Educating Consumers Using Words we All Understand!

Dr. Paige Pratt

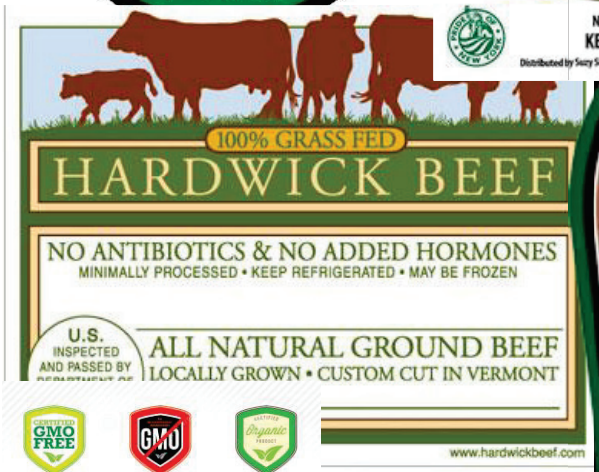
KANSAS FARM BUREAU
The Voice of Agriculture


GRASSFED
Beef


USDA ORGANIC
Suzy SIRLOIN INC
90% Lean 10% Fat
Organic Ground Beef
Product of the USA


GMO FREE
GMO
CERTIFIED
GREENSTAR


GREEN GUIDE
Label Facts
Serving Size 1lb
Feed Allowed 31%
Access to Pasture 61%
Antibiotics 5%
Growth Hormones 11%
Animal Welfare 90%
USDA ORGANIC
USDA PROCESS VERIFIED
CERTIFIED HUMANE
RAISED & HANDLED
Animal Welfare APPROVED


100% GRASS FED
HARDWICK BEEF
NO ANTIBIOTICS & NO ADDED HORMONES
MINIMALLY PROCESSED • KEEP REFRIGERATED • MAY BE FROZEN
U.S. INSPECTED AND PASSED BY
ALL NATURAL GROUND BEEF
LOCALLY GROWN • CUSTOM CUT IN VERMONT
www.hardwickbeef.com


Clayton's Organi
Raised Exclusively for
100% ORGAN
• Humanely Raised
• No Added Hormones
• Raised Without Antibiotics
• Fed on Organic Corn and Grain
Ingredients: USDA Certified Organic Beef
Humanely Raised on Family Farms in a Stress-Free Environm


NON GMO
VERIFIED


Product of Ohio
BETTER THAN
ORGANIC
*BTO


GMO FREE
GMO
Organic
NON GMO
CERTIFIED ORGANIC
Local
GUARANTEED Fresh


NATURAL PRODUCT


Food Labeling for


NATURAL GRASSFED BEEF
HUNTER CATTLE CO.
NO ADDED HORMONES
RAISED NO ANTIBIOTICS
ALL NATURAL GRASSFED BEEF
GROUND BEEF
NET WT. LBS.
Raised, Packed for and Distributed by Hunter Cattle Co.
430 Driggers Road, Brooklet, GA 30415
(912) 823-BEEF | grassfed@huntercattle.com
KEEP FROZEN OR REFRIGERATED
SAFE HANDLING INSTRUCTIONS


LOCALLY GROWN
Traditional
designed by freepik.com


CERTIFIED HUMANE
RAISED & HANDLED

Grass-Fed

- Grass and forage make up the animal's diet for its entire lifetime
- Not all grass-fed beef is organic
- All beef spend the majority of their life on a grass-based diet
- Grass-fed beef has a distinctive yellow-colored fat

KANSAS FARM BUREAU®
The Voice of Agriculture®

	Omega-3 fatty acids	Oleic acid	Total saturated and trans-fat
Ground beef from grass-fed (grazing on native Texas pasture)	0.055 grams	6.3 grams	9.8 grams
Ground beef from grain-fed cattle (fed a feedlot diet containing primarily corn and milo)	0.020 grams	8.3 grams	8.2 grams

