



United States Department of Agriculture

Food Safety and Inspection Service

HACCP Contacts and Coordinators Monthly Meeting

The meeting will begin shortly.

Please place your phone on
mute when not speaking.

Labeling Requirements for Grass Fed Beef Claims



Kristin Goodwin

Food Technologist, Labeling & Program Delivery Staff
Office of Policy and Program Development

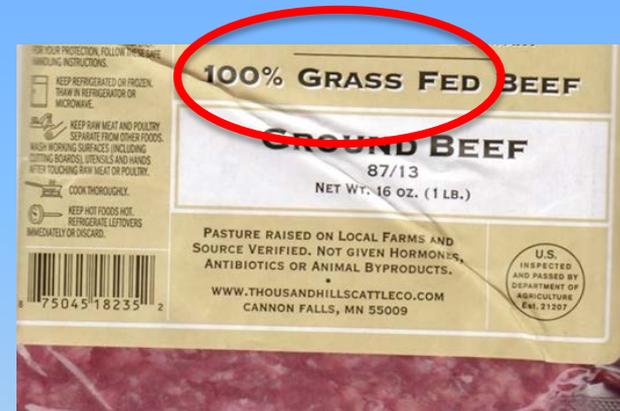
Labeling Requirements for Grass Fed Beef Claims

- Cattle would have only been fed grass upon weaning from mother's milk
- Mineral supplements are allowed
- No grain permitted



Claims Allowed

- Grass Fed
- Made with Grass Fed Beef
- 100% Grass Fed
- Made with 100% Grass Fed Beef
- Cannot state Certified Grass Fed without AMS certification
- Logo of third party certifying entity, e.g. American Grassfed Association





Supporting Documentation Required

- Brief raising protocol from birth to harvest
- Includes segregation protocol, if applicable
- Includes what the animals eat during inclement weather
- Signed affidavit on company letterhead verifying all claims made on the label
- OR, copy of certification from third party entity

Questions?





United States Department of Agriculture

Grass Fed Small and Very Small Producer Program



Lacey Heddlesten
Supervisory Agricultural Marketing Specialist
Quality Assessment Division
Agricultural Marketing Service

Reasons for SVS Program

- Helps smaller producers looking for a more economical approach to marketing their livestock for a higher value
- Designed for Small and Very Small Producers (49 head of calves per year or less and lambs from 99 ewes or less). Numbers higher than that will be handled on a case-by-case basis.
- List of approved USDA grass fed producers

<http://www.ams.usda.gov/AMSv1.0/GrassFedSVS>

SVS Program Information for Live Animals

- Focused on the live animal production side only and marketing live cattle or sheep
- Provides the live producer with documentation to back up a “Grass Fed” claim for the livestock





USDA Grass Fed Standard

- Grass and Forage shall be feed source consumed for lifetime (except for milk prior to weaning)
- Animals cannot be fed grain or grain byproducts
- Must have continuous access to pasture during growing season
- Routine mineral and vitamin supplementation allowed



The Application Process

- QAD Personnel will review application (QAD 1020)
- QAD will contact you to verify questions and answers on application, or to get clarification
- QAD will approve your application and program
- QAD will send you a “USDA Grass Fed Certificate” for the live animals enrolled in the program
- Approved Producers will be listed on the SVS Grass Fed website

 United States Department of Agriculture Agricultural Marketing Service Livestock, Poultry and Seed Program Quality Assessment Division Washington, D.C. 20250 QAD 1020 Procedure February 16, 2014 Page 3 of 6

Application and Information for USDA Grass Fed Program

| | |
|--|--|
| Date: | |
| Producer Contact/Name | |
| Ranch/Farm Name | |
| Physical address of Ranch/Farm City, State, Zip Code | |
| Producer Contact Phone Producer Contact Cell Phone Producer Contact Fax Number | |
| Email Address | |
| Billing Address if different from Physical address | |

A USDA AMS employee will be contacting you by phone and/or email following submission of your Grass Fed application. The employee will explain the process and begin your assessment. Additional records and/or phone calls may be required in order to finalize your application. Due to complexities of each individual operation an onsite audit may be required.

Explain your Grass Fed Operation Below (additional pages may be included if needed)

*This is a requirement to Agricultural Marketing Service (AMS) production documentation of all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, registered, or because all or part of an individual's income is derived from any public assistance program, (as all prohibited bases apply to all programs). Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD). To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, or call (800) 795-3272 (voice) or (202) 725-4914 (TDD). USDA is an equal opportunity provider and employer. (Revised July 18, 2013)

