

Niche Markets Explained Maybe?



What motivates your consumers to seek beef products *other than* the traditional beef offerings?

- Perceive the products are 'healthier'
- Avoid 'factory farmed' foods
- Concerned about the environment
- Prefer/support locally grown
- Parallels their lifestyle
- Foster their *elitism*

situations in which individuals assume special privileges or responsibilities in the hope that this arrangement will benefit humanity or themselves.

Wikipedia

Niche Markets = Grass based Beef Production Systems



Options for Niche BEEF

Natural, Local, Grassfed, and Organic



Ron Gill, PhD, Rick Machen, PhD

Purpose

- Describe production specifications for:

- Natural beef
- Local beef
- Grassfed beef
- Organic beef*



Pre-harvest Production Systems



Niche Beef - Key Points

- The following are examples of animal raising claims on Labels that are required to be approved by FSIS prior to use in commerce:
 1. Raised Without Antibiotics
 2. Organic
 3. Grass Fed
 4. Raised Without the Use of Hormones

Grassfed

- For product bearing animal raising claims, in-plant personnel verify whether establishments maintain FSIS label approval on file.
- Animal raising claims are special statements and claims that establishments are required to submit to FSIS for approval for compliance with 9 CFR 412.1 (Label Approval Guideline).
- The USDA Process Verified Program (PVP) is a verification service provided by the Department's Agricultural Marketing Service (AMS).
- Animal raising claims that are made under a USDA PVP are independently verified by qualified AMS Auditors (AMS Process Verified Program).

USDA – PVP Programs

- Process Verified Program
- Grass Fed SVS Program
- ISO/IEC
- ISO TS 34700 Animal Welfare
- Certified Transitional Program
- Livestock Feeding Claims
- Never Fed Beta Agonists
- Non Hormone Treated Cattle
- QSA S-CMPAF Program
- Quality System Assessment Program
- USDA Tenderness Program

Natural

- **USDA** requires adherence to three (3) specifications:
 - must be minimally processed
 - cannot contain any artificial ingredients
 - cannot contain any preservatives
- **All** of these pertain to post-mortem processing
- Some level of age/source verification likely required
- **No ingredient list on package = "Natural"**
- **Does not have to be grassfed to classify as natural beef**



Natural – "Never Ever 3"

- USDA Process Verified Program uses ISO 9000 standards for the documentation and development of industry standards.
- "Never Ever 3" Refers to production practices that refrain from:
 - using antibiotics
 - administering growth promotants
 - feeding animal-sourced proteins
- The program provides third-party verification of marketing claims.



Natural

Brand Specific requirements

- antibiotic use
 - none ("never ever")
 - limited ("not lately", ex. last 100 days pre-harvest)
- growth promotants generally avoided
- ionophores may/may not be employed
- mammalian protein/fat generally avoided as a dietary ingredient



Raised Naturally

Gooseberrys proudly helps you eat the natural way. From our new all natural beef, to pork and chicken, many of our fresh meat case items are now all natural. These items have no antibiotics, no hormones, and are fed vegetarian diets. They have no injections or fillers and are always fresh.

Try our all natural beef, pork, chicken and seafood for a natural twist to eating!



All Natural Beef

"Nolan Ryan's reputation for integrity and consistency has served him well as a professional baseball pitcher and catcher. Nothing brings us to the meat that does. At Nolan Ryan products meet strict specifications and deliver maximum delicious, eating experience every time. Taste the Nolan Ryan difference."

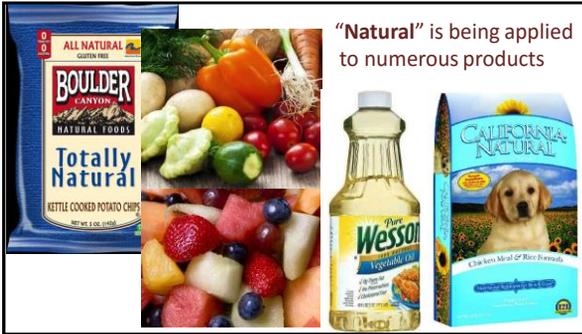


Burgundy Pasture Beef

Farm To Market Beef
your partner for grass fed

Angelina All Natural Beef





“Natural” is being applied to numerous products

Natural

Adhering to the claim...