Texas A&M University

- Grass-fed beef offers nearly double the amount of Omega-3 Fatty Acids than Grain-fed beef
- Salmon offers 1-2 grams of Omega-3 Fatty Acids in the same serving size
- Oleic acid has been shown to lower LDL- and increase HDL- Cholesterol

Natural

- No artificial ingredient or added color
- Minimally processed (did not fundamentally alter product)
- Label must include meaning of the term natural (“no artificial ingredients” or “minimally processed”)

KANSAS FARM BUREAU®
The Voice of Agriculture®

Organic - Livestock

- Vaccines allowed
- No Antibiotics
- No Growth Promotants
- Raised on Certified Organic Land
- Fed Organic Feed
- Access to Outdoors (shade; exercise; clean, dry bedding; direct sunlight)

KANSAS FARM BUREAU
The Voice of Agriculture

Organic vs Conventional Beef Production

Item	Organic, Grass-Fed Beef	Natural, Grain-Fed Beef	Conventional, Grain-Fed Beef
Starting Weight, lbs	425	475	475
Days on Feed	366	329	303
ADG, lb per day	1.65	2.36	3.06
Feed:Gain Ratio	11.0	7.1	6.2
Carcass Weight, lb	623	782	876
Land Required, Acre per lb beef	5.04	1.99	1.64
CO2 Emissions, Methane per lb of beef	5.4	2.7	2.2
See Council for Agriculture Science and Technology (CAST) Issue Paper: Animal Feed vs Human Food (eCampus)			

Organic vs Conventional Beef Production

Item	Organic, Grass-Fed Beef	Natural, Grain-Fed Beef	Conventional, Grain-Fed Beef
Starting Weight, lbs	425	475	475
Days on Feed	366	329	303
ADG, lb per day	1.65	2.36	3.06
Feed:Gain Ratio	11.0	7.1	6.2
Carcass Weight, lb	623	782	876
Land Required, Acre per lb beef	5.04	1.99	1.64
CO2 Emissions, Methane per lb of beef	5.4	2.7	2.2

See Council for Agriculture Science and Technology (CAST) Issue Paper: Animal Feed vs Human Food (eCampus)

Organic vs Conventional Beef Production

Item	Organic, Grass-Fed Beef	Natural, Grain-Fed Beef	Conventional, Grain-Fed Beef
Starting Weight, lbs	425	475	475
Days on Feed	366	329	303
ADG, lb per day	1.65	2.36	3.06
Feed:Gain Ratio	11.0	7.1	6.2
Carcass Weight, lb	623	782	876
Land Required, Acre per lb beef	5.04	1.99	1.64
CO2 Emissions, Methane per lb of beef	5.4	2.7	2.2

See Council for Agriculture Science and Technology (CAST) Issue Paper: Animal Feed vs Human Food (eCampus)

Organic vs Conventional Beef Production

Item	Organic, Grass-Fed Beef	Natural, Grain-Fed Beef	Conventional, Grain-Fed Beef
Starting Weight, lbs	425	475	475
Days on Feed	366	329	303
ADG, lb per day	1.65	2.36	3.06
Feed:Gain Ratio	11.0	7.1	6.2
Carcass Weight, lb	623	782	876
Land Required, Acre per lb beef	5.04	1.99	1.64
CO2 Emissions, Methane per lb of beef	5.4	2.7	2.2

See Council for Agriculture Science and Technology (CAST) Issue Paper: Animal Feed vs Human Food (eCampus)

Organic vs Conventional Beef Production

Item	Organic, Grass-Fed Beef	Natural, Grain-Fed Beef	Conventional, Grain-Fed Beef
Starting Weight, lbs	425	475	475
Days on Feed	366	329	303
ADG, lb per day	1.65	2.36	3.06
Feed:Gain Ratio	11.0	7.1	6.2
Carcass Weight, lb	623	782	876
Land Required, Acre per lb beef	5.04	1.99	1.64
CO2 Emissions, Methane per lb of beef	5.4	2.7	2.2

See Council for Agriculture Science and Technology (CAST) Issue Paper: Animal Feed vs Human Food (eCampus)

