Food- and Beverage-Related Eco-labels/Label Claims

THIRD-PARTY CERTIFIED ECOLABELS

Certification	Logo	Brief description	Availability of certified items by food service categories
American Grassfed	American WW Grassfed®	 Developed by the American Grassfed Association. Verified by an independent, third-party, on-farm audit by Auditors from Animal Welfare Approved. Standards incorporate the attributes of open pasture, animal welfare, no antibiotics, no hormones and the production of nutritious and healthy meats; recognize that the U.S. is geographically and climatically diverse and that grassfed production without any supplementation may not be feasible in some regions of the country; did not exist when Green Guide for Health Care (GGHC) Food Service (FS) Credit 3 was published, but places meaningful limits on antibiotic and hormone use so is included here. More information and a list of certified producers can be found at www.americangrassfed.org. 	 Beef Dairy (fluid milk, cheese) Specialty meats (bison, goat, lamb)

INSTITUTE FOR AGRICULTURE AND TRADE POLICY

Certification	Logo	Brief description	Availability of certified items by food service categories		
Animal Welfare Approved	Animal Welfare A P P R O V E D°	 Developed by the Animal Welfare Institute. Verified by Animal Welfare Institute auditors. Standards prohibit the sub-therapeutic and/or nontherapeutic use of antibiotics, or any other medicines, to control or prevent disease or promote growth (including sulfa drugs or ionophores); require animals to be raised on range or pasture; prohibit dual production (i.e., raising animals under both an industrialized, factory-farm system as well as an alternative, higher-welfare system); include high standards for animal welfare. More information and a list of certified producers can be found at www.animal-welfareapproved.org. 	 Beef Dairy (fluid milk, cheese) Eggs (shell) Pork Poultry (chicken, duck, goose, turkey) Specialty meats (bison, goat, lamb, rabbit) 		
Aquaculture Stewardship Council Certified	FARMED RESPONSIBLY CONTROL OF THE PROPERTY OF	 Developed by the Aquaculture Stewardship Council (ASC). The ASC was founded in 2010 by the World Wildlife Fund (WWF) and IDH (Dutch Sustainable Trade Initiative) to manage the global standards for responsible aquaculture. The standards are developed by the Aquaculture Dialogues, a program of roundtables initiated and coordinated by WWF. Verified by Accreditation Services International (ASI). The ASC standards are based on seven principles and require: Comprehensive legal compliance Conservation of natural habitat and biodiversity Conservation of water resources Conservation of species diversity and wild population through prevention of escapes, e.g., the tilapia standard prohibits the use of transgenic manipulation Use of feed and other inputs that are sourced responsibly Good animal health, e.g., tilapia standard prohibits prophylactic use of antibiotics Social responsibility for workers and communities impacted by farming (e.g. no child labor, health and safety of workers, freedom of association, community relations) Standards have been developed and continue to be developed for a wide variety of fish species; eight standards, covering twelve species have been formulated. Standards for abalone, bivalves, pangasius, tilapia and salmon have been finalized; to date only pangasius and tilapia farms have been certified; did not exist when GGHC FS Credit 3 was published. More information and a list of certified fish farms can be found at www.asc-aqua.org. 	Seafood (farmed fish-pangasius and tilapia)		

Certification	Logo	Brief description	Availability of certified items by food service categories
Bird Friendly	FRIENDE STATE OF BIRD	 Developed by the Smithsonian Migratory Bird Center (SMBC). Verified by USDA Organic inspectors who are approved by the SMBC. Standard requires use of shade management practices in organic coffee production; only available for products that are also USDA Organic. More information and product availability can be found at http://nationalzoo.si.edu/scbi/migratorybirds/coffee/. 	Beverages (coffee)
Certified Humane Raised & Handled	* Meets the Humane Farm Animal Care Program standards, which include nutritious diet without antibiotics, or hormones, animals raised with shelter, resting areas, sufficient space and the ability to engage in natural behaviors.	 Developed by a committee of animal scientists and veterinarians with expertise in farm animal and animal welfare issues. Verified by inspectors contracted through Humane Farm Animal Care; specifically inspectors are university professors in animal sciences or veterinarians who are species specific. Three types of inspectors: on-farm, slaughter and traceability. Standards assure that animals have ample fresh water and a healthy diet without added antibiotics, hormones or animal by-products; require that animals be allowed to engage in their natural behaviors, have sufficient space and shelter, and be handled gently to limit stress; assure producer compliance with local, state and federal environmental standards; assure processor compliance with the American Meat Institute Standards for slaughtering farm animals, a higher standard than the Federal Humane Slaughter Act. More information and a list of certified producers can be found at www.certified-humane.com. 	 Beef Dairy (fluid milk, cheese) Eggs (processed, shell) Pork Poultry (chicken, turkey) Specialty meats (lamb, goat, young dairy beef)

