



BUYING GUIDE

Better Meat, Less Meat.



LABELS & CLAIMS WE RECOMMEND





American Grassfed

The “USDA Process Verified” grass-fed claim (labels vary) requires that meat comes from animals that was raised on a lifetime diet of 99 percent grass and forage, such as legumes, and had access to pasture during most of the growing season. Studies suggest that meat from such animals may provide more health benefits than meat from grain-fed, grain-finished animals.



CRAU

As of now this label is only available to institutional purchasers such as schools and hospitals.

The Certified Responsible Antibiotic Use (CRAU) is the first responsible use standard certified by USDA. Verification by USDA, a government agency accountable to Congress and the public, is essential to ensuring the integrity of CRAU. CRAU certified poultry companies must undergo regular USDA audits to verify conformance. Poultry producers in conformance with CRAU are prohibited from using antibiotics with analogues in human medicine in any regular pattern of use for any reason, including growth promotion, weight gain, feed efficiency and disease prevention. Use of antibiotics with analogues in human medicine must be rare, well documented with medical justification, and prescribed by a licensed veterinarian. Currently CRAU is available for poultry; expansion into beef and pork is in process.



GAP

Global Animal Partnership is one of the largest farm animal welfare standards and labeling organizations in North America. The G.A.P. label certifies that the animals are fed an all-vegetarian diet free of animal by products, no antibiotics are used, and no added growth hormones are administered. G.A.P. certifies that animals are afforded more space, and a safer and more enriched environment. The G.A.P. label is tiered, the higher the number on the label, the closer the farm mimicked the animal's natural environment!



USDA Organic

USDA certified organic foods are grown and processed according to federal guidelines addressing, among many factors, soil quality, animal raising practices, pest and weed control, and use of additives. Organic meat standards require that animals are raised in living conditions accommodating their natural behaviors, fed organic feed, and not administered antibiotics or hormones.



RWA

This label means exactly what it says. No antibiotics were administered at any time in the animal's life. There is no standard logo, so look for these words instead: Raised without antibiotics or no antibiotics ever.



Animal Welfare Approved

A Greener World's "Animal Welfare Approved" certification is an independent and non-profit certification program. This label ensures that chickens, cows, goats, rabbits, sheep, turkeys, and other animals raised for meat, dairy, or egg products were treated humanely from birth to slaughter — for example, by being given access to pasture. Only family farmers and cooperative groups of family farms can be AWA certified. This label is acknowledged by Consumer Reports as "highly meaningful".



Certified Humane

"Certified Humane Raised and Handled" was developed by a team that included animal scientists and veterinarians, and it applies to more than family farms. This label guarantees that the animals didn't receive antibiotics unless they were sick.

LABELS & CLAIMS WE **DO NOT** RECOMMEND





OHC

One Health Certified is a label developed primarily by poultry and meat industry experts and is currently used largely on packages of chicken meat sold in supermarkets such as Aldi and BJ's Wholesale Club. It is purported to demonstrate a company's commitment to animal welfare, environmental issues, and responsible antibiotic use. OHC approved companies are audited for conformance, but the standards largely reflect industry norms, rather than a higher bar for responsible antibiotic use or animal welfare. OHC allows for perpetual use of medically important antibiotics with no provision to remove companies from the OHC program for failure to address underlying causes of poor animal health. In addition, the label's Environmental Standard, requires producers to do nothing more than a) measure their carbon footprint, with no obligation to reduce it, and b) have a waste management plan in compliance with pre-existing state and federal requirements.

One Health Certified should not be confused with the concept of One Health, the premise of which is that the health of people, animals, and the environment are all interrelated, or with the intergovernmental, science and health care based One Health Initiative endorsed by nearly 1,000 prominent scientists, physicians, and veterinarians worldwide.

For more information, see the more in-depth Critique of the OHC label and a Multi-Sector Consensus Statement on a true approach to One Health.



No Hormones

Federal law prohibits administering hormones and steroids when raising poultry. Therefore this label claim is meaningless.



No Growth Promoting ABX

Medically important antibiotics are no longer allowed to be used for growth promotion purposes in the U.S., but can be used for illness prevention due to dirty living conditions and overcrowding. Meaning this label is essentially meaningless for maintaining the efficacy of antibiotics and should not be confused with No Antibiotic Ever or Raised Without Antibiotics.



Cage Free

This term applies to virtually all chickens raised for meat. These animals are raised in large poultry houses on factory farms not in cages so this label is meaningless when applied to these animals. For egg-laying hens, cages are replaced with crowded aviaries. No outdoor access is required.



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Antibiotic Resistance Action Center