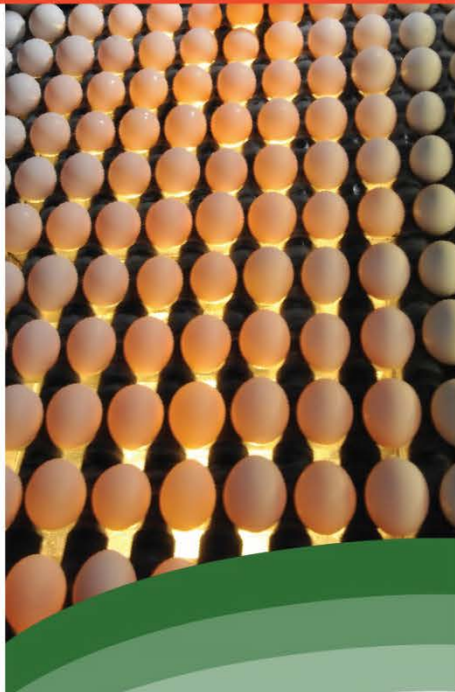


# Agricultural Marketing Service

Creating Opportunities for American Farmers and Businesses



**WELCOME! The Webinar on the USDA Grass Fed Program for Small and Very Small Producers will begin momentarily!**



# Agricultural Marketing Service

Creating Opportunities for American Farmers and Businesses

## USDA Grass Fed Program for Small and Very Small Producers Webinar

Presented by the Livestock, Poultry & Seed Program's (LPS)  
Quality Assessment Division (QAD)  
August 5, 2014

NOTE: This webinar **will be recorded and posted**  
following this session, at:

<http://www.ams.usda.gov/AMSv1.0/GrassFedSVS>

# Reasons for SVS Program

- USDA initiative to help smaller producers that are looking for a more economical approach to marketing their livestock for a higher value
- Designed for Small and Very Small Producers (49 head of calves per year or less and lambs from 99 ewes or less). Numbers higher than that will be handled on a case-by-case basis.
- AMS maintains a list of approved USDA grass fed producers

<http://www.ams.usda.gov/AMSV1.0/GrassFedSVS>

# SVS Program Information for Live Animals

- The SVS program is focused on the live animal production side only and marketing live cattle or sheep
- Provides the live producer with documentation to back up a “Grass Fed” claim for the livestock

# USDA Grass Fed Standard

- Grass and Forage shall be feed source consumed for lifetime (except for milk prior to weaning)
- Animals cannot be fed grain or grain byproducts
- Must have continuous access to pasture during growing season
- Routine mineral and vitamin supplementation allowed

# SVS Application Process

Access the application at:

<http://www.ams.usda.gov/AMSv1.0/GrassFedSVS> (see upper right)

- LPS 313 Application for Service
- QAD 1020 and 1020S Procedure and Application for SVS
- Both of these should be completed and submitted to the Quality Assessment Division by email or fax:
  - Email: [QAD.audit-service@ams.usda.gov](mailto:QAD.audit-service@ams.usda.gov)
  - Fax: 501-227-4114
- Cost of services
  - \$108 will be billed upon approval of applications
  - Approval for a 2-year period

# QAD 1020 Procedure & Application

|                                                                                                                                                                                                                                                                                                                                                                             |  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| <b>Date:</b>                                                                                                                                                                                                                                                                                                                                                                |  |
| Producer Contact/Name                                                                                                                                                                                                                                                                                                                                                       |  |
| Ranch/Farm Name                                                                                                                                                                                                                                                                                                                                                             |  |
| Physical address of<br>Ranch/Farm<br>City, State, Zip Code                                                                                                                                                                                                                                                                                                                  |  |
| Producer Contact Phone<br>Producer Contact Cell Phone<br>Producer Contact Fax Number                                                                                                                                                                                                                                                                                        |  |
| Email Address                                                                                                                                                                                                                                                                                                                                                               |  |
| Billing Address if different<br>from Physical address                                                                                                                                                                                                                                                                                                                       |  |
| <p>A USDA AMS employee will be contacting you by phone and or email following submission of your Grass Fed application. The employee will explain the process and begin your assessment. Additional records and or phone calls may be required in order to finalize your application. Due to complexities of each individual operation an onsite audit may be required.</p> |  |

# QAD 1020 Procedure & Application

|                                                                                                                                                                |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| Type of Farm/Ranch:<br>Cow/calf (sell calves off farm/ranch)<br>Cow/calf/finish operation, (finish calves on farm/ranch)<br>Backgrounder<br>Yearling Operation |  |
| Number/type of Animals wishing to enroll in program:<br>Cows<br>Calves<br>Yearlings                                                                            |  |
| Do you have animal identification/records<br>Ear Tags<br>Tattoo<br>Brands                                                                                      |  |
| Total number of Animals and Acres in operation to support Grazing animals                                                                                      |  |
| Types of forage raised on operation to supplement feeding as necessary, also number of Acres                                                                   |  |
| Do you buy supplemental forages for feeding in non-grazing season:<br>Type:<br>Amount(s)<br>Records kept:                                                      |  |
| What is your typical grazing season/period                                                                                                                     |  |
| Do you raise grains, or buy grain by products for use on farm/ranch. If yes, explain how products are not used in grass fed program                            |  |