- Oversight of the production and processing (beyond DSHS, USDA, FSIS inspections) for **Natural** products is the responsibility of the branding company or a representative thereof.
 - Source verification
 - Pre-harvest management
 - Harvest and Processing
 - Label claims



Local Foods

- Local and regional food systems have grown in popularity over the past decade as shown by the increasing supply of and demand for local foods.
- Some evidence of this growth includes nearly tripling the number of farmers’ markets, and the initiation of thousands of farm-to-school programs across the U.S.
- Local foods have often topped consumer and food professional surveys of food trends.

What is the definition of local food?

- Locavore and invasivore. A "locavore" or "localvore" (the term is a neologism) is a person interested in eating **food** that is **locally** produced, not moved long distances to market.
- One common – but not universal – **definition of "local" food is food** grown within 100 miles (160 km) of its point of purchase or consumption.

What is the definition of local food?

- Local food does not have to follow any specific production protocol or process
- Most purchasers of local expect them to be grass finished if not organic
- Some buyers just want to know the process that resulted in the food they purchase.
- "Know Your Farmer"

Local food?

- "Know Your Farmer"



Grassfed

- **At least three (3) definitions:**
 - **National cattleman's Beef Association**
 - *Grass-finished* beef is beef from cattle that grazed pastures their entire lives
 - **USDA**
 - *Grass Fed* applies to "ruminant animals, the meat and meat products derived from such animals whose diet, throughout their entire lifespan, with the exception of milk (or milk replacer) consumed prior to weaning, is solely derived from forage which, for the purpose of this claim, is any edible herbaceous plant material that can be grazed or harvested for feeding, with the exception of grain."

Grassfed

- **USDA** - Food Safety and Inspection Service Labeling Guideline On Documentation Needed to Substantiate Animal Raising Claims for Label Submissions, September 2016
- The supporting documentation required when submitting labels that bear an Animal raising claim has to be verified through either USDA AMS PVP or another system with Verification.

Grass Fed *(continued)*

- USDA further specifies in Grassfed SVS PVP:
 - “cannot be fed grain or grain products and must have continuous access to pasture during the growing season”
 - “hay, haylage, silage, crop residue without grain are acceptable feed sources”
 - consumption of seeds naturally attached to forages is acceptable
 - Crops normally harvested for grain or seeds are eligible only if foraged or harvested in the vegetative state
 - cereal grains, soybeans



**Single greatest limitation
to producing grassfed beef?**

**Sustainable *(quantity/quality)*
forage supply**



Grass Fed *(USDA protocol continued)*

- Routine mineral and vitamin supplementation are allowed
- In the event of:
 - Inadvertent exposure to non-forage feedstuffs
 - Adverse environmental/physical conditions that warrant supplementation of animals to ensure their health and well being
- Producer must fully document supplementation (type, amount, frequency, duration)

AGA Grassfed Standards



- For [meat](#), [dairy](#), and [pasture pork](#) have been developed by a team of animal scientists, veterinarians, ranchers, and range management specialists. They concentrate on four main areas of production:
- **Diet** — Animals are fed only grass and forage from weaning until harvest.
- **Confinement** — Animals are raised on pasture without confinement to feedlots.
- **Antibiotics and hormones** — Animals are never treated with antibiotics or growth hormones.
- **Origin** — All animals are born and raised on American family farms.

AGA Grassfed Standards



- AGA's standards apply to ruminant animals only — beef, bison, goat, lamb and sheep.
- AGA-Certified producers are audited annually by independent, third parties to ensure continuing compliance with the standards.
- Only AGA-Certified members are permitted to use the AGA logo, trademark, or other identifying marks on their packaging, marketing materials, or web sites.

