

Truth-in-Advertising

USDA FSIS Labeling Regulations






Perception vs Reality

Added as of 2017: "NON-GMO"

Corporate ethics aside, there exists one very legitimate reason to rake this muck:

If the majority of consumers believe the label is reality, then reality will never be obtained by the majority of consumers.

Test yourself! You've seen it written on the label. What did you perceive? What do you now think of reality?

Label	USDA Legal Description	Common Loopholes	Reality
All Natural	Product containing no artificial ingredient or added color, minimally processed -meaning that the product was processed in a manner that does not fundamentally alter the product. The label must include a statement explaining the meaning of the term natural (such as "no artificial ingredients; minimally processed").	Antibiotics allowed. High density .85 sq ft/bird. No sunshine. No fresh air. No natural outdoor diet. The facility on the right is sold with the label stating: All Natural, No Hormones, No Steroids, No Injections Amish-Raised.	
Non-GMO	A food that does not contain genetic material that has been modified through in vitro DNA techniques and for which the modification could not otherwise be obtained through conventional breeding or found in nature. Exceptions allow some products containing 3rd party approved mixed ingredients to claim Non-GMO labeling in spite of GMO's being integral to said mixed ingredients.	Non-GMO crops are sprayed with herbicides, pesticides and fungicides. The only difference between Non-GMO and GMO crops is that the seed is a conventional hybrid. The only way to avoid GMO's and chemicals is through Organic methods.	
Free Range	Producers must demonstrate to the Agency that the poultry have access to the outside.	Producers attach small porches to the side of confinements. A small door left open meets the letter of the law. Chickens raised and fed indoors are scared to venture out. Chickens never step foot on soil nor pasture. Same as cage-free, except cage-free doesn't pretend to allow outdoor access.	 
Organic (As pertains to livestock husbandry. Organic feed labeling requirements are extensive and extraneous to this subject of livestock husbandry.)	There are no restrictions on use of other truthful labeling claims such as "no drugs or growth hormones used," "free range," or "sustainably harvested."	The interior of a Certified Organic Free Range egg laying facility is shown at right. Outdoor access is shown above right. Never outdoors. Never step foot on soil. Never consume pasture. Certified organic feed: yes	
No Hormones (pork or poultry)	Hormones are not allowed in raising hogs or poultry. Therefore, the claim "no hormones added" cannot be used on the labels of pork or poultry unless it is followed by a statement that says "Federal regulations prohibit the use of hormones."	This loophole is the least harmful while at the same time being the most egregiously dishonest. Producers have not been allowed to give hormones to poultry or pigs for over 35 years. When a company's labeling openly boasts about having No Hormones, they have engineered a calculated deceit. The consumer perceives goodness above and beyond other producers who are thus imagined to be using hormones. The marketing department is relying on consumer ignorance to obtain a premium. Further embellishing the deceit, some companies state No Hormones & No Steroids, which, in the context of animal husbandry, are one-in-the-same. Bragging about raising chickens with No Hormones is comparable to bragging about making ice cream without onions. The difference is, everyone knows that absolutely nobody mixes onions with ice cream.	

If consumers continue to perceive that *Free Range* means *pasture*, how can the farm that **truly pastures** survive?

If consumers are seeking a product superior to conventional, isn't *pasture* the most important element?