Section 2.7
Labeling Claims & Guidelines

Markets Division
Colorado Department of Agriculture
Section Summary

- Define organic livestock standards
- Discuss natural and other labeling guidelines
- Discuss regulations regarding selling meat products to consumers
- Provide important contact information
Organic Livestock Standards

- Standards apply to animals used for meat, milk, eggs and other animal products.

- Animals for slaughter must be raised under continuous organic management from the last third of gestation.
Organic Livestock Standards

• Feed must be 100% organic.

• Organically raised animals may not be given hormones to promote growth, or antibiotics for any reason.
Preventative management practices, including the use of vaccines will be used to keep animals healthy.

Producers are prohibited from withholding treatment from a sick or injured animal; however, animals treated with a prohibited medication may not be sold as organic.
Organic Livestock Standards

- All organically raised animals must have access to the outdoors, including access to pasture for ruminants.

- Organically raised animals must be processed in a certified organic facility.
Other Labeling Guidelines

• Natural:
  ▶ A product containing no artificial ingredients or added color and only minimally processed. (a process which does not fundamentally alter the raw product)
  ▶ The label must explain the use of the term natural (i.e.: no added colorings or artificial ingredients; minimally processed)
Other Labeling Claims

• Grass-fed:
  ▶ Currently there is not a federally standardized definition of grass-fed.
  ▶ Proposed Rule - soon expected to be made final by the government:
    ◆ Cattle that throughout their lives received 80% or more of their primary energy source from grass, green or range pasture or forage.
Other Labeling Claims

• Free-range or Pasture-raised:
  ▶ Proposed Rule - soon expected to be made final by the government:
    ♦ Animals that have had continuous and unconfined access to pasture throughout their lives and have never been confined to a feedlot, where movement is limited.
Other Labeling Claims

• No Hormones (pork or poultry):
  ▶ Hormones are not allowed in raising hogs or poultry.
  ▶ The claim “no hormones added” cannot be used on the labels of pork or poultry unless it is followed by a statement that says “Federal regulations prohibit the use of hormones.”
Other Labeling Claims

- No Hormones (beef):
  - The term “no hormones administered” may be approved for use on the label of beef products if sufficient documentation is provided to the Agency by the producer showing no hormones have been used in raising the animals.
Other Labeling Claims

- No Antibiotics (red meat and poultry):
  - The terms “no antibiotics added” may be used on labels for meat or poultry products if sufficient documentation is provided by the producer to the Agency demonstrating that the animals were raised without antibiotics.
Labeling Guidelines

- USDA-Food Safety & Inspection Service (FSIS)
  - Their role is to ensure that all labels are truthful and not misleading.
  - Labeling includes all forms of product identification, claims, net weight, species identification and nutrition related to meat, poultry and egg products.
  - Must submit label application for approval.
Labeling Guidelines

• USDA-Food Safety & Inspection Service (FSIS)
  ▶ Verifies claims about animal production practices through testimonials and affidavits provided by the producer.
  ▶ The affidavits and testimonials must include the producer’s operational protocol, which describes, in detail, the production practices employed at the ranch or feedlot that support the labeling claims.
Labeling Guidelines

- USDA-Food Safety & Inspection Service (FSIS)
  - The affidavits and testimonials must be provided to officials at the Federal establishment at the time of slaughter.
  - A carcass identification program (i.e., receipt through processing) is required at the slaughter plant to assure that only the labeling of products derived from qualified carcasses bear such claims.
Selling Meat

• All meat and poultry transported and sold in Colorado must be inspected by USDA, grading is voluntary.

• Meat processed in a USDA inspected facility can be sold in interstate commerce.

• The box or package of meat must bear the processing plant's inspection number.
Selling Meat

• Door-to-Door meat sellers must obtain a license through the Colorado Department of Agriculture.

• Some cities also require a permit for these sales.
Selling Meat

• If an animal is sold live, it can be custom-killed and the USDA inspection is not required.

• The county health department should be contacted to make sure all local food safety regulations are being followed.
For More Information

• USDA, National Organic Standards
  ▶ Ph. (202) 720-3252
  ▶ www.ams.usda.gov

• Colorado Department of Agriculture
  Plant Industry Division, Organic Program
  ▶ Ph. (303) 239-4150, Don Gallegos
  ▶ www.ag.state.co.us
For More Information

- USDA, Food Safety and Inspection Service
  - Ph. (202) 205-0623
  - Colorado Branch: (303) 497-5411
  - www.fsis.usda.gov

- Colorado Department of Agriculture
  ICS Division, Egg/Meat Program
  - Ph. (303) 477-0093, Scott Boyd
  - www.ag.state.co.us
International Marketing Opportunities?

Probably not.

Great resource to help you explore this opportunity:
www.coloradoagriculture.com/exporter
CDA Marketing Help

Make sure you are listed in CDA’s directory

www.coloradoagriculture.com
Sell Directly To Consumers?
Get Into Our Farm Fresh Directory

Welcome!

The Colorado Department of Agriculture is pleased to present the 20th edition of the Colorado Farm Fresh Directory, your complete guide to farmers' markets and roadside stands in the state. It is our pleasure to help you locate fresh, locally-grown fruits and vegetables, along with other farm products.

This year’s Farm Fresh Directory is larger than ever, listing more than 100 farms and featuring 78 farmers' markets across Colorado. These farms and farmers' markets feature the highest-quality, Colorado-grown produce. Inside you will also find information about county fairs, agricultural festivals, safe food facts as well as a crop calendar.

New this year is agritourism information which includes corn mazes, farm/ranch vacations and important contact information. Our goal is to...
Ask Us To Create On-Line Consumer Directory For Beef
Join Colorado Proud To Promote Your Product. No Cost!


Look for the Colorado Proud logo at grocery stores, farmers' markets and restaurants. By buying locally grown, raised and processed foods, you are receiving high quality fresh foods and helping Colorado’s economy, local farmers, ranchers, manufacturers and processors in your area.


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For Consumers

- Find Colorado Products Here!
- Colorado Proud Companies
- Coupons
- Recipes
- Crop Calendar
- Agritourism Activities
- Find a Colorado Restaurant
- Find a Colorado Gift
- Find a Farmers' Market

For Members

- Membership Benefits
- Become a Member Today for FREE!
- Logo Use Guidelines
- Order Form
- Labels
- Newsletter
- Recent Events and Activities
- Other marketing services
- Awards

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Listen to our Radio Ad

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Watch our Television Ads

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Retailer Press Releases

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Newsroom
For More Information

- Colorado Department of Agriculture Markets Division
  - Ph. (303) 239-4114
  - www.coloradoagriculture.com