# QAD 1020 Procedure & Application

|                                                                                                                                                                                                                      |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| Do your animals consume any grain products, if yes explain                                                                                                                                                           |  |
| Do your animals receive routine mineral, liquid, and or vitamin supplements (describe)                                                                                                                               |  |
| Have your animals been supplemented with non-forage feedstuffs during times of adverse environmental or physical conditions (explain in detail according to Standard requirements)                                   |  |
| Have your animals had any inadvertent exposure to non-forage feedstuff (such as getting into neighbors grain fields or your own grain supply if available) if yes provide details according to Standard requirements |  |
| Will you be marketing/labeling your animals with the USDA Grass Fed claim                                                                                                                                            |  |
| Do you purchase outside animals to be approved for the grass fed program                                                                                                                                             |  |
| How would you control animals that become non-conforming animals and not marketed as grass fed                                                                                                                       |  |
| What type of records do you keep to verify conformance to grass fed program:<br>Length of time records are kept:                                                                                                     |  |

# QAD 1020 Procedure & Application

**An important component and requirement of this program is the AMS LPS QAD Web listing of all approved farms and ranches. At a minimum we must post the name and location of the farm or ranch. In signing this you are agreeing to allow us to list your farm or ranch on this listing.**

Information provided in this application is needed to authorize USDA employees to perform the requested service (7CFR 54, 6, and 7CFR 62). You may by law, be fined up to \$10,000, imprisoned up to 5 years, or both for knowingly or willfully making false statements within this document (18 U.S.C. Section 1001). A separate USDA AMS Application for Service form (LS313) is also required to be completed and submitted for enrollment and billing purposes.

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Printed Name (Producer)

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Signature (Producer)

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Date

# The Application Process

- QAD Personnel will review application (QAD 1020)
- QAD will contact you to verify questions and answers on application, or to get clarification
- QAD will approve your application and program
- QAD will send you a “USDA Grass Fed Certificate” for the live animals enrolled in the program
- You will be listed on the SVS Grass Fed website

<http://www.ams.usda.gov/AMSv1.0/GrassFedSVS>

# USDA Grass Fed Certificate

- Allows the producer to market their animals with a specific claim backed by the USDA, possibly for higher market price
- Allows you to buy/sell from another “USDA Grass Fed” operation if you want to be a “backgrounder or finisher” of grass fed animals

# USDA Grass Fed Certificate

- Adds value
- Buyers and sellers of live animals are working from the same page
- Animals marketed from USDA Grass Fed can be reported by USDA Market News to identify market trends

# What Does the SVS Mean for Meat Products?

- Allows producers and/or product derived from that livestock to market meat products as Grass Fed
- USDA FSIS will acknowledge AMS certificates as sufficient documentation to allow the “Grass Fed” label claim on product(s)
- However, for a “USDA Certified Grass Fed” claim on the meat products, the harvest/processing facility must be involved in a USDA QSA audit-based program

# Live Producers Who Custom Harvest and Market Their Own Meat Products

- May use SVS Grass Fed Certificate to verify to buyers of meat products that products are from USDA Grass Fed animals
- Encourage these type of producers to contact AMS regarding marketing these products
- To be marketed as USDA Certified Grass Fed, producer needs an AMS QSA audit-based program at USDA FSIS harvest/processing facility

# Next Steps

- Gather information from processors on how we can design a program that meets their needs, as well as AMS requirements
- Design a program that will meet the needs of all sizes of facilities
- Work with harvest and processing facilities to verify and label product as “USDA Certified Grass Fed” product

# Wrap - Up

- New program to help small producers of live animals
- Market your value added live animals or meat products from approved animals
- Simple and easy program
- Cost effective to you the producer
- AMS will work with packers and processors to develop and design a USDA Certified Grass Fed program for finished product.

# Questions & Answers

Please ask questions now.  
Type in your question, using the  
chat feature on the left side of  
your screen.

# Contact Us

- Steve Ross, National Assessment Services Supervisor  
202-309-1506; [Steve.Ross@ams.usda.gov](mailto:Steve.Ross@ams.usda.gov)
- Lacey Heddlesten, Supervisory Ag Marketing Specialist  
620-260-9873; [Lacey.Heddlesten@ams.usda.gov](mailto:Lacey.Heddlesten@ams.usda.gov)
- Call Our Main Office Number at: 202-720-3271
- Visit our QAD Website: <http://www.ams.usda.gov/AMSv1.0/QAD>
- Visit the USDA Grass Fed SVS Program Page:  
<http://www.ams.usda.gov/AMSv1.0/GrassFedSVS>

***Thank you for attending today's webinar!***