Certification	Logo	Brief description	Availability of certified items by food service categories		
Certified Naturally Grown	CERTIFIED NAMED AND CAPALLY GROWN	 Developed by Certified Naturally Grown (CNG), based on the USDA National Organic Program rules. Verified by volunteer peer inspectors, preferably other CNG farmers. Standards are highest ideals of organic farming, and prohibit use of synthetic fertilizers and pesticides and GE seeds; did not exist when GGHC FS Credit 3 was published but a significant number of farms use this eco-label so it has been included here. This is not a 3rd Party certified eco-label. CNG's approach is called a Participatory Guarantee System. These programs are designed to minimize paperwork and certification fees and employ a peerinspection process built on local networks. They're typically a better fit for small-scale producers who sell locally. More information and can be found at www.naturallygrown.org. 	 Beef Dairy Eggs Grocery (grains, honey, maple syrup) Pork Poultry Produce (fruits, vegetables) Specialty meats (lamb) 		
Fair for Life/For Life	fair trade	 Developed by Institute for Marketecology (IMO). Verified by third-party certification. Standards are for social accountability and fair trade in agricultural, manufacturing and trading operations; are designed to complement existing fair trade certification systems; did not exist when GGHC FS Credit 3 was published. More information can be found at www. fairforlife.net. 	 Beverages (cocoa, coffee, tea, wine) Grocery (chocolate, grains, honey, nuts, oils, spices, sugar) Produce (fruits, herbs, vegetables) Seafood (shellfish) 		
Fairtrade International	FAIRTRADE	 Developed by Fairtrade International (FLO). Verified by FLO-CERT, which is a separate company owned by Fairtrade International. FLO-CERT is certified by International Standardization Organization (ISO) 65, the leading, internationally recognized quality norm for bodies operating a product certification system. Standards ensure that farmers in developing nations receive a fair price for their product, and have direct trade relations with buyers and access to credit; encourage sustainable farming practices such as limiting use of pesticides; discourage the use of child labor; require products to be grown by small-scale, democratically organized producers. More information can be found at www. fairtrade.net. 	 Beverages (cocoa, coffee, juices, tea) Grocery (imported chocolate, beans, cane sugar, grains, honey) Produce (imported fruit, herbs) 		

Certification	Logo	Brief description	Availability of certified items by food service categories
Fair Trade USA	FAIR TRADE CERTIFIED™	 Developed by Fair Trade USA (formerly TransFair USA, no longer affiliated with Fairtrade International). Verified by third-party certification; Fair Trade USA audits and certifies transactions between U.S. companies and their international suppliers. Standards require democratic and transparent decision making; prohibit child labor; ensure health and safety measures are established in order to avoid work-related injuries; require pre-determined community development premiums for every sale. More information can be found at www. fairtradeusa.org. 	 Beverages (cocoa, coffee, tea) Grocery (imported chocolate, beans, cane sugar, grains, nuts) Produce (imported fruit)
Food Alliance Certified	ALLIANO HI CARTIFICA	 Developed by Food Alliance. Verified by a third-party site inspection. Standards prohibit use of hormones or nontherapeutic antibiotics; prohibit use of genetically modified crops or livestock; encourage continuous reductions in pesticide use; seek to ensure safe and fair working conditions, healthy and humane care for livestock, conservation of soil and water resources, and protection and enhancement of wildlife habitat. More information can be found at www. foodalliance.org. 	 Beef Dairy (fluid milk, cheese) Eggs (shell) Grocery (grains, legumes, nuts, oil) Produce (fruits, herbs, vegetables) Pork Poultry Specialty meats (lamb)
Food Justice Certified		 Developed by the Agricultural Justice Project (AJP). Verified by AJP approved third-party certifiers. For operations with hired labor, inspections are in collaboration with worker organizations. Standards ensure fair treatment of workers, fair pricing for farmers and fair business practices; set a high-bar social justice standard for farms, processors and retailers; are designed for all agricultural production systems, fiber and cosmetics as well as food; did not exist when GGHC FS Credit 3 was published. More resources can be found at www. agriculturaljusticeproject.org. 	 Beef Grocery (beans, grains) Produce Specialty meats (bison)

