

A black and white photograph of a gravel road leading through a rural landscape. In the foreground, a pair of cowboy boots is visible, resting on the dashboard of a vehicle. The road stretches into the distance, flanked by fields and trees under a cloudy sky.

MEAT LABELING & CLAIMS: Explained

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KRC 2018 Food & Farm Conference

Overview

- Background
- Basic purpose of labels & claims
- Overview of specific claims
- How to decide
- How to implement
- Case study: New regenerative claim
- Conclusion & resources



Who we are: Tallgrass Network Whole

Mettenburg
Farm

Farmer Girl
Meats

Tallgrass
Network

Impact
Ranching

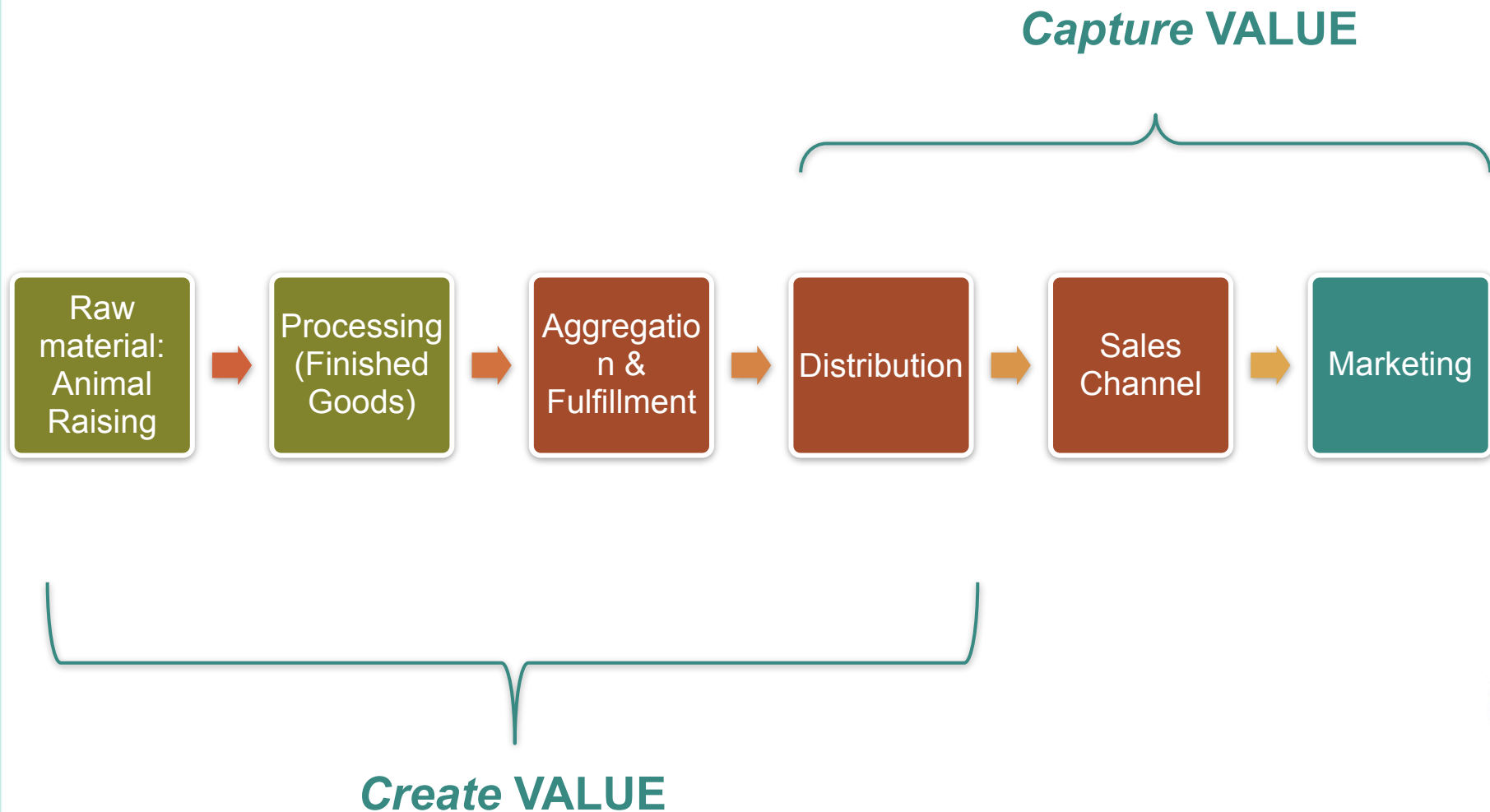


The Real Hurdle For Regenerative Ag

Un-Willingness To Let Go
Of A
Commodity Mindset



Instead: The Meats Product Value Chain



Instead: Differentiate your product to capture
ALL of its value -- for YOUR paycheck *

