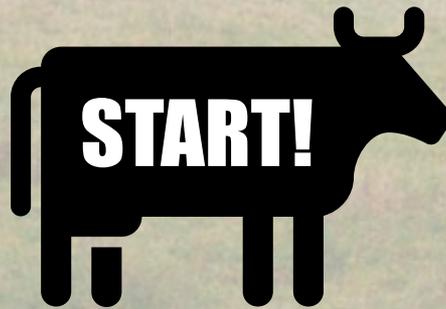


# Myth Busters

## Local Beef Edition



A black and white cow with green ear tags is the central focus of the image. The background shows a herd of similar cows in a field under a clear sky. The text is overlaid on the cow's face.

**Local beef is raised  
without administering  
hormones.**

**Myth?**

**Truth?**

# Correct.

**Local beefs raised  
without administering  
hormones**

**BUSTED!**

- It is not always the case.
- Hormones are naturally occurring in all agricultural food products. So technically, no meat is hormone-free, and the term “Hormone-free” is not approved for use on labels. The terms “Raised without added hormones” or “No hormones administered” may be used when the meat is from animals that were never administered additional hormones throughout their life.
- If “being raised without added hormones” is important to you, be sure you ask if the beef producer (or rancher) administers hormones to their beef cattle!

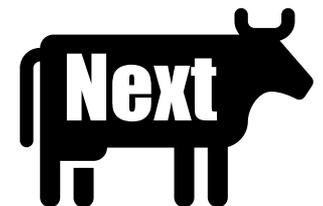


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A background image of a cow in a metal pen, with other cows visible in the background. The image is dimmed and serves as a backdrop for the text.

**Local beef is raised  
antibiotics-free.**

**Myth?**

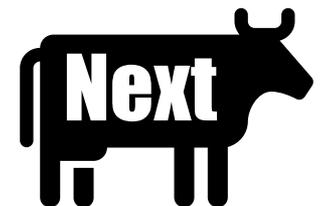
**Truth?**

# Correct.

Local beef is raised  
**antibiotics-free.**



- It is not always the case.
- All meat sold in the United States is “Antibiotic-free” because animals must be slaughtered after the withdrawal period, which is different depending on the types of antibiotics used for their animals. The terms “Raised without antibiotics” or “No antibiotics administered” may be used when the meat is from animals that never received antibiotics throughout their lifetime.
- If not administering antibiotics is important to you, be sure you ask if the beef producer (or rancher) administers antibiotics to their beef cattle!

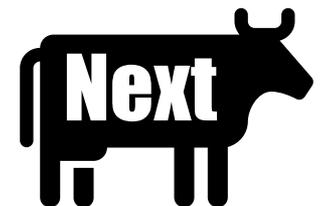


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**Local beef is  
100% grass-fed.**

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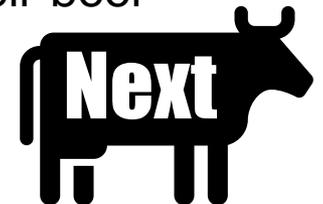
**Myth?**

**Truth?**

# Correct.

**Local beef is  
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**BUSTED!**

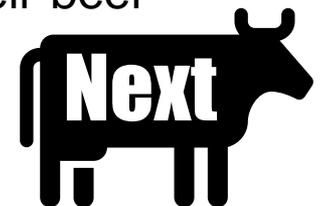
- It is not always the case.
- Different feeding regimens can be used by your local beef producers. Don't assume that the beef you purchased from the local beef producers is fed only grass. While the USDA allows this term to be used when meat is from animals whose diet, post-weaning, was comprised entirely of forage from a pasture or harvested forage, many beef producers use grains for their animals.
- Remember, 100% grass-fed beef cattle have different flavors, and they tend to be older in age (e.g., 3 years old vs. 18 months old grain-fed beef cattle).
- If 100% grass-fed beef is important to you, be sure you ask what the beef producer (or rancher) feeds their cattle throughout the life of their beef cattle!



