



UNITED STATES – EXPORT INFORMATION

USDA Naturally Raised Marketing Claim Standard – 2009/01

USDA has issued a voluntary standard for naturally raised livestock and meat marketing claims. The standard will be published as a notice in the Federal Register and is titled "United States Standards for Livestock and Meat Marketing Claims, Naturally Raised Claim for Livestock and the Meat and Meat Products Derived from such Livestock."

In particular the naturally raised marketing claim standard states that livestock used for the production of meat and meat products have been raised entirely without growth promotants, antibiotics, and have never been fed animal by-products. The voluntary standard will establish the minimum requirements for those producers who choose to operate a USDA-verified program involving a naturally raised claim.

Specific animal raising claims can cover a variety of things such as "free-range," "raised without antibiotics," "grass-fed," "all-vegetable diet," "naturally raised," and "raised without hormones." The segment of the marketplace that includes specific animal raising claims has experienced exponential growth in the past five years.

Alberta meat suppliers using a naturally raised marketing claim have the potential to tap into niche markets in the United States, the European Union, and other export markets that require livestock to be raised without the administration of growth promotants.

The naturally raised marketing claim standard is published in the 21 January, 2009, Federal Register. This voluntary standard will become effective upon Office of Management and Budget (OMB) approval of the related information collection provisions pursuant to the Paperwork Reduction Act (44 U.S.C. 3501-3520).

Sources:

- Federal Register, January 21, 2009.
- USDA News Release, USDA Establishes Naturally Raised Marketing Claim Standard, AMS No. 008-09, January 21, 2009. <
<http://www.ams.usda.gov/AMSV1.0/ams.fetchTemplateData.do?template=TemplateU&navID=LatestReleases&page=Newsroom&topNav=Newsroom&leftNav=&rightNav1=LatestRelease&rightNav2=&resultType=Details&dDocName=STELPRDC5074955&dID=106628&wf=false&description=USDA+Establishes+Naturally+Raised+Marketing+Claim+Standard+> > (January 26, 2009)