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?
Grass Fed Small and Very Small Producer Program

Lacey Hedlesten
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/AM Sv1.0/GrassFed SVS
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

http://www.ams.usda.gov/AM Sv1.0/GrassFedSVS
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
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
USDA Quality System Assessment Program Process

- Link to the QSA Program Page:
  

- Under the resources box there is a file name GVD 1002 Procedure.
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.
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.
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)
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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- Call Our Main Office Number at: 202-720-3271

- Visit our QAD Website:  
  [http://www.ams.usda.gov/AMSv1.0/QAD](http://www.ams.usda.gov/AMSv1.0/QAD)

- Visit the USDA Grass Fed SVS Program Page:  