Targeting the right consumer for your practices

+

Selling something she specifically wants

+

Using right terms for consumer market
segment

=

Capture value you have added to your product

(*Considering: Retail vs wholesale channels)



Terms

Term	What it is	Who determines
Pricing	The price a consumer will pay for your product	Consumer in your target market
Practices	How you raise and formulate your product	You
Brand	How your personal story connects with your end consumer, when you cannot	You
Label	The advertising on your product packaging	Your processor + USDA-FSIS
Claim	A promise of attributes you make to your consumer on your label	3rd party verifier (optional) + USDA-FSIS
Value	The premium your product can demand due to your practices + consumer willingness to pay	Brand + Label + Claim working together to capture
Channel	Where you sell your product: retail (direct to consumer) or wholesale	You



Claims (A VERY partial list)

Health claims -- measurable, quantifiable claims about content of food

Gluten Free

Natural (Cannot contain artificial color, preservative etc., ingredients, can't be more than minimally processed, nothing added)

Low Cholesterol, Low Calorie

Omega 3 positive

Environment / Production claims -- The majority of claims are production practice claims

Roundup Free -- "Glyphosate-Free Certified*," "Bio-Checked*"

Regenerative -- Land to Market EOVS* (Savory), Regenerative organic* (Rodale)

Grassfed (7 different versions according to Grassfed Alliance -- new group to drive retail, consumer education around these claims)

Organic* -- (never definitively proven that chems cause a health issue)

Non-GMO*

No antibiotics

No hormones

Pasture-fed (diet / feeding)

Animal welfare claims (subcategory of production claims) --

Animal Welfare Approved*

Pasture raised (confinement)

Cage free

Free range

Location-based claims

Provenance/ terroir descriptors

Local & Regional

State-based / Foodshed labeled ("Kaw River Valley Our Local Food*")

Country of Origin (USDA labeling rules -- currently disadvantage US Grassfed)

Quality claims

Certified Angus Beef*

Artisanal

Farmer welfare claims

Fair Trade*

Other ... ?