Organic vs Conventional Beef Production

Item	Organic, Grass-Fed Beef	Natural, Grain-Fed Beef	Conventional, Grain-Fed Beef
Starting Weight, lbs	425	475	475
Days on Feed	366	329	303
ADG, lb per day	1.65	2.36	3.06
Feed:Gain Ratio	11.0	7.1	6.2
Carcass Weight, lb	623	782	876
Land Required, Acre per lb beef	5.04	1.99	1.64
CO2 Emissions, Methane per lb of beef	5.4	2.7	2.2

See Council for Agriculture Science and Technology (CAST) Issue Paper: Animal Feed vs Human Food (eCampus)

Organic vs Conventional Beef Production

Item	Organic, Grass-Fed Beef	Natural, Grain-Fed Beef	Conventional, Grain-Fed Beef
Starting Weight, lbs	425	475	475
Days on Feed	366	329	303
ADG, lb per day	1.65	2.36	3.06
Feed:Gain Ratio	11.0	7.1	6.2
Carcass Weight, lb	623	782	876
Land Required, Acre per lb beef	5.04	1.99	1.64
CO2 Emissions, Methane per lb of beef	5.4	2.7	2.2

See Council for Agriculture Science and Technology (CAST) Issue Paper: Animal Feed vs Human Food (eCampus)

Organic – Crops/Vegetables

- No prohibited substances for last 3 years
- National list of substances approved to be used for insecticides, herbicides and pesticides
- Organic seeds
- No irradiation
- No genetic engineering
- No sewage sludge

KANSAS FARM BUREAU
The Voice of Agriculture®

Organic – Crops/Vegetables

- Researchers at Stanford University evaluated over 250 studies and found:
  - Very little difference in nutritional content
  - Organic produce had 30% lower pesticide residues; both organic and conventional were in the allowable food safety limits
  - Price differences could be substancial

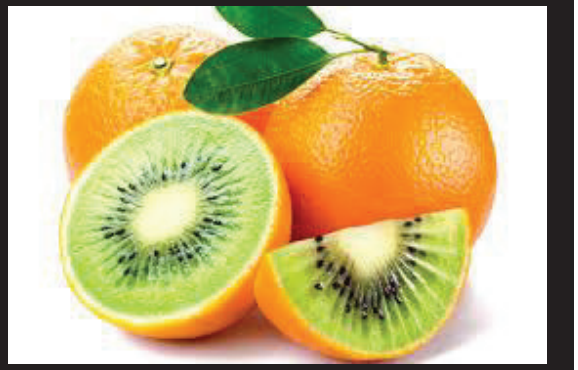
KANSAS FARM BUREAU
The Voice of Agriculture®

GMO

KANSAS FARM BUREAU®
The Voice of Agriculture®


JIMMY
Kimmel
LIVE!

Google “Genetically Engineered Food” and you will find these pictures first:

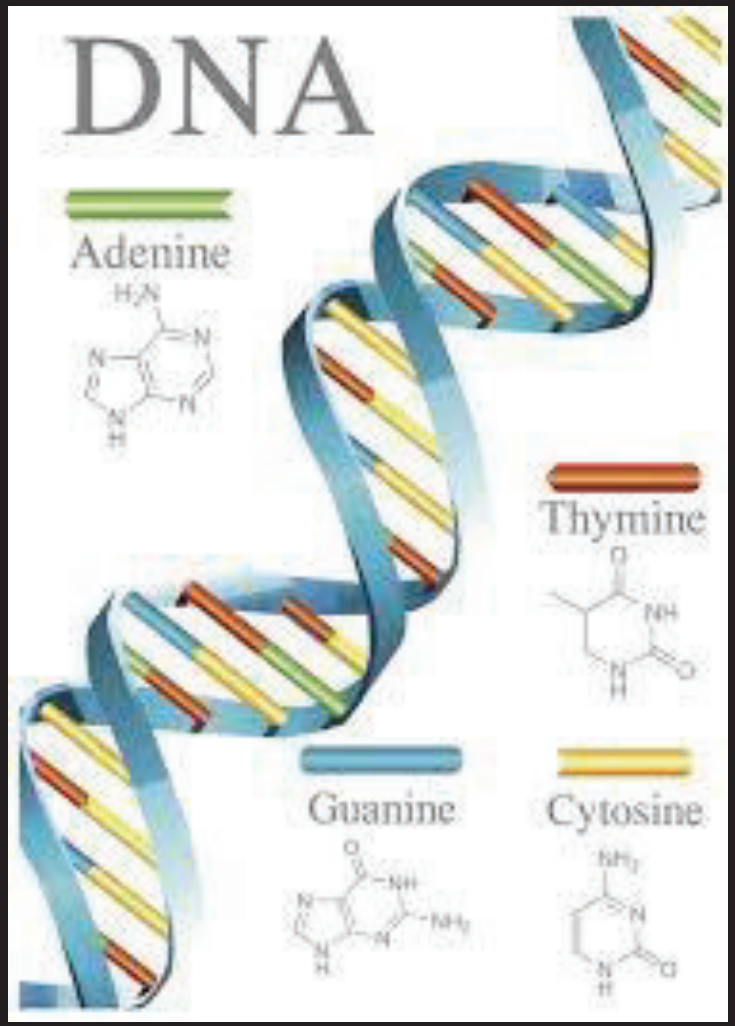


KANSAS FARM BUREAU®
The Voice of Agriculture®

Genetically Engineered

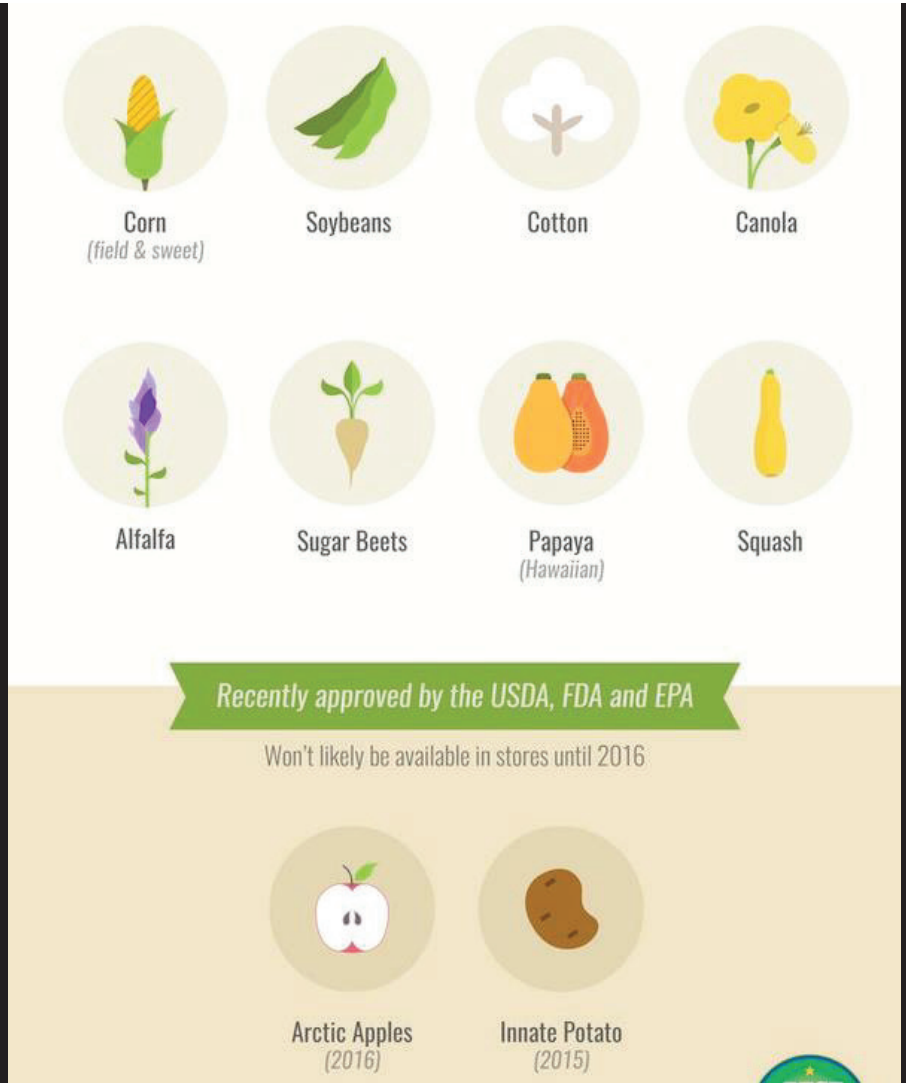
Manipulation of an organism's genes by introducing, eliminating or rearranging specific genes using the methods of modern molecular biology, particularly those techniques referred to as recombinant DNA techniques.

