

Prairie-Friendly Ag Labeling Resources

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Farmers and ranchers can benefit from effective and targeted marketing, and those producers that use sustainable practices to support healthy animals and habitats have opportunities to showcase their efforts through 3rd party certifications. This list below and the attached spreadsheet highlight several marketing and networking resources, along with 3rd party certification options that may advance marketing options for ranchers in southwest Washington.

1) Western Landowners Alliance

<https://westernlandowners.org/>

The Western Landowners Alliance advances policies and practices that sustain working lands, connected landscapes, and native species.

- create opportunities for knowledge exchange between landowners, make science more accessible and relevant, and provide the resources and information needed to make sound management decisions

2) Global Animal Partnership

<https://globalanimalpartnership.org/>

G.A.P. has created a meaningful animal welfare labeling program, verified by audits conducted on every farm, in order to influence the food industry, raise consumer expectations, and create a sustainable environment.

- Registered 501(c)(3) non-profit organization
- Impacts 11 countries and 9 species including dairy cattle and beef cattle

3) American Grass Fed Association

<https://www.americangrassfed.org/>

American Grassfed Association (AGA) is a producer-founded and run non-profit organization that supports American Family Farms and Ranchers through certification, advocacy, education and other programs.

- Grassfed Livestock Alliance LLC, Portland, OR AGA producer
- AGA certified stamp
- Standards include:
 - Animals are fed only grass and forage from weaning until harvest.
 - Animals are raised on pasture without confinement.
 - Animals are never treated with antibiotics or added growth hormones.
 - All animals are born and raised on American family farms.

4) Center for Plant Conservation

<https://saveplants.org/>

CPC safeguards rare plants by advancing science-based conservation practices, connecting and empowering plant conservationists, and inspiring all to protect biodiversity for future generations.

- Access to cutting edge tools, data, and information through our exclusive members-only web portal.
- Member invitation to the annual CPC National Meeting, the country's premier opportunity for front-line information on plant conservation science.
- Opportunities to receive funding through CPC National Office disbursements for seed collection, plant propagation, scientific research and more.
- Technical support, guidance, and community, facilitated through the CPC National Office, your go-to connection on how to Save Plants.

5) Holistic Management International

<https://holisticmanagement.org/>

Showcase your products or services to the regenerative agriculture community while supporting HMI's work to educate more people in regenerative agriculture for healthy land and thriving communities.

- Digital posts reach up to 7000 viewers and over 40,000 web visitors /year

6) California Certified Organic Farmers (CCOF)

<https://www.ccof.org/>

Our mission is to advance organic agriculture for a healthy world. We accomplish our purpose through organic certification, education, advocacy, and promotion.

- Launching bold strategies to increase the amount of farmland under organic production and grow the market for organic food and goods.
- Influencing policies, standards, and regulations to ensure that a diversity of producers can go organic and stay organic.
- Providing a suite of certification programs that support our members while providing high quality organic certification services and education programs.

7) Future Farmers of America

<https://www.ffa.org/>

FFA provides the next generation of leaders who will change the world.

- Develops competent and assertive agricultural leadership.
- Increases awareness of the global and technological importance of agriculture and its contribution to our well-being.
- Strengthens the confidence of agriculture students in themselves and their work.
- Promotes the intelligent choice and establishment of an agricultural career.
- Encourages achievement in supervised agricultural experience programs.
- Encourages wise management of economic, environmental and human resources of the community.
- Develops interpersonal skills in teamwork, communications, human relations and social interaction.
- Builds character and promotes citizenship, volunteerism and patriotism.
- Promotes cooperation and cooperative attitudes among all people.
- Promotes healthy lifestyles.
- Encourages excellence in scholarship.

8) A Greener World

<https://agreenerworld.org/>

As an independent, nonprofit certifier, AGW supports these working farmers and ranchers with a respected third-party certification, realistic production guidance and marketing support for their AGW-certified products.

- 4 current certifications (organic by AGW coming soon)
- Certify and Support Independent Farms
- Promote Animal Welfare and Sustainability
- Educate Consumers on Greener Food Choices

9) **Audubon**

<https://www.audubon.org/conservation/ranching>

Grassland birds have suffered an unparalleled decline over the past half century, stemming from widespread development of North America's grasslands. This calls for Audubon's action. To combat the negative effects of grassland degradations—and to keep grass on the landscape—Audubon has developed the Conservation Ranching Initiative. This market-based conservation approach offers incentives for good grassland stewardship through a certification label on beef products. For the first time, consumers can contribute to grassland conservation efforts by selectively purchasing beef from Audubon-certified farms and ranches.

