MEAT LABELING & CLAIMS:
Explained
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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

Capture VALUE

Create VALUE

Raw material: Animal Raising → Processing (Finished Goods) → Aggregation & Fulfillment → Distribution → Sales Channel → Marketing
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

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

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

- [https://detoxproject.org/certification/glyphosate-residue-free/](https://detoxproject.org/certification/glyphosate-residue-free/)
- [https://www.momsacrossamerica.com/glyphosate_free](https://www.momsacrossamerica.com/glyphosate_free)
- [https://www.cngfarming.org/alprosubstances](https://www.cngfarming.org/alprosubstances)

CLAIM CASE STUDY: Land To Market / Ecological Outcome Verified
[www.savory.global/land-to-market](http://www.savory.global/land-to-market)
[https://www.savory.global/land-to-market/eov/](https://www.savory.global/land-to-market/eov/)

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.
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<td>Grassfed Alliance</td>
<td>GrassfedAlliance.org</td>
<td>New organization to drive retail, consumer education on grassfed claims.</td>
</tr>
<tr>
<td>Savory Institute</td>
<td>Savory.Global</td>
<td>Land To Market / Ecological Outcomes Verification regenerative claim</td>
</tr>
<tr>
<td>Tallgrass Network</td>
<td>TallgrassNetwork.com</td>
<td>Savory Institute, Holistic Management and L2M/EOV in Kansas</td>
</tr>
<tr>
<td>Chris Kerston - Paradise Campfire Relief</td>
<td><a href="https://www.gofundme.com/paradise-campfire-relief">https://www.gofundme.com/paradise-campfire-relief</a></td>
<td>List of ways to donate, from Savory Institute director of market engagement</td>
</tr>
</tbody>
</table>
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Savory.Global
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juliemettenburg@gmail.com