KANSAS FARM BUREAU®
The Voice of Agriculture®



GGGTTTAGTT CTTTGAGAGT CACATCTCTT ATTTGGACCA GTATAGACAG
AAGTAAACCC ACCTGACTTG TTTCCTGGGA CAGTTGAGTT AAGGGATGGC
TTTCACAGAG CATTCACCGC TGACCCTTCA CCGTCGGGAC CTCTGTAGCC
GCTCTATCTG GCTAGCAAGG AAGATTCGTT CAGACCTGAC TGCTCTTACG
GAATCCTATG TAAGTTGCCT ATTTTGCTGT TATCTGAAAA CCCTTCATXX
XXXXXXXXXX XXCATGGGTA TGACAGAAGA TGTGGTGTTT TCCTGTATCC
TCGGCGAGGT GAAGCATCAG GGCCTGAACA AGAACATCAA CCTGGACTCT
GCGGATGGGA TGCCAGTGGC AAGCACTGAT CAGTGGAGTG AGCTGACCGA
GGCAGAGCCA CTCCAAGAGA ACCTTCAAGC TTATCGTACC TTCCATGTTT
TGTTGGCCAG GCTCTTAGAA GACCAGCAGG TGCATTTTAC CCCAACCGAA
GGTGACTTCC ATCAAGCTAT ACATACCCTT CTTCTCCAAG TCGCTGCCTT
TGCATACCAG ATAGAGGAGT TAATGATACT CCTGGAATAC AAGATCCCCG
CCAATGAGGC TGATGGGATG CCTATTAATG TTGGAGATGG TGGTCTCTTT
GAGAAGAAGC TGTGGGGCCT AAAGGTGCTG CAGGAGCTTT CACAGTGGAC
AGTAAGGTCC ATCCATGACC TTCGTTTCAT TTCTTCTCAT CAGACTGGGA
TCCCAGCACG TGGGAGCCAT TATATTGCTA ACAACAAGAA AATGTAGCAG
TTAGTCCCTT CTCTCTTCCT TGCTTTCTCT TCTAATGGAA TATGGGTAG