- Audubon enlists agency partners and livestock production specialists to provide technical assistance to help participating ranchers meet initiative protocols and improve forage quantity/quality over time.
- Participants may get priority enrollment in some federal or state cost-share and incentive programs.

10) **Certified Humane**

<https://certifiedhumane.org/>

Humane Farm Animal Care DBA Certified Humane® is a registered 501(c) 3 nonprofit certification organization, operating internationally and dedicated to improving the lives of farm animals in food production from birth through slaughter. The goal of the program is to improve the lives of farm animals by driving consumer demand for kinder and more responsible farm animal practices. When you see the Certified Humane Raised and Handled® logo you can be assured that the food products have come from facilities that meet precise, objective standards for farm animal treatment. You can find Certified Humane® products in the U.S., Argentina, Australia, the Bahamas, Brazil, Canada, Chile, Colombia, Costa Rica, India, Jordan, Malaysia, Mexico, New Zealand, Peru, Singapore, and Uruguay.

11) **Rodale Institute**

<https://rodaleinstitute.org/>

Rodale Institute is a 501(c)(3) nonprofit dedicated to growing the organic movement through rigorous research, farmer training, and consumer education. Widely recognized as a founder of the modern organic movement, Rodale Institute has been a global leader in regenerative organic agriculture for over 70 years.

- Agricultural practices that include rotational grazing
- Farming systems trials; test benefits to organic farming for better results for farmers

12) Oregon Tilth

<https://tilth.org/>

OTCO provides organic certification services for operations that produce crops and livestock, or handle organic products. Each broad category features established classes of certification to address the unique attributes and activities of different operations. A single operation may be certified under more than one category and class of certification, depending on the scope of its activities. The standards are available on the USDA National Organic Program (NOP) website.

13) World Wildlife Fund

<https://www.worldwildlife.org/>

Sustainable Ranching Initiative:

- In 2015, WWF began ranch bird surveys to measure species diversity that occurs along with beef production.
- The SRI has partnered with Quantified Ventures, an impact investing advisory firm, to determine the feasibility of developing an outcome-based financing tool that incentivizes grassland conservation.
- In Nebraska, they launched a new approach to transition planning that uses a long-term, hands on approach.
- In Montana, they began a sustainable beef pilot to test the sustainability framework developed by the US Roundtable for Sustainable Beef and increase supply chain traceability.
- Thanks to partnerships in the Northern Great Plains (NGP), they expanded their grassland bird surveys by 37% in 2020 (for a total of 93 ranches surveyed since 2015), adding participants from the ranching community in Montana, Nebraska, and South Dakota.

