


Cheat Sheet

CERTIFICATION SEAL or synonymous food marketing terms	ORGANIC	GRASS-FED	FREE-RANGE
	<p>Certified Seal:</p>  <p>Terms:</p> <ul style="list-style-type: none"> • 100% Organic • Organic (at least 95%) • Made with Organic Ingredients 	<p>Terms:</p> <ul style="list-style-type: none"> • 100% Grass-fed • Forage fed • Made from cows fed 85% grass and 15% corn 	<p>Terms:</p> <ul style="list-style-type: none"> • free-range • pasture-raised • cage-free
Standards	<p>Certified by government</p> <ul style="list-style-type: none"> • production • handling • processing • marketing 	<p>Continuous access to pasture during growing season (until slaughter)</p>	<p>Living condition/ environment of animals or birds</p>
Potential Product Type	meat, poultry, eggs, dairy	beef, lamb, goat	meat, poultry
Price	usually significantly higher (by 10-40%)	<p>marginal differences; price data reported daily, weekly, or monthly at https://www.ams.usda.gov/market-news/livestock-poultry-grain</p>	
Agricultural Approach	<ul style="list-style-type: none"> • natural pesticides used • growing crops/raising livestock that avoids -synthetic fertilizers/chemicals -hormones -antibiotic agents -irradiation -genetic engineering 	<ul style="list-style-type: none"> • animals fed grass/forage (with the exception of milk before weaning) • not fed grain or grain by-products 	<ul style="list-style-type: none"> • not confined to a feedlot
Antibiotic Exposure	no antibiotics or growth hormones (vaccines may be given for animal health)	<p>Must indicate if feed formulation contained antibiotics (i.e. label will say "raised without antibiotics")</p>	
BOTTOM LINE	<ul style="list-style-type: none"> • higher prices • lower antibiotic exposure • reduced pesticide exposure 	<ul style="list-style-type: none"> • distinct taste • unique cooking qualities • enhanced fatty acid profile 	<ul style="list-style-type: none"> • Milk, pork, and eggs have altered/enhanced nutrient profiles