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**Local beef cattle are born  
and raised at the ranch  
I am buying from.**

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**Myth?**

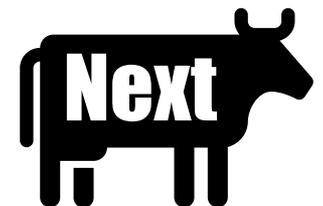
**Truth?**

# Correct.

Local beef cattle are  
born and raised at the  
ranch I am buying from.



- It is not always the case.
- Your local beef producers may have a closed system where calves are born and raised on the ranch. However, many beef producers buy weaned calves from other sources, raise them, and sell them at different stages.
- If being born and raised at your local farm is important to you, be sure you ask where their calves are from. They will be happy to share with you if they are born at the ranch or brought in.

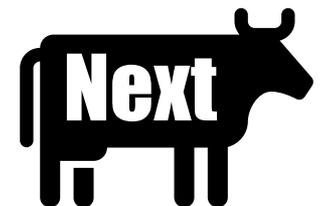


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A black and white cow stands in a field of green grass and yellow wildflowers. The cow is facing right and has a red ear tag on its left ear. The background is a soft-focus green field.

**Local beef is raised naturally.**

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**Myth?**

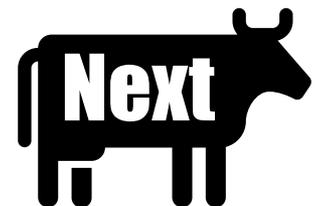
**Truth?**

# Incorrect.

Local beef is raised naturally.

**BUSTED!**

- Very likely!
- However, being labeled as “natural” only states that products are minimally processed. The term “naturally raised” refers only to how the animal was produced.
- The product cannot contain any artificial ingredients or preservatives.

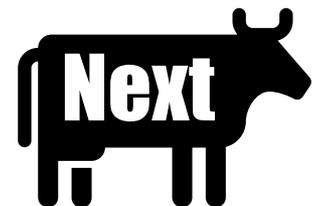


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**Local beef is  
organic.**

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**Myth?**

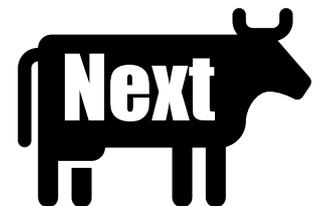
**Truth?**

# Correct.

Local beef is organic.

**BUSTED!**

- It is not always the case.
- The beef producers can claim their beef as organic, only when the producer has undergone the USDA Organic Certification process. All meat products containing the labels “Certified Organic” or “USDA Organic” must have been certified by The National Organic Program (NOP) to have met all requirements of organic production.
- If having organic beef is important, be sure you ask your rancher if it is USDA Certified Organic beef!

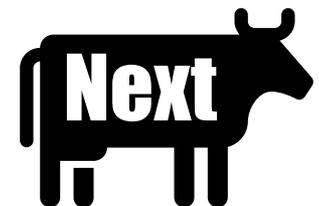


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A photograph of two cows in a field. One is a large brown cow in the foreground, and the other is a smaller black cow in the background. The text is overlaid on the image.

**Local beef is  
free-range beef.**

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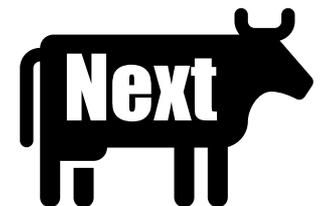
**Myth?**

**Truth?**

# Correct.

**BUSTED!**  
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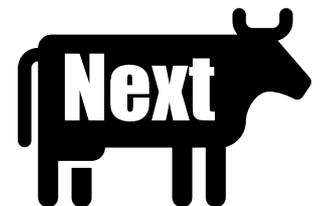
- It is not always the case.
- [According to the USDA](#), free-range beef cattle should be raised with continuous, free access to the out-of-doors for over 51% of their lives (i.e., through their normal growing cycle).
- If raised free-range is important, ask your rancher where the beef cattle is raised. Visiting the ranch may also be very beneficial. Ranchers should welcome your visit!



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**All the myths are**

**BUSTED!**