Date Issued: 12/17/13 Date Revised: _____ Approved by: _____ JLR

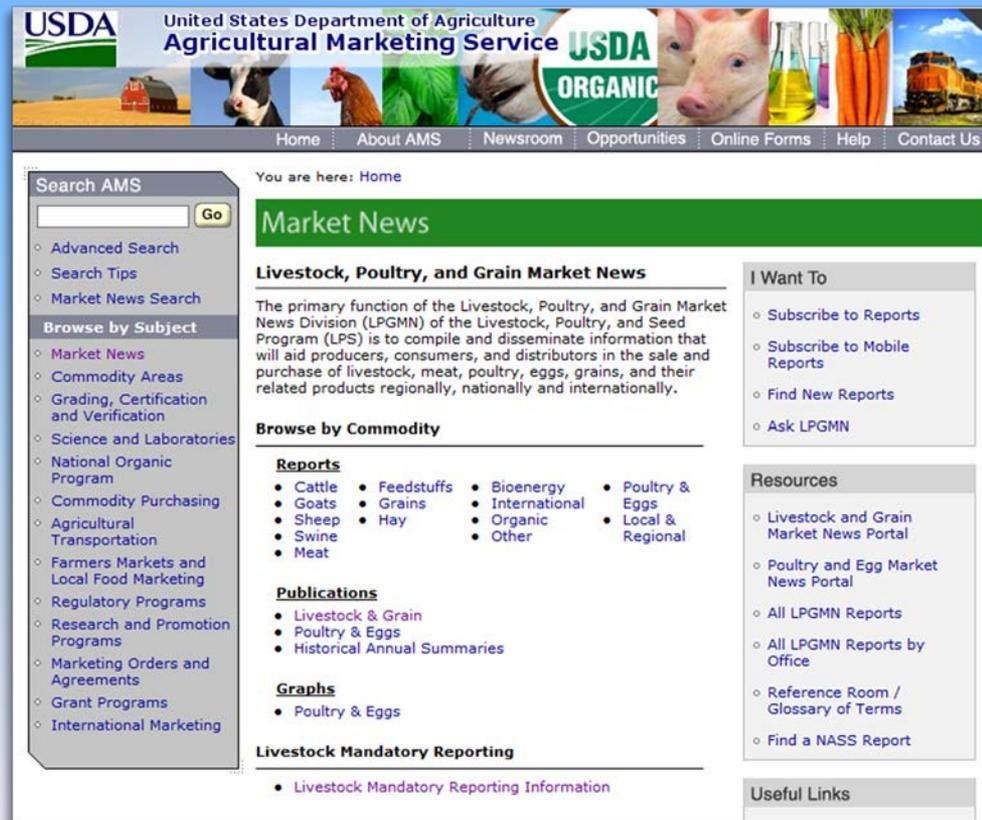
USDA Grass Fed Certificate

- Allows the producer to market their animals with a specific claim backed by the USDA, possibly for higher market price
- Allows you to buy/sell from another “USDA Grass Fed” operation if you want to be a “backgrounder or finisher” of grass fed animals



USDA Grass Fed Certificate

- Adds value
- Buyers and sellers of live animals are working from the same page
- Animals marketed from USDA Grass Fed can be reported by USDA Market News to identify market trends



The screenshot shows the USDA Agricultural Marketing Service (AMS) website. The header includes the USDA logo and navigation links: Home, About AMS, Newsroom, Opportunities, Online Forms, Help, and Contact Us. The main content area is titled "Market News" and features a section for "Livestock, Poultry, and Grain Market News". This section includes a description of the Livestock, Poultry, and Grain Market News Division (LPGMN) and a "Browse by Commodity" list with sub-sections for Reports, Publications, and Graphs. A "Livestock Mandatory Reporting" section is also visible. On the right side, there are sections for "I Want To" (with options like "Subscribe to Reports" and "Find New Reports") and "Resources" (with options like "Livestock and Grain Market News Portal" and "Reference Room / Glossary of Terms").

What Does the SVS Mean for Meat Products?



- Allows producers and/or product derived from that livestock to market meat products as Grass Fed
- USDA FSIS will acknowledge AMS certificates as sufficient documentation to allow the “Grass Fed” label claim on product(s)
- However, for a “USDA Certified Grass Fed” claim on the meat products, the harvest/processing facility must be involved in a USDA QSA audit-based program



Live Producers Who Custom Harvest and Market Their Own Meat Products

- May use SVS Grass Fed Certificate to verify to buyers of meat products that products are from USDA Grass Fed animals
- Encourage these type of producers to contact AMS regarding marketing these products
- To be marketed as USDA Certified Grass Fed, producer needs an AMS QSA audit-based program at USDA FSIS harvest/processing facility

USDA Quality System Assessment Program

- Provide companies that supply agriculture products and services the opportunity to assure customers of their ability to provide consistent quality products or services.
- Limited to programs or portions of programs where specified product requirements are supported by documented quality management systems.
- Specified product requirements may be identified by the company -- grass fed cattle



United States Department of Agriculture

USDA Quality System Assessment Program Process

- Link to the QSA Program Page:

<http://www.ams.usda.gov/AMSV1.0/ams.fetchTemplateData.do?template=TemplateM&navID=GradingCertificationandVerification&leftNav=GradingCertificationandVerification&page=QSAPPprogram>

- Under the resources box there is a file name GVD 1002 Procedure.