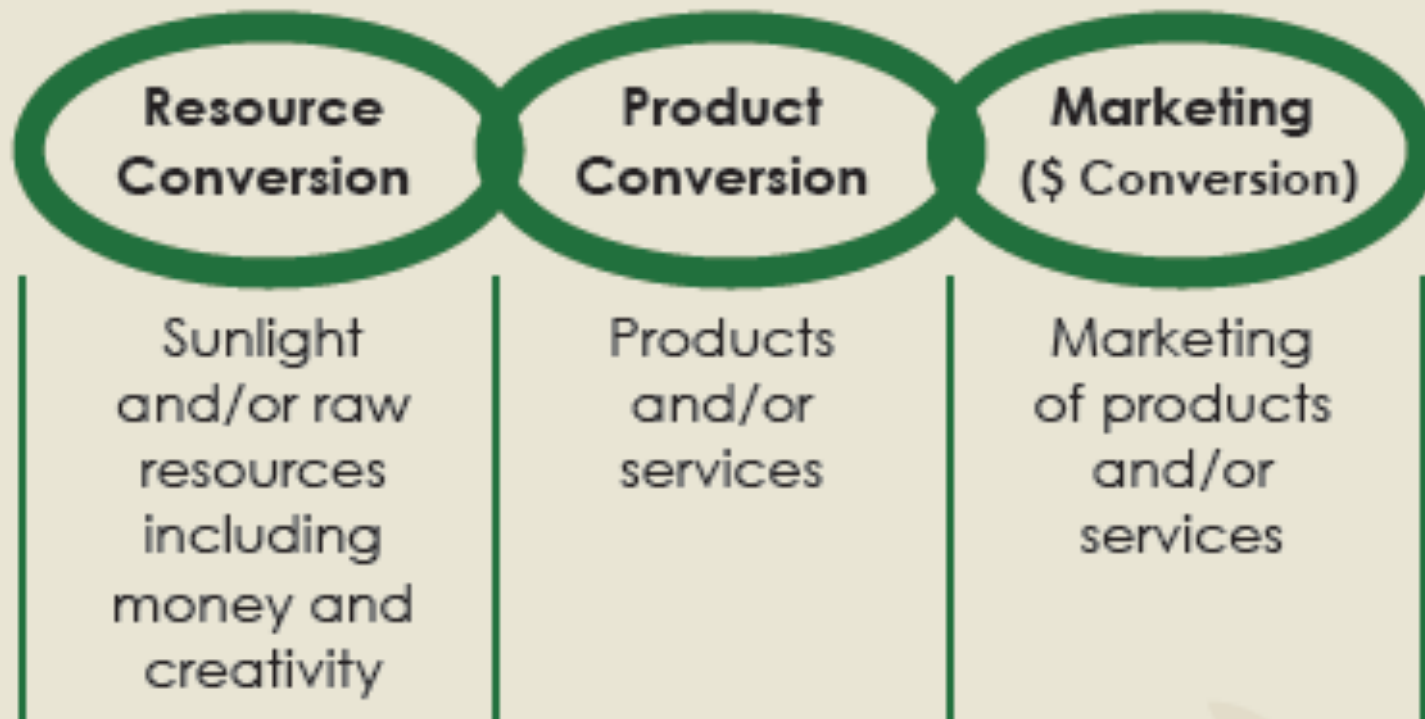


Should You Use Claims? Ask yourself:

1. Does it support your brand?
2. Are you already passionate about the promise?
3. Does it help you access your customer, or reach outside your current channel?
4. Does it help you capture value with demonstrated price premium?
5. Does it address your “Financial Weak Link”?



CHAIN OF PRODUCTION



Identifying your financial weak link with Holistic Financial Planning,
Holistic Management, by Allan Savory.
See TallgrassNetwork.com for regional trainings.

Get Ready for Claims

1. Protocols + Records, records, records.
2. Foster relationship with your processor & USDA inspector.
3. Know your COGS. (Enterprise budgets.)
4. Research & stay up to date with claims info.
5. Sign up with your chosen 3rd-party organization, if applicable.
6. Get your label(s) approved -- plan 3-6 months.



<https://www.fsis.usda.gov/wps/wcm/connect/6fe3cd56-6809-4239-b7a2-bccb82a30588/RaisingClaims.pdf?>

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PAGE 5

To use a 3rd party claim, obviously you have to go through the 3rd party. See examples:

- <https://detoxproject.org/certification/glyphosate-residue-free/>
- <http://biochecked.com/tag/glyphosate-free-certified/>
- https://www.momsacrossamerica.com/glyphosate_free
- <https://www.cngfarming.org/alprosubstances>

CLAIM CASE STUDY: Land To Market / Ecological Outcome Verified

www.savory.global/land-to-market

<https://www.savory.global/land-to-market/eov/>

Grassfed: <http://grassfedalliance.org/>

Final Advice / Takeaways

1. Google research + spreadsheets are your friend.
2. It's a good winter project.
3. It's a good student / intern project.
4. Write your protocols, ASAP, & set up your record keeping systems.
5. Remember: What you are passionate about +
What you already do =
There is a consumer for you!

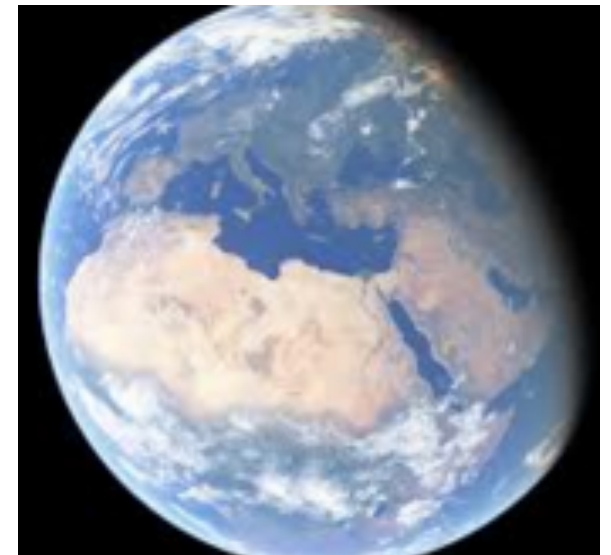
The right claim can help you find each other.



Resources

Group	URL	Info
Grassfed Alliance	GrassfedAlliance.org	New organization to drive retail, consumer education on grassfed claims.
FSIS	https://www.fsis.usda.gov/wps/portal/fsis/topics/regulatory-compliance/labeling/labeling-policies/basics-of-labeling/basics-labeling	General info
FSIS guide to labeling, 2017	https://www.fsis.usda.gov/wps/wcm/connect/bf170761-33e3-4a2d-8f86-940c2698e2c5/Label-Approval-Guide.pdf?MOD=AJPERES	Current guide to requirements
Savory Institute	Savory.Global	Land To Market / Ecological Outcomes Verification regenerative claim
Tallgrass Network	TallgrassNetwork.com	Savory Institute, Holistic Management and L2M/EOV in Kansas
Chris Kerston - Paradise Campfire Relief	https://www.gofundme.com/paradise-campfire-relief	List of ways to donate, from Savory Institute director of market engagement





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