



Marketing Claims and Verification Process

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Livestock and Seed Program
Agricultural Marketing Service



Developing Marketing Claims

Value-added marketing opportunities



Marketing Claim Standards



- ▶ Driven by consumer demand



- ▶ Created to differentiate value of commodities
 - ▶ Single standard with explicit attributes to create common language among industry
 - ▶ Distinguishes products in the marketplace



Marketing Claim Standards

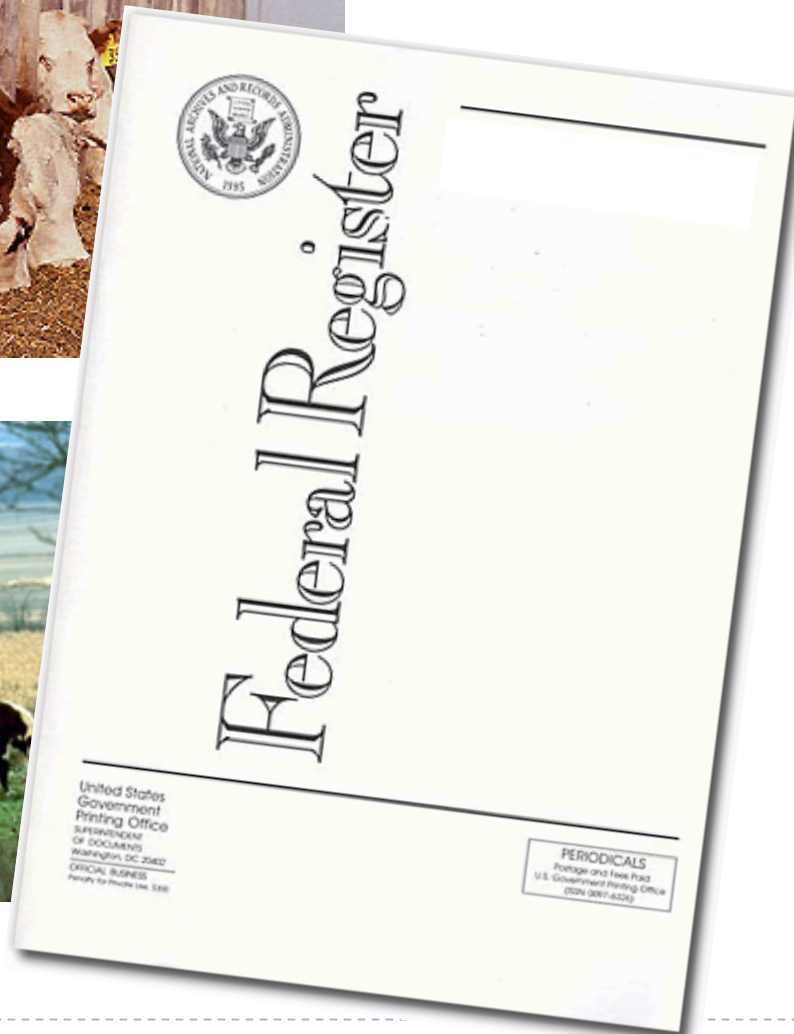
- ▶ Applies to unique livestock production or processing activities.
 - ▶ E.g., Naturally raised Grass



- ▶ Marketed at retail
 - ▶ Voluntary
 - ▶ But if applying the standard, mandatory to receive USDA certification
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Role of Agricultural Marketing Service



- ▶ Identify need
- ▶ Request input from stakeholders
- ▶ Propose in Federal Register—public comment
- ▶ Analyze comments
- ▶ Publish final marketing claim