AG. LABEL COMPARISONS	Audubon Conservation	American Grassfed	A Greener World	A Greener World	A Greener World
	Ranching initiative		Certified Animal Welfare	Certified Grassfed	Certified Regenerative
Animal Handling					
Must allow for natural and instinctive animal behavioral	✓	✓	✓	‡	✓
Low stress measures must be taken to prevent injury or distress	✓	✓	✓	‡	✓
Electric cattle prod use is prohibited	✓	✓	✓	‡	✓
Animals may be purchased from outside source operation	✓	✗	✓	‡	Not specified
All beef cattle must be inspected at least once per 24 hours	Not specified	Not specified	✓	‡	Not specified
Animal Feeding					
Grass, forage, and milk prior to weaning must be the feed source for lifetime of ruminant	✗	✓	✓	✓	✗
No feed may contain animal by-products	✓	✓	✓	✓	✓
Consumption of naturally attached seeds is considered incidental	Not specified	✓	Not specified	✓	Not specified
Animals can not be fed grain, grain by-products or feed concentrate	✗ _∞	✓	Not specified	✓	✗
Supplemental feed spatially dispersed or in moveable feed bunks	✓	✓	✓	✓	✓
Normal feed is produced by the holding itself and not brought in as regular practice	Not specified	Not specified	Not specified	Not specified	✓
No GMO seed or crops used in feed or food products along	✓	Not specified	✓ _*	‡	✓
Access to pasture or range and no feedlots or confinement feeding allowed	✓	✓	✓	‡	
Animal health and treatment					
No feed can contain antibiotics	✓	✓	Not specified	✓	✓
The use of antibiotics is prohibited	✓	✓	∞	✓	∞
The use of organophosphates is prohibited	Not specified	✓	✓	✓	Not specified
Genetically modified or cloned animals are prohibited	Not specified	✓	✓	‡	✓
Temporary confinement not including feeding, is allowed for cattle	✓	✓	✓	‡	✓
Land treatment and chemicals					
Chemical fallow should not be used to kill annual weeds	§	✓ _§	Not specified	Not specified	Not specified
Treatment of herbicide for invasive plant species is acceptable	✓	✓	✓	‡	✗ _∞
Synthetic fertilizers are prohibited	Not specified	✓	Not specified	Not specified	✓
Neonicotinoid use is prohibited	✓	Not specified	✓	‡	✓
Land requirements					
Sacrificial pastures are allowed to protect from overuse	Not specified	✓	✓	‡	Not specified
Riparian areas must be protected and maintained	✓	✓	Not specified	Not specified	✓
No tillage practices are recommended	Not specified	Not specified	Not specified	Not specified	✓
Practices will allow for wildlife to coexist on holdings	✓	✓	Not specified	Not specified	✓
Top soil removal is prohibited	Not specified	Not specified	Not specified	Not specified	✓
Ranches will contain native annual and perennial plant species	✓	✓	Not specified	Not specified	✓
Land must be managed to avoid erosion	Not specified	Not specified	✓	‡	✓
Deforestation is prohibited	Not specified	Not specified	Not specified	✓	✓
Management and grazing plans					
Specific management plan is required	✓	✓	✓	‡	✓
Plan allows for progressive transitions towards conservation goals	✓	Not specified	Not specified	Not specified	✓
Plan requires impacts on the ecosystem to include fuel usage, and machinery usage	Not specified	Not specified	Not specified	Not specified	✓
Plan requires improvements up to 3 years	✓	Not specified	Not specified	Not specified	✓
Plan requires improvements up to 5 years	Not specified	Not specified	Not specified	Not specified	✓
Soil testing must be conducted at least every:	N/A	N/A	3 years ∞	N/A	N/A
List of invasive/noxious weeds	✓	Not specified	Not specified	Not specified	✓
Animal records required	✓	✓	✓	✓	✓
Affiliated costs					
Application/ licensing fee	\$0 fees	\$150	\$100-\$360	\$100-\$360	\$100-\$360
Annual administration fees	\$0 fees	\$200/year membership dues	\$90-\$120/year	\$90-\$120/year	\$800/year†
Audit fees	\$0 fees	no financial interest in inspecting agent	\$90-\$120/year	\$90-\$120/year	\$800/year†
Use of label on agricultural products	\$0 fees	\$.25-\$1.00/ruminant \$1.00/milked	\$350+ .003% sales over \$200k	\$350+ .003% sales over \$200k	N/A
Additional fees	\$0 fees	‡	‡	‡	\$700‡

Additional Resources

Audubon Conservation Ranching Initiative program standards:
https://nas-national-prod.s3.amazonaws.com/texas_oaks_and_prairies_protocol_template_dec_2019.pdf
 American Grassfed Program Standards:
<https://www.americangrassfed.org/wp-content/uploads/2022/05/AGA-Grassfed-Ruminant-Standards-2022-.pdf>
 A Greener World Certified Animal Welfare Program Standards:
<https://agreenerworld.org/wp-content/uploads/2022/02/AWA-Beef-Cattle-Standards-2021-v2.pdf>
 A Greener World Certified Grassfed Program Standards:
<https://agreenerworld.org/wp-content/uploads/2021/10/Certified-Grassfed-Standards-2021-v1.pdf>
 A Greener World Certified Regenerative Program Standards:
<https://agreenerworld.org/wp-content/uploads/2022/09/Certified-Regenerative-by-AGW-Standard-v1.pdf>
 A Greener World Fee Schedule:
<https://agreenerworld.org/certifications/fees/>

Footnotes

* Certified by A Greener World
 † Additional fees may apply
 ‡ In line with AGW certified animal welfare
 § Unless approved in management plan
 ∞ Additional notes in program standards