Certification	Logo	Brief description	Availability of certified items by food service categories
Marine Steward- ship Council Certified	RAINE STEWARDS HIDE COUNCIL COUNCIL	 Developed by Marine Stewardship Council (MSC). Verified by third-party certifiers. ASI manages the accreditation of certifiers. Standards assure buyers that products come from a well-managed fishery and have not contributed to overfishing; include three principles: The condition of the fish stocks (examines if there are enough fish to ensure that the fishery is sustainable). The impact of the fishery on the marine environment (examines the effect that fishing has on the immediate marine environment including other nontarget fish species, marine mammals and seabirds). The fishery management systems (evaluates the rules and procedures that are in place, as well as how they are implemented, to maintain a sustainable fishery and to ensure that the impact on the marine environment is minimized). More information can be found at www.msc.org. 	Seafood (wild caught fish and shellfish)
Non-GMO Project Verified	NON GMO Project VERIFIED nongmoproject.org	 Developed by Non-GMO Project (formed by The Natural Grocery Company and the Big Carrot Natural Food Market), working with the Global ID Group for scientific foundation. Verified by third-party certifier through on-site inspection; can be combined with a USDA Organic inspection. Standards developed to test product ingredients for presence of genetically modified organisms (GMOs); do not allow more than 0.9 percent GMO; require traceability, segregation and testing at critical control points; not included in GGHC FS Credit 3, but supported by Health Care Without Harm's (HCWH) Healthy Food in Health Care (HFHC) team. More information and a list of verified products can be found at www.nongmoproject.org. 	 Beef Beverages (juices, tea, wine) Dairy Eggs Grocery (dry, refrigerated and frozen, grains, honey, snacks) Pork Poultry (chicken, turkey) Processed meats Produce (fruits, vegetables, herbs) Seafood (wild-caught fin fish)

Certification	Logo	Brief description	Availability of certified items by food service categories
Protected Harvest	Protected Harvest Certified Sustainable	 Developed by a collaborative process which starts with possible standards being proposed by farmers, processors and those who work on the ground, which are then peer-reviewed by the scientific community and finally approved by the environmentalists on the Protected Harvest board. Verified by an audit and on-site inspection through a third-party certifier. Standards are unique to the specific crop (grapes for wine, citrus fruit, stonefruit, potatoes, etc.) and region by generally encouraging ecologically-based practices in nine different management categories (field scouting, information sources, pest management decisions, field management decisions, weed management, insect management, disease management, soil and water quality and storage management); to qualify for certification, growers must stay below an established total number of "Toxicity Units" per acre and avoid use of certain high-risk pesticides. Other types of vegetable and field crops may be certified by Protected Harvest in the future. More information can be found at www. protectedharvest.org. 	Beverages (wine)Produce (fruits, vegetables)
Protected Harvest	WISCONSIN HEALTHY GROWN POTATOES Good for you, good for the environment. www.healthygrown.com	 Developed by Wisconsin Eco-Potato (established by the Wisconsin Potato and Vegetable Growers Association, University of Wisconsin-Madison, the International Crane Foundation, WWF and the Defenders of Wildlife). Verified by third-party certifiers through Protected Harvest. Standards seek to reduce pesticide use; restore natural ecosystems; support native plants and animals. More information can be found at: http://wisconsinpotatoes.com/sustainable-potatoes and www.healthygrown.com. 	Produce (potatoes)
Rainforest Alli- ance Certified	CERTIFIED FST 1981	 Developed by Sustainable Agriculture Network. Verified by third-party certification. All personnel responsible for audit design, evaluation and certification/verification/validation decisions are under the purview of the RA-Cert Division. Standards ensure that on certified farms, rainforest is conserved, workers are treated fairly, soil and water quality are not compromised, waste is managed efficiently, chemical use is dramatically reduced and relations with surrounding communities are strong. More information can be found at www. rainforest-alliance.org. 	 Beverages (cocoa, coffee, tea) Grocery (chocolate, nuts) Produce (imported fruit)