Certifying Validity of Marketing Claims



Independent verification by the
Agricultural Marketing Service

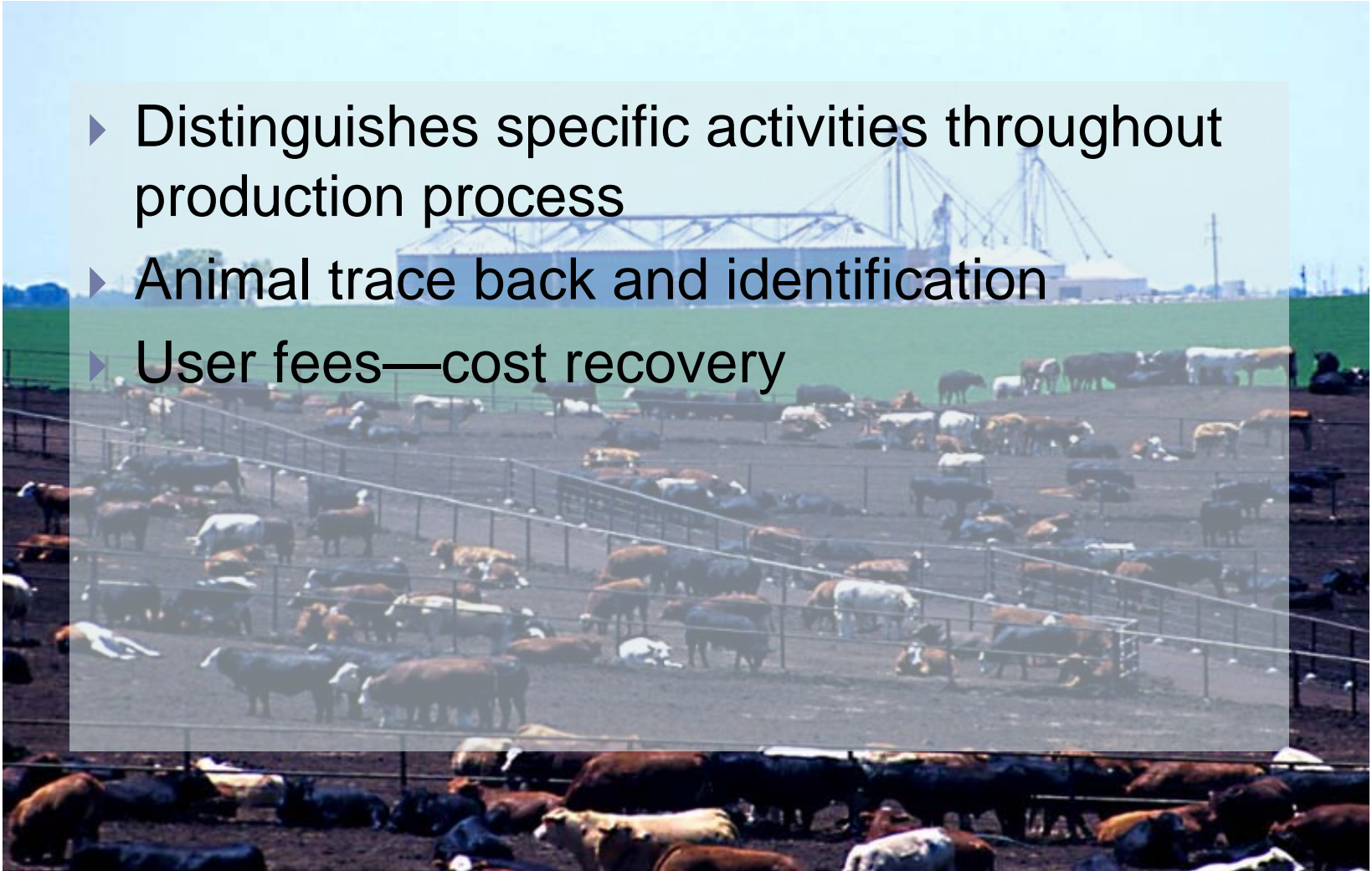
Process Verified Program

- ▶ AMS performs independent audits and accreditations
 - ▶ ISO 9001:2000 standard
 - ▶ ISO Guide 65 Program
 - ▶ E.g., U.S. Organic Certifiers for EU



Process Verified Program

- ▶ Distinguishes specific activities throughout production process
- ▶ Animal trace back and identification
- ▶ User fees—cost recovery



Questions?

- ▶ **Contact the Livestock and Seed Program**
 - ▶ Verification and Certification: (540) 361-7640
 - ▶ Standards: (202) 720-4486
 - ▶ www.ams.usda.gov/lsprogram
- ▶ **Contact Poultry Programs**
 - ▶ Verification and Certification: (202) 720-4411
 - ▶ Standards: (202) 690-3148
 - ▶ www.ams.usda.gov/poultry

