

BEEF

Natural, Grassfed and Organic



Live Animal, End Product, Carcass Committee



Rick Machen, PhD
Professor & Specialist
Texas AgriLife Extension Service

Purpose

• Describe production specifications for:

- Natural beef
- Grassfed beef
- Organic beef*



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



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

Gooseberries 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 as a coach... carrying through to the meat that bears his name. Nolan Ryan products meet strict specifications and deliver a nutritious, delicious eating experience every time. Taste the Nolan Ryan Difference!



"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



Grassfed Beef

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**
 - **Grassfed** 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."

Grass Fed (continued)

- USDA further specifies:
 - "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

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)

Grassfed




- Three tier approach
 - 1. Grassfed** - **100% forage diet** with no exposure to any non-forage supplements
 - 2. Grassfed** - May only be fed approved non-forage supplements to ensure well being during periods of low forage quality or inclement weather ($\leq 0.625\%$ BW daily, $\leq 1\%$ BW lifetime)
 - 3. Pasture Finished** animals may be fed
 - 0.5% BW (dry matter basis) during growth stage
 - 0.75% BW (dry matter basis) during the finishing stage
 - finishing stage = last 200 pounds

AGA Approved Supplements – Tier 2

- Cottonseed Hulls, Meal
- Peanut Hulls, Meal
- Rice Hulls
- Alfalfa Cubes (17% CP)
- Corn Cobs
- Oat Hulls
- Oat Silage (dough stage)
- Corn Silage (no grain)
- Soy Hulls, Hull Pellets
- Beet Pulp
- Flax seed, Meal
- Safflower Meal
- Corn Gluten
- Wheat Bran
- Sunflower Meal

Additional Supplements – Tier 3

- Brewer's grain
- Distiller's grain



from AGA Grassfed & Pasture Finished Ruminant Standards, August 2011

AGA Banned Feedstuffs

- Corn
- Cereal Grains
- Urea or other NPN sources
- Milk replacer containing antibiotics, growth promoters, animal by-products
- Animal by-products
- Antibiotics
- Hormones

from AGA Grassfed & Pasture Finished Ruminant Standards, August 2011

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)

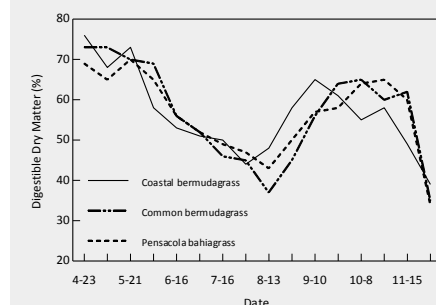
from AGA Grassfed & Pasture Finished Ruminant Standards, August 2011

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

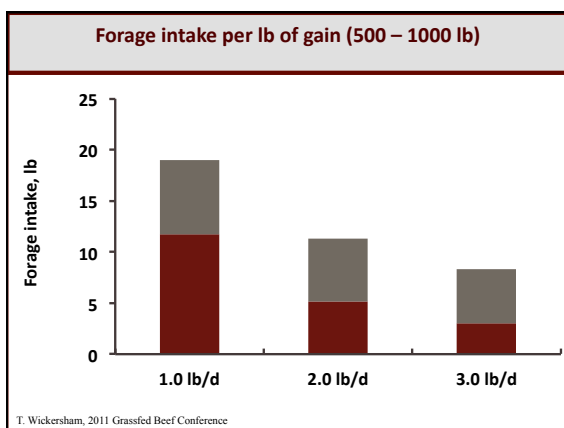
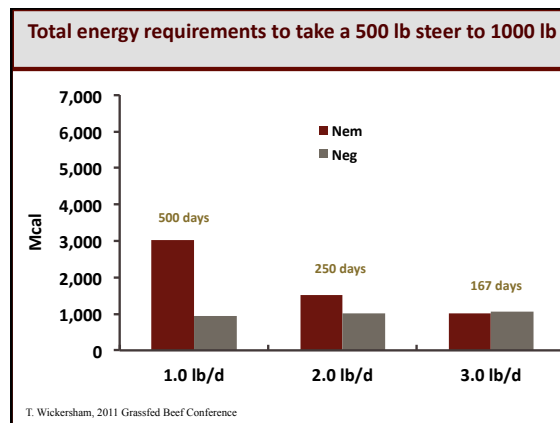
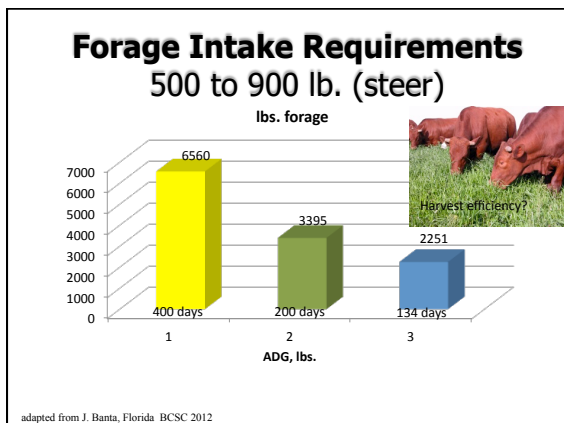
from AGA Grassfed & Pasture Finished Ruminant Standards, August 2011



Time of year influences the quality of warm-season perennial grasses.

courtesy of J. Banta

(Duble, 1970; pasture samples taken at Overton)



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
 - $\geq 30\%$ 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 conventional product
- Animals must be harvested, processed and product handled under USDA certification
- In Texas, Organic certification is overseen by TDA Organic Certification Program

TEXAS DEPARTMENT OF AGRICULTURE
TODD STAPLES, COMMISSIONER

Search TDA (800) TELL-TDA 835-5312

HOME NEWS & EVENTS GRANTS & SERVICES REGULATORY PROGRAMS LICENSES & REGISTRATIONS FOOD & NUTRITION EDUCATION & TRAINING REPORTS & PUBLICATIONS ABOUT AGENCY FORMS eServices

Regulatory Programs > Organics

Organics

The mission of the Organic Program is to ensure the integrity of organic agriculture products produced and manufactured in Texas by providing certification services to Texas producers and agribusinesses.

