not provided for by this definition. The Calcium (Ca) level shall not exceed the actual level of Phosphorus (P) by more than 2.2 times. It shall not contain more than 12% Pepsin indigestible residue\*\* and not more than 9% of the crude protein in the product shall be pepsin indigestible\*\*. The label shall include guarantees for minimum crude protein, minimum crude fat, maximum crude fiber, minimum Phosphorus (P) and minimum and maximum Calcium (Ca).



## Meat and Bone Meal

Current definition of Meat and Bone Meal:

*“9.41 Meat and Bone Meal is the rendered product from mammal tissues, including bone, exclusive of any added blood, hair, hoof, horn, hide trimmings, manure, stomach and rumen contents, except in such amounts as may occur unavoidably in good processing practices. It shall not contain added extraneous materials not provided for in this definition. It shall contain a minimum of 4.0% Phosphorus (P) and the Calcium (Ca) level shall not be more than 2.2 times the actual Phosphorus (P) level. It shall not contain more than 12% pepsin indigestible residue\*\* and not more than 9% of the crude protein in the product shall be pepsin indigestible\*\*. The label shall include guarantees for minimum crude protein, minimum crude fat, maximum crude fiber, minimum Phosphorus (P) and minimum and maximum Calcium (Ca). If it bears a name description of its kind, composition or origin it must correspond thereto.”*

Proposed Meat and Bone Meal definitions to provide clarity to pet owners:

**Meat and Bone Meal** is the rendered product from slaughtered, inspected and passed mammal tissues, including bone, exclusive of any added blood, hair, hoof, horn, hide trimmings, manure, stomach and rumen contents, except in such amounts as may occur unavoidably in good processing practices. It shall be sourced from USDA inspected and passed, edible mammal parts. It shall not contain added extraneous materials not provided for in this definition. It shall contain a minimum of 4.0% Phosphorus (P) and the Calcium (Ca) level shall not be more than 2.2 times the actual Phosphorus (P) level. It shall not contain more than 12% pepsin indigestible residue\*\* and not more than 9% of the crude protein in the product shall be pepsin indigestible\*\*. The label shall include guarantees for minimum crude protein, minimum crude fat, maximum crude fiber, minimum Phosphorus (P) and minimum and maximum Calcium (Ca). If it bears a name description of its kind, composition or origin it must correspond thereto.”

**Meat and Bone Meal Feed Grade** is the rendered product from slaughtered or non-slaughtered mammal tissues, including bone, exclusive of any added blood, hair, hoof, horn, hide trimmings, manure, stomach and rumen contents, except in such amounts as may occur unavoidably in good processing practices. It shall not contain added extraneous materials not provided for in this definition. It shall contain a minimum of 4.0% Phosphorus (P) and the Calcium (Ca) level shall not be more than 2.2 times the actual Phosphorus (P) level. It shall not contain more than 12% pepsin indigestible residue\*\* and not more than 9% of the crude protein in the product shall be pepsin indigestible\*\*. The label shall include guarantees for minimum crude protein, minimum crude fat, maximum crude fiber, minimum Phosphorus (P) and minimum and maximum Calcium (Ca). If it bears a name description of its kind, composition or origin it must correspond thereto.”

## Animal By-Product Meal

Current definition of Animal By-Product Meal:

*“9.42 Animal By-Product Meal is the rendered product from animal tissues, exclusive of any added hair, hoof, horn, hide trimmings, manure, stomach and rumen contents, except in such amounts as may occur unavoidably in good process practices. It shall not contain added extraneous material not provided for by this definition. This ingredient definition is intended to cover those individual rendered animal tissue products that cannot meet the criteria as set forth elsewhere in this section. This ingredient is not intended to be used to label a mixture of animal tissue products.”*

As we do not understand what potential animal tissue products are used in this ingredient (“This ingredient definition is intended to cover those individual rendered animal tissue products that cannot meet the criteria as set forth elsewhere in this section.”) we propose only a name change of this ingredient.

Proposed Animal By-Product Meal definition name change to provide clarity to pet owners:

**Animal By-Product Meal Feed Grade.**

## Animal Liver

Current definition of Animal Liver:

*“9.7 Animal Liver if it bears a name descriptive of its kind, it must correspond thereto. Meal is obtained by drying and grinding liver from slaughtered animals.”*

Proposed Liver definitions to provide clarity to pet owners:

**Animal Liver** if it bears a name descriptive of its kind, it must correspond thereto. The liver shall be USDA inspected and passed, edible animal livers. Meal is obtained by drying and grinding liver from slaughtered, inspected and passed animal livers.

**Animal Liver Feed Grade** if it bears a name descriptive of its kind, it must correspond thereto. Meal is obtained by drying and grinding liver from slaughtered animals.

## Animal Digest

Current definition of Animal Digest:

*“9.68 Animal Digest is a material which results from chemical and/or enzymatic hydrolysis of clean and undecomposed animal tissue. The animal tissues used shall be exclusive of hair, horns, teeth, hooves and feathers, except in such trace amounts as might occur unavoidably in good factory practice and shall be suitable for animal feed. If it bears a name descriptive of its kind or flavor(s), it must correspond thereto.”*

Proposed Animal Digest definitions to provide clarity to pet owners:

**Animal Digest** is a material which results from chemical and/or enzymatic hydrolysis of clean, slaughtered, inspected and passed undecomposed animal tissue. The animal tissues used shall be exclusive of hair, horns, teeth, hooves and feathers, except in such trace amounts as might occur unavoidably in good factory practice and shall be USDA inspected and passed. If it bears a name descriptive of its kind or flavor(s), it must correspond thereto.

**Animal Digest Feed Grade** is a material which results from chemical and/or enzymatic hydrolysis of clean and undecomposed animal tissue. The animal tissues used shall be exclusive of hair, horns, teeth, hooves and feathers, except in such trace amounts as might occur unavoidably in good factory practice and shall be suitable for animal feed. If it bears a name descriptive of its kind or flavor(s), it must correspond thereto.