



USDA BREED CLAIM LABELING GUIDELINES

Full USDA report is located here and we reference pg 8 below:

https://www.fsis.usda.gov/sites/default/files/media_file/2021-02/RaisingClaims.pdf

Documentation needed:

1. A signed and dated document that substantiates the breed claim, e.g., under a (AMS) Certified Meat and Poultry Program or a certificate from a breed organization
2. A written description of the product tracing segregation mechanism from time of slaughter or further processing through packaging and wholesale or retail distribution;
3. Documentation To Support The Breed By Phenotype (for example, hide color) or genotype (traceable to one registered parent or two registered grandparents with a breed association); and
4. A written description for the identification, control, and segregation of non-conforming animals/product.

SARE PROJECT PROCESS that could carry forward to Farm certification of the KPPA 100% KuneKune label:

We worked with Meatcrafters by providing them with documentation that substantiates breed claim labeling under the KPPA, who verified each animal taken to be processed through herdbook verification and an RFID tag. (This satisfied #1 and #3 from the list above)

Meatcrafters then took our document and satisfied items #2 and #4 through their application submission to use breed claim labeling on the packaged salamis.

The process took 4 months to complete from start to finish.

POTENTIAL PROCESSES with FARMS:

To take this process forward into the KPPA farm certification program, the organization would do the following things with the farm.

1. Collect herdbook and identification data of animals being used for KPPA certifications.
2. Verify those submissions against the herdbook.
3. Provide the letter that satisfies items #1 and #3 in the USDA breed claim labeling guidelines.
4. Assist farms and their processor(if they do not have a process already in place) in providing the USDA labeling dept with the documents that they need to submit with the KPPA letter that would satisfy items #2 and #4 concerning segregation of non conforming animals and products.