KANSAS FARM BUREAU®
The Voice of Agriculture®



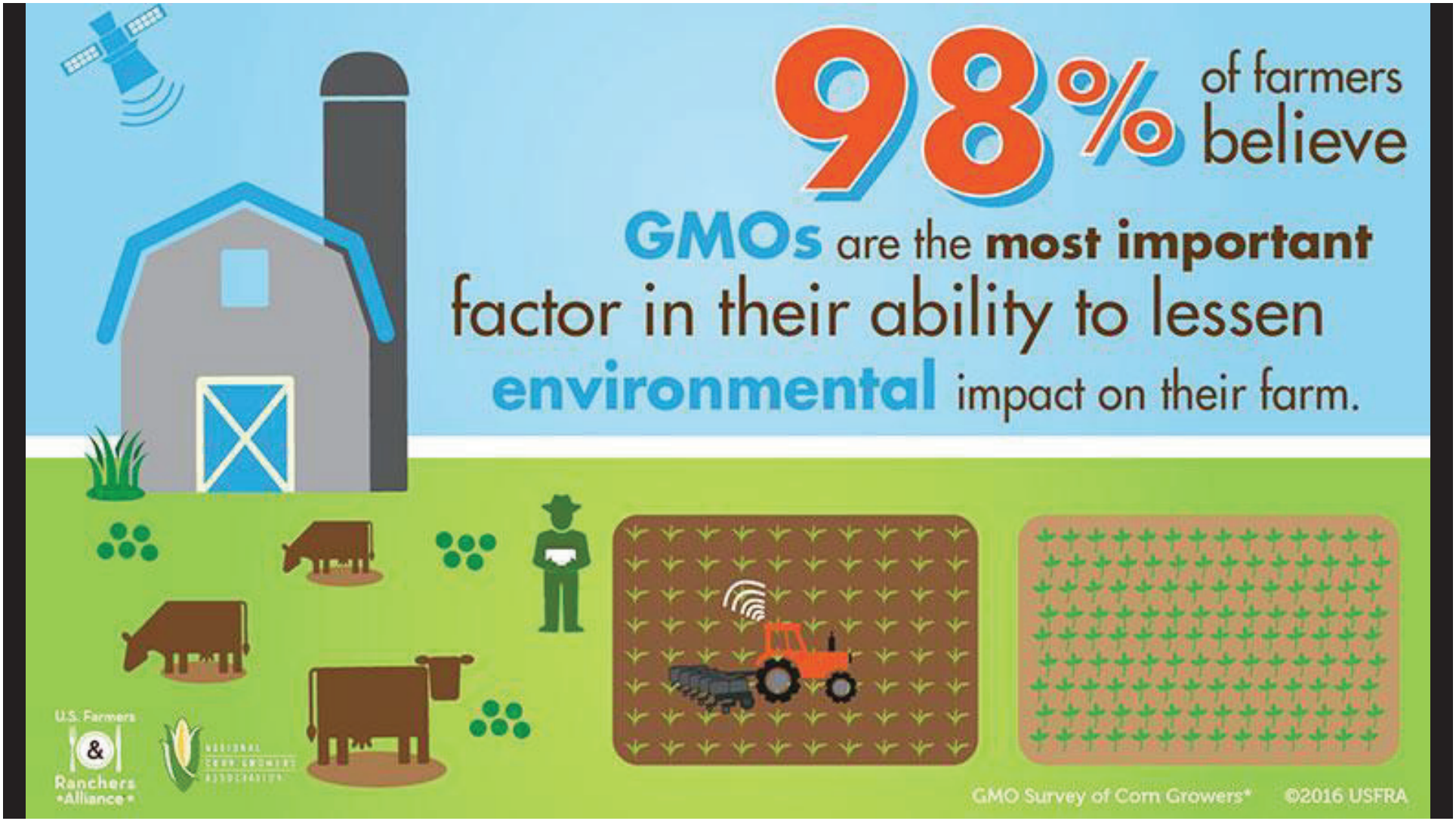
What food is genetically modified?

KANSAS FARM BUREAU®
The Voice of Agriculture®

Why Do We Use GMOs?

- Insect resistance
- Drought resistance
- Herbicide tolerance
- Disease resistance
- Increased/enhanced nutritional content

KANSAS FARM BUREAU®
The Voice of Agriculture®


98% of farmers believe
GMOs are the most important factor in their ability to lessen environmental impact on their farm.
U.S. Farmers & Ranchers Alliance
GMO Survey of Corn Growers*
©2016 USFRA

