

**FOOD LABELS (NATURAL/ORGANIC)
WHAT YOU NEED TO KNOW**

Consumers have trusted the labeling process and the terms “Natural” and “Organic”, however, do we really understand what we are buying under these labels?

If you purchase a chicken with a label that says “Natural” this is what is behind that label:

- The chicken has been processed with no added chemicals or preservatives
- This does not mean that the chicken is free of hormones or antibiotics.
- This does not mean that the chicken was “free-range.

Now, if you purchase meat with an “Organic” label this signifies:

- The animal was raised under an ecological management system that generally rejects fertilizers and pesticides.
- To be Organic promotes practices that restore, maintain and enhance ecological harmony.
- To have an Organic label, the producer is required by the Organic Food Production Act and the National Organic Program to meet Organic standards and receive mandatory certification. These producers do not have to meet all criteria to be certified.

Seeing a meat product labeled “organic” has nothing to do with how the animal was processed or whether the animal is “free-range”. Beware; labels can contain any number of combinations of these terms and others. To be sure you are not getting unwanted chemicals, look for labels that say both Organic and Natural. Organic – raised without fertilizers or pesticides and Natural – processed without added chemicals or preservatives.

If you are concerned about the husbandry of the meat you buy, then you would be looking for labels that say “Free-Range” and “Grass-Fed” in addition to “Natural” and “Organic”.

Grass-fed animals are raised on pasture and/or hay only (no grain or bi-products). Free-range means the animal is allowed to roam and graze and is not consistently confined to a corral or enclosure.

The Bison Industry is asking for stronger regulations of the” Natural” food label because “the consumer expects more integrity behind the label”. The Bison Industry thru the National Bison Association is asking that the term “Natural” include animal production standards and exclude any meat or poultry from cloned animals. The USDA Foods Safety and Inspection Service has just concluded the acceptance of comments on the usage of the term “Natural”. It will probably be several months before there is any conclusion or final definition. In the meantime, the term “Natural” is out there being used on products. By the way, all of our meat products at Rocky Plains Quality Meats are truly “Natural”, “Free-Range” with no antibiotics or hormones.

Rocky Plains Quality Meats

Bison	Free-Range, Grass-Fed, Naturally Processed, No Hormones or Antibiotics
Pork	Free-Range, Vegetarian Diet, Naturally Processed, No Hormones or Antibiotics
Lamb	Free-Range, Organic, Grass-Fed, Naturally Processed, No Hormones or Antibiotics.

Chicken	Free-Range, Vegetarian Diet, Naturally Processed, No Hormones or Antibiotics
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Visit us at Rocky Plains Quality Meats for Colorado grown, natural, free-range buffalo, pork, lamb and chicken. Location: 4022 WCR 11, Dacono, CO 80514 or call us at 303-833-3791.