



Why American Grassfed Association Certified Meat Is the BEST Choice

The USDA has developed standards for use of the term grassfed on meat labels. They state that animals must be fed a diet of grass and forage, but they can be confined and fed supplements, antibiotics, or hormones. The meat can be imported from Argentina, New Zealand, Australia or other countries, so there's no guarantee that it came from a local or regional family farm. And there's no verification – anyone can sign an affidavit and use the grassfed claim.

The American Grassfed Association is the only organization offering independent third-party certification for a strict set of grassfed standards.

AGA certification means:

- The animals are fed nothing but mother's milk, grass and forage from birth to harvest – no grain, animal by-products, antibiotics, or hormones, ever.
- The animals are never confined in a feedlot, but are instead allowed to roam free on pasture, living a happy, stress-free life and expressing their natural behaviors.
- The animals are born and raised in the US on family farms, and every animal is tracked from birth to harvest.
- AGA-Certified farms and ranches are audited annually to make sure that when consumers see the AGA logo, they know that the meat is produced according to the highest standards.

Why Grassfed?

Grassfed meat is:

- Healthy for people. Grassfed meat is lean, contains a high percentage of good fats – Omega 3s and CLA -- and beneficial antioxidant vitamins and minerals.
- Healthy for animals. Cattle, goats, sheep, and bison evolved to eat grass and not much else. Feeding them a diet rich in grains creates an acidic environment in their digestive systems, leading to disease and the need for treatment with antibiotics.
- Healthy for the planet. Pasture-based farming restores natural ecosystems and wildlife habitat, reduces reliance on petrochemicals, improves the soil with organic matter, and reduces greenhouse gasses, especially CO₂.
- Healthy for communities. Small family farms provide jobs and strong economies in rural communities and create sustainable businesses for succeeding generations.