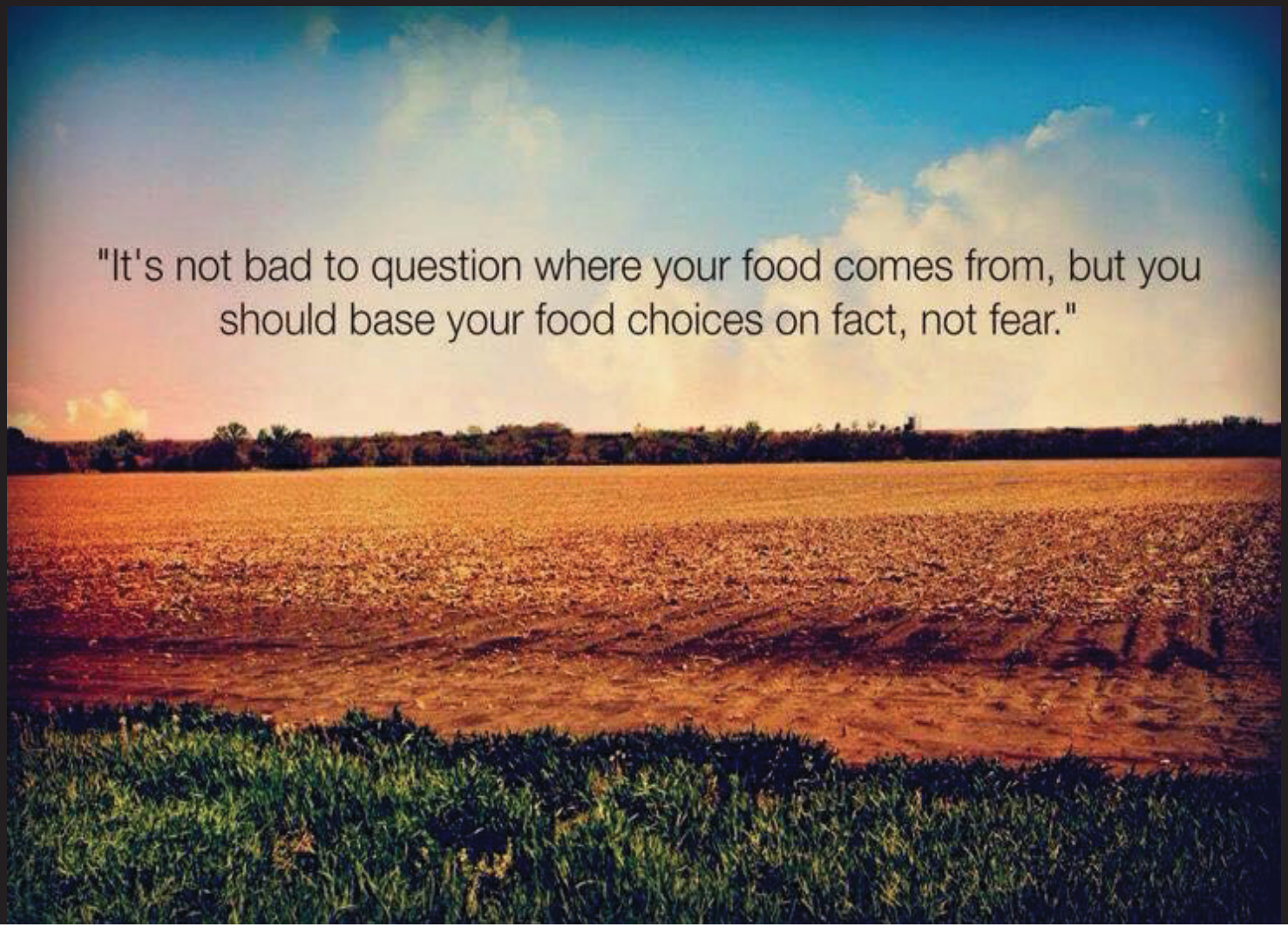
Are GMOs Safe?

KANSAS FARM BUREAU®
The Voice of Agriculture®

Organizations that Support the Safety of GMOs:

- American Medical Association
- World Health Organization
- National Academy of Sciences
- American Association for the Advancement of Science
- The European Commission
- American Council on Science and Health
- American Dietetic Association
- American Society for Microbiology
- The Royal Society of Medicine
- International Council for Science
- USDA, FDA, EPA
- …AND MANY MORE!

KANSAS FARM BUREAU®
The Voice of Agriculture®


"It's not bad to question where your food comes from, but you should base your food choices on fact, not fear."

Contact Paige at:

paige@paigejpratt.com

www.paigejpratt.com

KANSAS FARM BUREAU®
The Voice of Agriculture®