AGA Grassfed Standards



- AGA's standards are based on several fundamentals:
- FORAGE
An AGA-Certified Grassfed animal is born, raised, and finished on open grass pastures where perennial and annual grasses, forbs, legumes, brassicas, browse and post-harvest crop residue without grain are the sole energy sources, with the exception of mother's milk, from birth to harvest. Hay, haylage, silage, and ensilage from any of the above sources may be fed to animals while on pasture during periods of inclement weather or low forage quality.

AGA Grassfed Standards



- AGA's standards are based on several fundamentals:
- CONFINEMENT
AGA-Certified Grassfed ruminants must graze pasture where they will receive most, if not all, of their nutrition, and be allowed to fulfill their natural behaviors and basic instincts of grazing at all times. The only exceptions to this standard are emergencies that may threaten the safety and well-being of the animals or soil, and management practices such as roundups, sorting, shipping, and weaning.

AGA Grassfed Standards



- AGA's standards are based on several fundamentals:
- ANIMAL HEALTH AND WELFARE
Mineral and vitamin supplements may be provided free choice to adjust the animals' nutrient intake and to correct deficiencies in the total diet energy source. The feeding of animal by-products is prohibited, and no antibiotics, ionophores, or hormones of any type may be administered. Any animal in need of medical attention must be treated to relieve its symptoms. If prohibited medication or antibiotics are required for treatment, the animal must be tagged, identified, and removed from the certified grassfed program. Producers will develop and maintain a written record of all vaccines, medications, and/or other substances used in their animal health care program.

AGA Grassfed Standards



- AGA's standards are based on several fundamentals:
- ORIGIN AND IDENTIFICATION
Animals eligible for acceptance in the AGA Certified Grassfed program must be born and raised in the United States of America. Animals must be identified at the earliest opportunity following birth by a producer-determined animal identification system. Each animal's record must include breed, ear tag or unique identification number, date of birth, and owner. Producer records that trace an animal from birth to harvest must accompany animals when delivered to processor. Genetically engineered and or cloned animals are prohibited.

Grassfed



American Grassfed Association Certified Ruminant Products January 2013



AMERICAN GRASSFED ASSOCIATION

Grassfed Ruminant Standards ©

AGA Banned Feedstuffs



- Feeding or administering any of the products listed below to AGA Grassfed Ruminants will result in loss of Grassfed Certification status.
- Antibiotics
- Growth promoters
- Feather Meal
- Animal by-products
- Milk replacer containing antibiotics, growth promoters and/or any animal by-products aside from whey and other dairy products

from American Grassfed Association Grassfed Ruminant Standards-January 2018

AGA Prohibited Feeds & Ingredients



- The following list of prohibited ingredients and feeds is not an exclusive list.
- The AGA Certification Committee may review and amend this List periodically.
- Grain products or processed grain products in any form such as whole, ground, cracked, flaked, silage, distilled (distiller grains) or toasted are prohibited.
- Barley
- Corn
- Oats
- Rye
- Rice
- Triticale
- Wheat
- Millet
- Sorghum
- Soy protein products*

from American Grassfed Association Grassfed Ruminant Standards-January 2018

AGA Standards Health Management



- Focus on preventative herd health, biosecurity
 - Humane animal care and handling
 - Preventative herd health plan
 - “Never Ever” antibiotic program
 - If treatment is warranted, animals are treated and marketed separately as traditional beef
 - No growth promotants (ex. SQ implants)

from American Grassfed Association Grassfed Ruminant Standards-January 2018

AGA Standards Animal ID & Traceback



- Animals must be uniquely identified and traceable by written record for entire life
- Animals must be ≤ 1 year of age to qualify (enter) the AGA program
- Records maintained for 24 months post harvest
- On farm third party inspections

from American Grassfed Association Grassfed Ruminant Standards-January 2018

3 Types of Grassfed Beef...

1. Harvested off grass
 - leaner (<0.2" backfat)
 - lighter carcass weights (<450 lb.)
 - lower retail product yield
 - less uniformity
2. Grassfed and Finished
 - 0.3-0.5" of backfat
 - harvest weight (1000 lb. +)
 - more uniform shape & size
3. Pasture Finished

All cattle round the majority of their lives eating grass on pastures.