Certification	Logo	Brief description	Availability of certified items by food service categories		
Salmon-Safe	SAFE	 Developed by Salmon-Safe. Verified by independent experts. Standards aim to recognize farm and other land use operations that contribute to restoring stream eco-system health in important native salmon fisheries of the Pacific Northwest; certify the use of agricultural practices that promote healthy streams and wetlands, including chemical management, erosion control, water use and proper animal farming. More information can be found at www. salmonsafe.org. 	 Beef Beverages (wine) Dairy (fluid milk) Eggs (shell) Grocery (dry, refrigerated and frozen, including nutritional supplements and enteral feeding products) Produce (fruits, vegetables) Specialty meats (lamb) 		
USDA Organic	USDA ORGANIC	 Developed by USDA National Organic Program. Verified by third-party certifiers. Standards prohibit the use of synthetic fertilizers, chemicals or sewage sludge; do not allow organic foods to be genetically modified or irradiated; ensure organic meat and poultry are fed only organically grown feed (without any animal byproducts) and cannot be treated with hormones or antibiotics. Label specifics: Certified Organic—a product must contain 95 to 100 percent organic ingredients. Made with Organic Ingredients—products which contain more than 70 percent, but less than 94 percent organic ingredients. Organic ingredients can be listed on the packaging of products that are not entirely organic. More information can be found at www. ams.usda.gov/NOP/indexNet.htm. 	 Beef Beverages (coffee, juice, tea, wine) Dairy (fluid milk, cheese, cultured, ice cream, etc.) Eggs (shell) Grocery (dry, refrigerated and frozen, including nutritional supplements and enteral feeding products) Meat substitutes Produce (fruits, herbs, vegetables) Pork Poultry (chicken, turkey) Processed meats Specialty meats (bison. lamb) 		

Certification	Logo	Brief description	Availability of certified items by food service categories
USDA Process Verified	USDA PROCESS VERIFIED	Verification program Developed by USDA, using the International Organization for Standardization's ISO 9000 series standards. Verified by USDA. Standards assure customers of a company's ability to provide consistent quality products or services; some specific examples include "Grassfed" and "Never Ever 3" listed below. Official Listing of Approved USDA Process Verified Programs: Livestock and Seed Poultry More information can be found at www. ams.usda.gov/AMSv1.0/processverified. Grassfed Verified by USDA; USDA Process Verified logo must be on label. Standards are for meat products derived from ruminant animals, e.g. beef cattle, dairy cattle and lamb; verify that animals were fed a diet of grass and/or forage throughout its lifetime, with the exception of milk consumed prior to weaning; prohibits feeding of grain or grain by-products; requires animals to have continuous access to pasture during the growing season (last frost in spring to first frost in fall); does not address use of hormones or antibiotics. Never Ever 3 (NE3) Verified by USDA; USDA Process Verified logo must be on label. Standards require no antibiotics be administered (whether through feed, water or by injection) from birth to slaughter; prohibit growth hormones (including natural hormones, synthetic hormones,	Beef Dairy Specialty meats (lamb) Beef Dairy Specialty meats (lamb)
		estrus suppressants, beta agonists or other synthetic growth promotants) from birth to slaughter; do not allow mammalian and avian byproducts in feed; did not exist when GGHC FS Credit 3 was published. More information can be found at www. ams.usda.gov/AMSv1.0/getfile?dDocName= STELPRDC5066028.	lamb) *At this time no poultry producers were found to have gone through verifi- cation for Never Ever 3.