USDA United States Department of Agriculture Agricultural Marketing Service USDA ORGANIC

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You are here: Home

Grading, Certification and Verification

LS QSA Program

The USDA Quality System Assessment (QSA) Program provides companies that supply agricultural products and services the opportunity to assure customers of their ability to provide consistent quality products or services. It is limited to programs or portions of programs where specified product requirements are supported by a documented quality management system. The specified product requirements may be identified by the company or may be those outlined in a USDA Export Verification (EV) Program.

To operate an approved QSA Program, a company must submit a documented program that meets the program requirements outlined in GVD 1002 Procedure. Additionally, the requirements outlined in GVD Guidance #GU7309CCA and QSA/PVP Live Animal Production Record Requirements must be addressed if applicable to the company's program. GVD Guidance #GU7309CCA addresses supplier documentation, records, evaluations, and re-evaluations. The Live Animal Production Record Requirements applies specifically to programs that include age verification as a specified product requirement.

The following approved QSA Programs have been found in conformance with the requirements of the USDA QSA Program and the criteria of the approved quality management system. Approved QSA Programs that meet specific product requirements outlined in the EV Programs are listed in the Official Listings for the EV Programs.

- Official Listing of QSA Programs - PDF file
- Official Listing of QSA Angus Source Program - PDF file
- GVD 1002B Procedure, QSA Program for Age and Source Verification

I Want To

- Request Audit Services
- Go to GVD Billing Account Information
- Ask Questions
- Contact GVD Audit Services
- Develop a Process Verified Program
- Return to Auditing Services Page

Resources

- GVD 1000 QSVP General Policies and Procedures PDF file
- GVD 1002 Procedure Word file**
- GVD 1002 Procedure PDF file
- USDA Quality System Assessment #GU7309CCA PDF file
- QSA/PVP Live Animal Production Record Requirements PDF file
- GVD 1035A PDF file

QSA Marketing Programs
Livestock Feeding Claim Audit Program



USDA Quality System Assessment Program Process

- c) Program requirements;
- d) Report reference number (approval number); and
- e) Renewal date.

7 Program Requirements (Clauses 1 to 5)

Companies must submit a documented program that addresses the program requirements as outlined in the following clauses (Clauses 1 to 5).

1 Quality Management System

1.1 General Requirements

A quality management system (QMS) must be established, documented, implemented, and maintained which ensures that products conform to the requirements of this Procedure, the applicable Program Procedure, and to specified product requirements.

1.2 Documentation Requirements

1.2.1 General

The company must prepare and maintain a QMS that includes:

- a) Documented specified product requirements;
- b) A quality manual;
- c) Documented procedures required by this Procedure;
- d) Documents necessary to ensure the effective operation and control of its processes; and

- In the GVD 1002 Procedure, Section 7 (Clause 1-5) will be the structure of the QSA Program that will need to be developed.
- The processor will have to develop a quality manual that meets all requirements of GVD 1002, includes documented procedures and a master document list. This will be submitted to the QAD Division for a desk review.

USDA Quality System Assessment Program

- Once it passes a successful desk audit then an on-site audit will be scheduled with the processor/harvest facility to make sure the program is in place and effective.
- Training of all employees involved in the QSA Program will be reviewed at this point.
- After a successful on-site audit, the processor would be listed on an approved QSA Program list.



USDA Quality System Assessment Program

- This would allow Approved SVS producers to bring their Certified Grass Fed Live Cattle with the Certificate of Approval to the harvest facility and would allow them to put “USDA Certified Grass Fed” on the meat product labels.
- Both the producer and the harvest facility have to be approved through QAD to be able to put “USDA Certified Grass Fed” on the label.





USDA Quality System Assessment Program

- QAD will work with smaller processors to understand the requirements and put together a QSA Program to be able to label approved USDA Grass Fed cattle as “USDA Certified Grass Fed” on the meat package label.
- Will require at least a yearly on-site evaluation of the program.
- The hourly rate for is \$108/hr. The travel costs will be charged to the processor as well. (This includes desk audit portion and on-site audit)

USDA Quality System Assessment Program

- Working on a user friendly application for smaller processors to get more involved and approved for this service.
- If needed we could set up a webinar with small processors to understand the QSA Process and how to fill out the application.



Contact Us

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620-260-9873; Lacey.Heddlesten@ams.usda.gov

- Call Our Main Office Number at: 202-720-3271

- Visit our QAD Website:
<http://www.ams.usda.gov/AMSV1.0/QAD>

- Visit the USDA Grass Fed SVS Program Page:
<http://www.ams.usda.gov/AMSV1.0/GrassFedSVS>



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Questions?