For 100g of beef, approximately a 100g portion of the carcass.

NUTRIENTS	GRAIN-FINISHED	GRASS-FINISHED
Protein A wonderful nutrient that helps strengthen and sustain the body.	22.2g	21.8g
Zinc An important nutrient that helps maintain a healthy immune system.	3.8mg	3.7mg
Iron An essential nutrient that helps your body transport and use oxygen to power through the day.	1.6mg	1.8mg
Total Fat Amino acids from 100g of total carcass weight.	5.2g	2.9g
Saturated Fat Researcher's note: Grass-fed beef's saturated fat is lower in total and lower in cholesterol. That research shows there are more cholesterol levels in grain-fed beef.	Saturated Fat: 1.3g Cholesterol: 0.8g	Saturated Fat: 0.7g Cholesterol: 0.4g
Monounsaturated Fat The base of the heart-healthy omega-3 fatty acids.	Monounsaturated Fat: 1.9g	Monounsaturated Fat: 0.9g
Polysaturated Fat Found in lean beef, some nuts, olives, and other fatty fish. Supports cardiovascular health and brain function.	Polysaturated Fat: 0.2g Omega-3: 0.02g Omega-6: 0.13g	Polysaturated Fat: 0.1g Omega-3: 0.05g Omega-6: 0.05g

Organic



- Defined by USDA standards
- Last 1/3 gestation to harvest
- Certifiably 100% organic diet
 - No synthetic fertilizers
 - No pesticides, herbicides
 - 3 year abstinence period (forages, crops)
 - Certifiably organic seeds
 - Use of GMO crops is prohibited
- Access to outdoors
 - ≥ 30% of daily intake from 'standing' crops

from Organic Production and Handling Standards, National Organic Program, USDA AMS

Organic (continued)



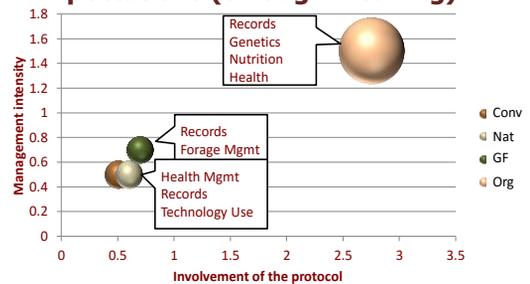
- Animals with health concerns should be treated and marketed as traditional product
- Animals must be harvested, processed and product handled under USDA certification
- *In Texas*, Organic certification is overseen by TDA Organic Certification Program

Organic (continued)

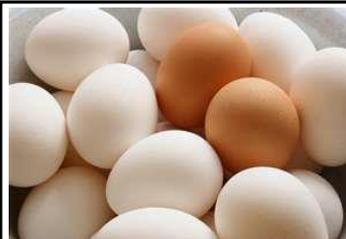
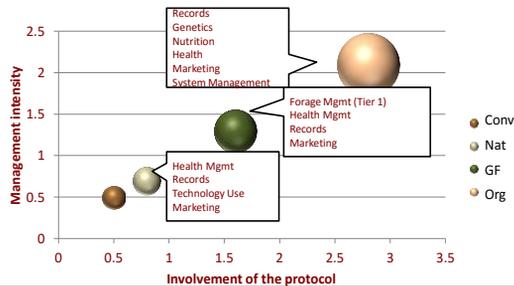


Organic beef production requires USDA certification of the entire production chain, involves audits and inspections, and requires more time, effort and process documentation than other beef production systems.

Expectations (through weaning)



Expectations (retain ownership)



"If your customers want brown eggs, sell them brown eggs. But please don't sell them *anti-white* eggs."

J. Maday, CattleNetwork 2011

Beef... Converting solar energy into a nutritious protein.