USDA/FDA Approved Label Claims

Label claim	Sample label	Description	Availability of labeled items by food service categories		
Raised without antibiotics	No Added Antibiotics Low in Fat High in Protein Antibiotics Ground Patties	 Regulated by USDA's Food Safety and Inspection Service (FSIS). No antibiotics are allowed to be administered to the animal at any point during its life, including vaccinations and pre-hatch injections. If an animal becomes sick and requires treatment, it is supposed to be segregated from other animals and sold as a conventional meat product. Similar claims may include: No antibiotics added No antibiotics administered More information can be found at www. fsis.usda.gov/Fact_Sheets/Meat_&_Poultry_Labeling_Terms/index.asp#17. 	 Beef, veal Pork Poultry Specialty meats (lamb) 		
Raised without added hormones	No Added Hormones No Antibiotics EVER *Minimal processing-no artificial ingredients Keep Refrigerated Keep Refrigerated Keep Refrigerated Lamb Processing Howarden IA \$1023	 Regulated by USDA's FSIS. No added hormones were given to the animal at any point during its life. Most meaningful when used on beef or lamb products since the use of added hormones is prohibited in poultry and pork production. Similar claims may include: No hormones added More information can be found at www.fsis. usda.gov/Fact_Sheets/Meat_&_Poultry_Labeling_Terms/index.asp#15. 	Beef, vealSpecialty meats (lamb)		
rBGH/rBST-free	• Dairy not treated with rBGH* Nutrition Facts Serving Size 1 cup (240mL) Servings Per Container: 4 Amount Per Serving Calories 130 Calories from Fat 45 % Dally Value* Total Fat 5g Saturated Fat 3g 15% * Made from cows not treated with R6H. In #DA has said there is no significant difference between milk from cows treated with R6H and untreated cows. No test can now distinguish between milk from rows treated with R6H and untreated cows. No test can now distinguish between milk from torested and untreated cows.	 Regulated by the Food and Drug Administration (FDA). The product was produced without use of the artificial growth hormones recombinant bovine growth hormone (rGBH) or recombinant bovine somatotropin (rBST). Similar claims may include: Our farmers pledge not to use rBGH or rBST. Our farmers pledge not to use artificial growth hormones. Milk used in dairy products comes from cows not treated with rBGH/rBST. More information can be found at www. fda.gov/Food/GuidanceComplianceRegulatoryInformation/GuidanceDocuments/FoodLabelingNutrition/ucm059036.htm. 	Dairy (fluid milk, cheese, cultured, other-ice cream)		

Label claim	Sample label	Description	Availability of labeled items by food service categories
No genetically engi- neered ingredients	MADE WITH NO SENETICALLY MADE WITH NO SENETICAL	 Regulated by FDA. The product was made with ingredients that were not derived from genetically engineered/modified (GE/GM) organisms. The types of commercially grown GE foods will change over time. Similar claims may include: GM- or GE-free We do not use ingredients that were produced using biotechnology More information can be found at www. fda.gov/Food/GuidanceComplianceRegulatoryInformation/GuidanceDocuments/FoodLabelingNutrition/ucm059098.htm. 	 Beverages (juice, soda or other beverages that contain corn, soy, canola or their derivatives) Grocery (processed foods that contain sugar beets, corn, soy, canola or their derivatives) Produce (papaya, yellow summer squash, zucchini)
USDA Grass (forage) fed	Grass Fed Grass Finished Grass Finished KANSAS REF	Regulated by USDA's Agricultural Marketing Service (AMS). Meat products derived from ruminant animals, e.g. beef cattle, dairy cattle and lamb, may be approved to carry the USDA "grassfed" label claim if the animal was fed a diet of grass and/or forage throughout its lifetime, with the exception of milk consumed prior to weaning. Animals cannot be fed grain or grain by-products and must have continuous access to pasture during the growing season (last frost in spring to first frost in fall). Use of hormones or antibiotics is not addressed. Verification for this label claim is voluntary, thus the stand alone claim is only for marketing and is less meaningful than if it is accompanied by the "Process Verified" label (see "USDA Process Verified - Grassfed" on Eco-label chart). Similar claims may include: 100 percent Grassfed More information can be found at: http://www.ams.usda.gov/AMSv1.0/ams.fetch-TemplateData.do?template=TemplateN-&navID=GrassFedMarketingClaimStand ards&topNav=&leftNav=GradingCertificatio nandVerfication&page=GrassFedMarketingClaimStand ards&topNav=&leftNav=GradingCertificatio nandVerfication&page=GrassFedMarketing Claims&resultType=.	 Beef, veal Dairy (butter, cheese, fluid milk, yogurt) Specialty meats (lamb)

