



Quick Guide -TO- Common Label Claims












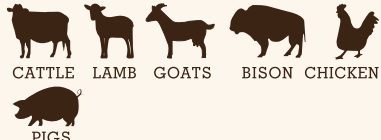












★ WHEN IN DOUBT, LOOK FOR CLAIMS ON PACKAGING THAT ARE CERTIFIED BY A THIRD PARTY AGENCY! ★



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to Mainstream Markets



This chart in no way intends to address the vast scope of definitions used by various producers and third party certifiers. Some of these claims have regulated and published definitions and others do not. To find definitions and a more thorough explanation of these claims, please see the Quick Guide to Meat Claims found at nchoices.com.

CLAIMS	Applies to the following SPECIES	Applies to how the animal was RAISED	Applies to what the animal ATE	Applies to how the animal was PROCESSED	COMMONLY DESCRIBES...
No Added Hormones <i>*Unverified Claim</i>	 CATTLE LAMB				Animals that have been raised without added hormones (also referred to as growth promotants). The claim may be used without third-party verification.
Raised Without Antibiotics <i>*Unverified Claim</i>	 PIGS CHICKENS CATTLE LAMB				Animals that have not received routine-use or even one-time use of antibiotics throughout the animal's life. The claim may be used without third-party verification.
All Natural <i>*Unverified Claim</i>	Any meat product				Also seen as 'Natural,' the USDA FSIS definition refers to processing and/or additives for the meat or poultry product itself and does not describe how the animal was raised. This claim is not verified by a third party and may be misleading to consumers.
Grass Fed <i>*Unverified Claim</i>	 CATTLE LAMB GOATS BISON				Animals that have been fed an exclusive diet of grass and other forage in pre-grain state, such as legumes or broad leaf plants, after it was weaned from its mother's milk. The claim may be used without third-party verification.
Grass Finished <i>*Unverified Claim</i>	 CATTLE LAMB GOATS BISON				Animals that have been fed any grain during their lifetime, the words "grass finished" may be used as long as it is accompanied by the % of grass to grain. The claim may be used without third-party verification.
Grain Finished <i>*Unverified Claim</i>	 CATTLE LAMB GOATS BISON				Cattle that transitioned to a feedlot to be finished, in most cases, on a formulated grain feed the last quarter or so of their life. The claim may be used without third-party verification.
Pasture Raised <i>*Unverified Claim</i>	 CATTLE LAMB GOATS BISON CHICKENS PIGS				Animals that were free to roam and have continuous and unconfined access to pasture throughout its entire life. The claim may be used without third-party verification.
USDA Organic <i>*Third Party Verified Claim</i>	 CATTLE LAMB GOATS BISON CHICKENS PIGS				Animals and the meat comes from a farm and processor that are certified by a USDA approved agency to meet the detailed USDA organic standards. Antibiotics, growth hormones, synthetic fertilizers, irradiation, and genetic engineering are examples of practices that may not be used in the USDA Organic label. This claim has a third party agency audit the farm/business AND verified the claim against a published set of protocols.
Non GMO <i>*Variable Claim</i>	 CATTLE LAMB GOATS BISON CHICKENS PIGS				Claim typically includes traceability, documentation, segregation, and purchasing to ensure a livestock feed free of non-GMO biological inputs. USDA FSIS has published guidance regarding this claim and requires third-party verification for its use.
Animal Welfare Approved (AWA) <i>*Third Party Verified Claim</i>	 CATTLE LAMB GOATS BISON CHICKENS PIGS				Animal Welfare Approved is a voluntary program where farms receive a third-party audit to ensure that the farm is raising their animals in accordance with AWA standards. Among other requirements AWA requires animals to be raised on pasture or range and incorporates robust animal welfare and environmental standards. This claim has a third party agency audit the farm/business AND verified the claim against a published set of protocols.

***Unverified claim** – This claim may be used without third-party verification. | **Third Party Verified claim** - This label claim has had a third party agency audit the farm/business AND verified the claim against a published set of protocols. **Variable claim** - USDA FSIS has published guidance regarding this claim and requires third-party verification for its use.