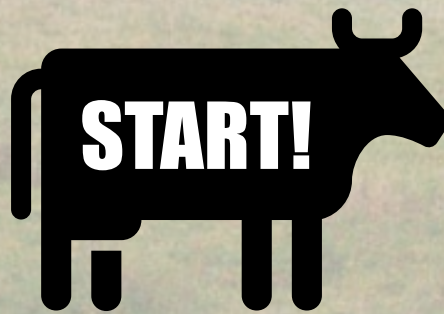


Myth Busters

Local Beef Edition





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

Myth?

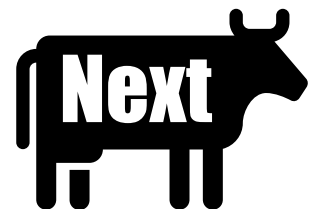
Truth?

Correct.

**Local beef is 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!

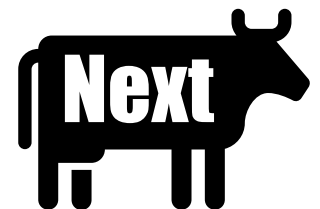


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The background of the entire slide is a photograph of several cows in a metal feedlot. The cows are of various colors, including brown, white, and black. They are standing behind metal bars, and some are looking towards the camera. The image is slightly faded to make the text stand out.

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

Myth?

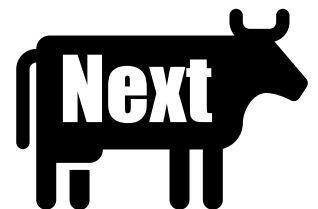
Truth?

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!

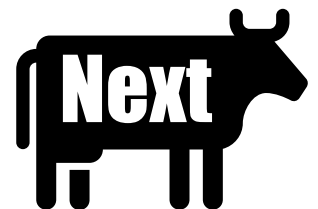


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- If not administering antibiotics is important to you, be sure you ask if the beef producer (or rancher) administers antibiotics to their beef cattle!



A photograph of three cows grazing in a lush green field. The cow on the left is light brown, the one in the center is dark brown, and the one on the right is white. The background is a soft-focus green landscape with trees.

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

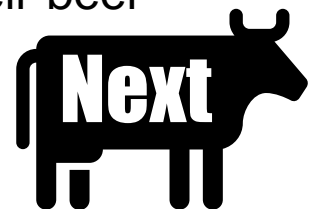
Myth?

Truth?

Correct.



- 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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A photograph of a dark cow with two light-colored calves in a field. The text is overlaid on the image.

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

Myth?

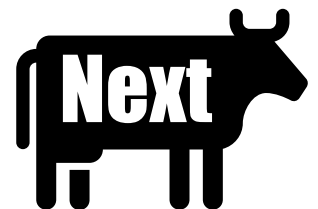
Truth?

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.

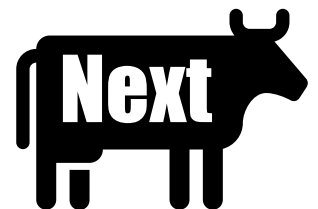


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A black and white cow stands in a field of yellow wildflowers. The cow has a white body with large black patches. It has a red ear tag on its left ear. The background is a blurred green field.

Local beef is raised naturally.

Myth?

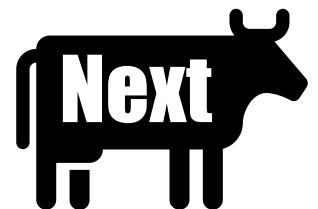
Truth?

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.

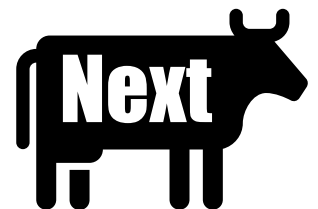


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- The product cannot contain any artificial ingredients or preservatives.



A photograph of three cows in a field. On the left is a light-colored calf. In the center is a light-colored cow with a green ear tag. On the right is a dark-colored cow with a green ear tag. The background shows a cloudy sky and a fence.

**Local beef is
organic.**

Myth?

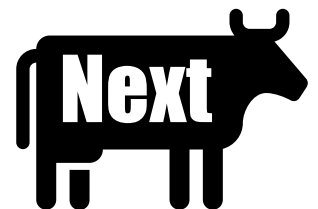
Truth?

Correct.

Local beef is organic.



- 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!

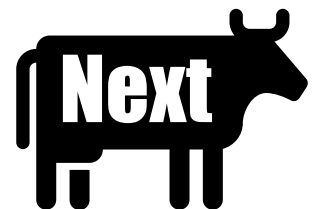


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A photograph of two cows in a dry, open field under a clear sky. A large brown cow is in the foreground on the right, and a smaller black cow is in the background on the left. The text 'Local beef is free-range beef.' is overlaid in the center in a large, white, bold font.

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

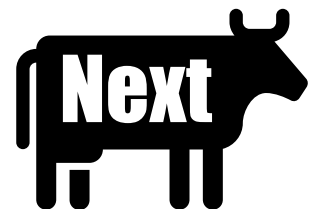
Myth?

Truth?

Correct.



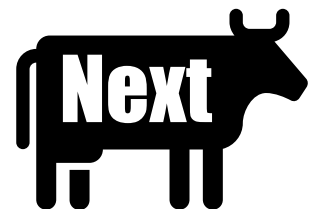
- It is not always the case.
- [According to the USDA](#), free-range beef cattle should be raised with continuous, free access to the out-of-doors for over 51% of their lives (i.e., through their normal growing cycle).
- If raised free-range is important, ask your rancher where the beef cattle is raised.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



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All the myths are

BUSTED!