As an accredited Certifying Agent by the USDA National Organic Program, the TDA Organic Certification Program has the authority to certify organic producers as well as processors, distributors and retailers of organic agricultural products. To be certified, an operation must comply with organic production and handling regulations established by the USDA National Organic Program (NOP).

The program's purposes are simultaneously to develop Texas' agricultural economy and to provide consumers with the most abundant and diverse food and fiber supply possible. The program helps Texas farmers diversify their operations and capture a larger share of a growing premium market, and it helps ensure the authenticity of the organic marketing claim.

Please click on the Organic Certification Handbook under Resources to learn more about organic agriculture. This publication provides useful information such as how to obtain organic certification through the TDA Organic Certification Program and answers to frequently asked questions about organic agriculture production and handling.

Resources

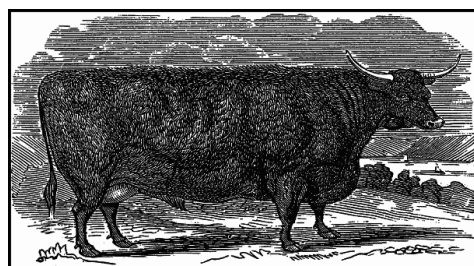
- Contacts
- Forms
- Organic Certification Handbook
- How to File a Complaint
- Texas Organic Standards
- TDA Key Initiative
- Organic Cost Share Reimbursement Program
- Accredited Certifying Agents operating in Texas
- Texas Organics - A Fresh Choice
- Map Instructions and Examples
- Organic Fee Calculator

Organic (continued)



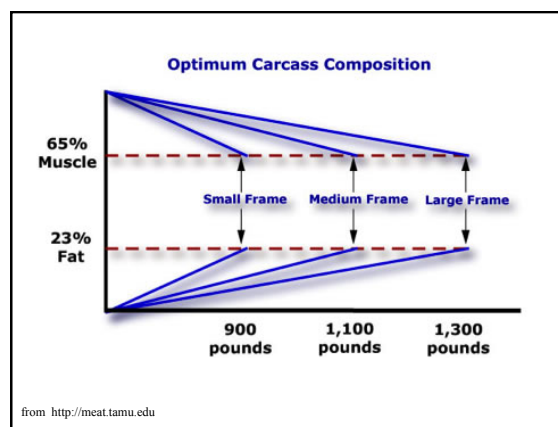
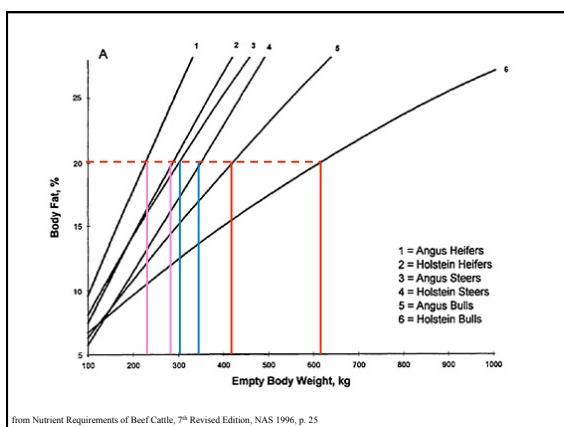
Organic beef production requires USDA certification of the entire production chain, involves audits and inspections, and requires more time, effort and process documentation than other beef production systems.

Biological types suited for forage-based beef production...



from writings about the Devon breed ~1864:

- dairy qualities and ability to fatten were inversely related
- "its property as a milker could not be improved without producing a certain detriment to its grazing qualities"
- "the proportion of meat on the valuable parts is greater, and the offal less, than on most breeds, while it is well settled that they consume less food in its production."







**GRASSFED
BEEF
Conference**

**May 30-31
2012**
Texas A&M
College Station
campus

Topic: AgLife, the Extension Service, learned to first conference the best in grassfed beef production in May 2011 and looking for the conference from the 10th position, it was a huge success.

If you missed that learning opportunity and want to learn more about grassfed beef production, look for the conference from May 30-31, 2012 in College Station for this year's Grassfed Beef Conference.

We've invited some of the nation's leading participants and the international family of speakers that will learn together for this information sharing opportunity. As we (Grassfed) merge from the entire range of 2011, we're in the state to enhance design and beef production systems.

Here's a quick preview of the agenda:

<ul style="list-style-type: none"> • Overview of the US Beef Industry • Defining organic, grassfed and organic • Growing Europe - the Mediterranean • Cattle types used for grassfed beef • Forage-based systems for cattle • Perspective beef breeds 	<ul style="list-style-type: none"> • Handling Cattle for the Grassfed Beef • Cattle Nutrition - a new paradigm • Consumer... and their expectations • A Taste of Texas Beef • Marketing / market product • Economics and Sustainability
---	---

for more information
Dr. Rick Machen
machen@ag.tamu.edu
Office 810.278.9151

To register go to:
<http://aglifetexas.org/raas.edu>
Register - Grassfed

Hosted by
Texas AgLife Extension Service
Rick Machen