Eco-label Applicability By Food Service Category

Category	Products	American Grassfed	Animal Welfare Approved	Bird Friendly	Certified Humane Raised & Handled	Certified Naturally Grown	Fair Trade Certified	Food Alliance Certified	Marine Stewardship Council	Non-GMO Project Verified	Protected Harvest	Rainforest Alliance Certified	Salmon Safe	USDA Organic	USDA Process Verified Never Ever³	USDA Process Verified Grassfed
4 _	Beef	Х	Х		Χ	Х		Х		Х		Х	Х	Х	Х	Х
Beef	Veal/young dairy beef	Х			Х											
	Cocoa						Х			Х		Х		Х		
	Coffee			Х			Х					Х		Х		
Beverage	Теа						X			Х		Х		Х		
Beve	Fruit juices									Х		Х	Х	Х		
	Wine						X			Х	Х		Х	Х		
8	Cheese	Х	Х		Х	Х		Х		Х				Х		
Fgg	Cultured	Х				Х				Х				Х		
Dairy & Eggs	Eggs				Х	Х		Х		Х			Х	Х		
Δ	Fluid milk	Х	Х		Х	Х		Х		Х			Х	Х		

Eco-label Applicability By Food Service Category

Category	Products	American Grassfed	Animal Welfare Approved	Bird Friendly	Certified Humane Raised & Handled	Certified Naturally Grown	Fair Trade Certified	Food Alliance Certified	Marine Stewardship Council	Non-GMO Project Verified	Protected Harvest	Rainforest Alliance Certified	Salmon Safe	USDA Organic	USDA Process Verified Never Ever³	USDA Process Verified Grassfed
Grocery	Breads									Х				Χ		
	Canned fruit									X				Χ		
	Canned vegetables									Х				Х		
	Canned legumes									Х				Х		
	Cereals									Х				Х		
	Chocolate						Х			Х		Χ		Х		
	Flours									Х				Χ		
	Frozen entrees									Х				Х		
	Frozen fruit									Х				Χ		
	Frozen vegetables									Х				Х		
	Grains					Х	Х	Χ		Х				Χ		
	Honey					Χ	Х			X				Χ		
	Legumes						Х			Х				Х		
	Maple syrup					Х				Х						
	Nuts						Х	Х		Х				Х		
	Oils						Х	Х		Х		Х		Х		
	Pasta									Х				Х		
Grocery	Snacks									Х				Х		
	Sugar (cane)						Х			Х				Х		
Pork	Pork		Х		Х			Х		Х				Х		
Poultry	Chicken		Х		Х	Χ				Х				Χ		
	Duck		Х			Х								Х		
	Goose		Х			Х								Χ		
	Turkey		Χ		Χ	Χ		Χ		Х				Χ		

Eco-label Applicability By Food Service Category

Category	Products	American Grassfed	Animal Welfare Approved	Bird Friendly	Certified Humane Raised & Handled	Certified Naturally Grown	Fair Trade Certified	Food Alliance Certified	Marine Stewardship Council	Non-GMO Project Verified	Protected Harvest	Rainforest Alliance Certified	Salmon Safe	USDA Organic	USDA Process Verified Never Ever³	USDA Process Verified Grassfed
Processed meats	Bacon				Χ					Х				Х		
	Hot dogs	Х			Х					Х				Х		
	Luncheon meats													Х		
Produce	Fruit (domestic)					Х	Х	Х		Х	Х	Х	Х	Х		
	Fruit (imported)									Х				Х		
	Herbs					Х				Х				Х		
	Vegetables (domestic)					Х		Х		Х	Х		Х	Х		
	Vegetables (imported)									Х				Х		
Seafood	Wild-caught fin fish								Х	Х						
	Wild-caught shellfish								X							
	Farm-raised fin fish															
	Farm-raised shellfish							Х								
Specialty meats	Bison	Х	Х		Χ	Х										
	Goat	Х	Х		Х	Х										
	Lamb	Х	Х		Х	Х		Х					Х	Х		
	Rabbit															

This publication is part of the IATP Sustainable Farm to Hospital Toolkit—a product of the North Central Region Sustainable Agriculture Research and Education-funded project Connecting Sustainable Farmers to Emerging Health Care Markets.

The document is based in part on the Green Guide for Health Care (GGHC) Food Service Credit Toolkit Credit 3

Tracking Sheet—"Terms Sheet: Food Certifications and Label Claims," but has been updated by Marie Kulick, Earth Wise Communications with assistance from Emily Barker, IATP, and expanded to include additional eco-labels.