

MARKETING LABELS & VOLUNTARY CERTIFICATIONS

ECO-LABELS



Eco-labels are voluntary certifications you can use to communicate your production practices or certain specific product criteria. There are two general types of eco-labels: production-based (which indicates certain production requirements were met) and place-based (which indicates the product was grown within a specific geographic region). Eco-labeling as a practice began in the 1970's and today there are more than 460 types of eco-labels globally. Requirements of the label certification vary greatly and depend on the organization overseeing the eco-label. The use of accurate eco-labels can help you attract more customers and communicate clearly with them about your farm or ranch. Below is an overview of some of the most common eco-labels on the market today. Visit the host site for more details about each certification.

AMERICAN GRASSFED

This label is managed by the American Grassfed Association (AGA), and requires the food products using this label have eaten nothing but their mother's milk and grass or hay for the duration of their lives. Additionally, the label requires the animals were raised on pasture free of confinement and were not treated with hormones or antibiotics. This label can apply to meat products (including those from beef, bison, pigs, lambs, and chicken), dairy products, and eggs.



AMERICAN HUMANE CERTIFIED

This certification, from American Humane, focuses on the treatment of animals. Their standards are based on the five freedoms of animal welfare, which include freedom from hunger and thirst, freedom from discomfort, freedom from pain, injury, and disease,



freedom to express normal and natural behavior, and freedom from fear and distress. The program is open to any producer who meets the standards for raising and handling their animals.

CERTIFIED ANIMAL WELFARE APPROVED BY AGW

Operated by independent nonprofit, A Greener World, this label also focuses on animal welfare. This certification is only available to independent farmers, requires that animals are raised on pasture or range, and has specific standards based on animal type. Animals covered include any meat, dairy, and egg producers, as well as working dogs.



BIODYNAMIC DEMETER CERTIFICATION

This certification is managed by worldwide organization, Demeter International, and focuses on farm-production. An addition to Certified Organic, this label has additional requirements around water conservation and farm biodiversity, as well as farm fertility, weed, and pest management. (See *Fact Sheet 6.1 Certified Organic for more information*).



FAIR TRADE CERTIFIED

Fair Trade Certified is managed by Fairtrade Labeling Organizations International (FLO), and in the United States by Fair Trade USA. This label is designed to increase transparency in supply chains, and focuses mainly on imported products or products made from imported ingredients. The certification ensures the sellers or growers of the products, and the envi-



ronment the products are grown or raised in, are treated fairly. Standards include: fair wages paid to workers, safe working conditions, and the banning of child and/or forced labor. In addition, the product or ingredients must be grown or raised in a way that promotes sustainable social, economic, and environmental development.

FOOD ALLIANCE CERTIFIED

This certification, managed by Food Alliance, is designed to be a whole system certification that addresses working conditions, humane animal treatment, and environmental stewardship. The certification is available to crop, livestock, hemp, beverage, and processed food producers, as well as nurseries and packing, processing, and distribution operations. Criteria for certification varies depending on product type, but includes supply chain traceability, the omission of genetically modified crops, and the conservation of resources.



NON-GMO PROJECT VERIFIED

Managed by the non-profit, Non-GMO Project, this label ensures products are completely free of genetically modified ingredients and grown without genetic engineering. The organization has rigorous best practices for GMO avoidance and can be applied to a wide range of final products.



CERTIFIED GLUTEN-FREE

There are a several "certified gluten free" labels on the market, all working to communicate that a product is safe for people with gluten intolerances or celiac disease to ingest. The Food and Drug Administration rule, Gluten and Food Labeling, requires that any food labeled "gluten free" or any variation thereof must have less than 20 parts per million (ppm) of gluten. Some common certifiers include: the Glu-



ten-Free Certification Organization (GFCO), BRCGS Gluten-Free Certification, the Gluten-Free Food Program, and the NSF Certified Gluten-Free.

CERTIFIED HALAL

Halal Certifications indicate that a food is permissible under Islamic law, and therefore consumable by Muslims. Islamic law forbids consumption of products containing pork or alcohol, blood products, certain additives, and meat that has been improperly slaughtered. There are several Halal Certifiers, including American Halal Foundation, Halal Food Standards Alliance of America (HFSAA), and others.



CERTIFIED HUMANE

Run by non-profit Humane Farm Animal Care (HFAC), this certification is concerned with human animal treatment from birth to slaughter. The program requires that animals have sufficient space, resting areas, the ability to engage in natural behaviors, and a nutritious diet. It also prohibits the use of antibiotics, and requires annual inspections of all facilities certified in the program.



KOSHER

Kosher certifications indicate a food does not violate any Jewish dietary laws, and therefore is consumable by any person whose religion is Judaism. Jewish dietary rules prohibit shellfish, certain meats, and the mixing of dairy and meat products, and has requirements on the slaughter and processing of meat products. There are many Kosher certifiers, including Orthodox Union Kosher and OK Kosher Certification.



CERTIFIED NATURALLY GROWN

Similar to the standards of Organic Certification, this certification focuses on human and environmental health. (See *Fact Sheet 6.1 Certified Organic for more information*). Certified Naturally Grown is a non-profit that facilitates peer to peer farm inspections rather than USDA-approved certifying agencies. This certification prohibits or restricts the use of synthetic fertilizers, pesticides, herbicides, and genetically modified organisms (GMOs).



SALMON SAFE

This independent certification program focuses on the management of riparian areas and water use, erosion and sediment control, water quality preservation and biodiversity conservation. The certification can apply to farms, ranches, dairies, vineyards, or orchards that border riparian areas as well as those located upland with the potential of downstream impacts. Assessors are able to certify for both this label, and Trout Safe (see below) in a single visit.



TROUT SAFE

An extension of the Salmon Safe certification, Trout Safe is based in the Inland Northwest and focuses on the protection of water quality, overall watershed health, and habitat restoration. The label can be used on many operations that border rivers or have upstream impacts, including farms, dairies, ranches, and vineyards. The organization focuses on six key areas: riparian area management, water use management, erosion and sediment control, integrated pest management and water quality protection, animal management, and biodiversity conservation.

