






Kaiser Permanente Healthy Picks



Sustainable Food Criteria



Healthy Picks Committee
April 2017

Criteria	Logo	Description	Dairy	Eggs	Poultry	Beef	Pork	Lamb	Farmed Fish/Seafood	Wild Fish/Seafood	Oils	Legumes	Grains	Coffee	Tea	Produce	Nuts	Other, including processed foods
rBGH-free or rBST-free	N/A	Produced without added hormones: Carries one of the following label claims — “rBGH-free,” “rBST-free,” or a statement such as “our farmers pledge not to use rBGH or rBST”/”Our farmers pledge not to use artificial hormones.”	x															
USDA Certified Organic		The National Organic Program covers fresh and processed agricultural food products, including crops and livestock. Animal Diet: 100% Organic, Non GM feed, no animal products; no antibiotics or added hormones ever; no synthetic pesticides; no GM livestock; livestock living conditions must accommodate natural conditions. Website: www.ams.usda.gov/NOP/indexNet.htm	x	x	x	x	x	x			x	x	x	x	x	x	x	x
Food Alliance Certified		Ensures that farmers/producers use safe and fair working conditions, humane livestock handling practices, cannot use hormones or non-therapeutic antibiotics, cannot use or produce GMOs, reduce pesticide use, implement water and soil conservation and habitat protection practices. Website: www.foodalliance.org	x	x	x	x	x	x			x	x	x		x	x	x	x

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GMO-Free Project Verified		<p>No genetically modified livestock; no genetically modified feed. Most applicable to products made from corn, soy, canola, sugar beets, squash, papaya, salmon and/or their derivatives, as well as processed items with these ingredients. Website: http://www.nongmoproject.org/</p>	x	x	x	x	x	x	x		x	x	x	x		x	x	x
American Grass-fed Certified		<p>Food products from ruminant animals (cattle, bison, goats and sheep) that have eaten nothing but their mother’s milk and fresh grass or grass-type hay from birth to harvest – all their lives. The animals are also raised with no confinement and no antibiotics or hormones, and must be born and raised in the U.S. Website: http://www.americangrassfed.org/</p>	x			x		x										
Global Animal Partnership		<p>Multi-tiered species-specific animal welfare standards with five tiers, Step 1-5. Living conditions vary and increase progressively through the Step program. Animals are not given antibiotics (though sick animals are required to be treated and marketed as non-Step rated) or growth hormones, and are fed a diet containing no animal by-products. Website: www.globalanimalpartnership.org/</p>			x	x	x	x										

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Certified Humane Raised and Handled		Antibiotics are administered for therapeutic use only. No hormones. Meat and dairy products are raised humanely. Food, living, slaughter and environmental standards are in place. Website: www.certifiedhumane.com	x	x	x	x	x	x										
Animal Welfare Approved		Animals must be able to behave naturally and be in a state of physical and psychological well-being, and the way the animals are raised, the nutritional quality of the food they produce, and the impact of the farming system on the environment are all intrinsically linked. Animal Welfare Approved: <ul style="list-style-type: none"> - requires animals to be raised on pasture or range -prohibits dual production - awards approval only to family farmers - charges no fees to participating farmers - incorporates the most comprehensive standards for high welfare farming Website: https://animalwelfareapproved.us/	x	x	x	x	x	x										
Salmon Safe		Certifies that farms are protecting salmon streams from farm run-off through good soil, water, and vegetation management that reduces chemical use and sustains resources. Website: www.salmonsafe.org/	x	x	x	x	x	x							x	x		

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<p>Certified Responsible Antibiotic Use (CRAU)</p>		<p>Prohibits the use of antibiotics that are identical or closely related to drugs used in human medicine routinely or without clear medical justification. Antibiotics may be used to treat sick chickens and turkeys as prescribed by a veterinarian. Website: https://www.ams.usda.gov/services/auditing/crau</p>			x													
<p>Marine Stewardship Council</p>		<p>MSC developed standards for sustainable fishing and seafood traceability. They ensure that MSC-labeled seafood comes from, and can be traced back to, a sustainable fishery. Sustainable fisheries are those that ensure that the catch of marine resources are at the level compatible with long-term sustainable yield, while maintaining the marine environment's bio-diversity, productivity and ecological processes, and take into account relevant laws, responsible management, and social considerations. Website: www.msc.org</p>								x								

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Rainforest Alliance Certified		<p>The most popular environmentally friendly certification for coffee as well as tea, cocoa, and fruits, Rainforest Alliance requires alternatives to chemical and pesticide use, erosion control, restricted water use, and ecosystem management efforts. Shade-cover requirements are not as demanding as Bird Friendly coffee. Minimum standard for coffee blends is 30% of beans must be Rainforest Alliance certified to bear the logo. LTG is to expand to 90% of the beans in blends are certified. Website: www.rainforest-alliance.org/index.cfm</p>												x	x			Fruits
Protected Harvest		<p>Certifies that crops have been raised with integrated pest management (IPM). Certain pesticides are prohibited and GMOs are explicitly prohibited. Emphasis is also placed on field management, insect management, disease management, soil and water quality, storage management and chain of custody. Website: www.protectedharvest.org</p>														x		

Allowed Label Claims should be verified with the USDA Shield

When purchasing poultry or meat that meets one of the below criteria, look for the USDA Processed Verified Verified Shield **AND** FDA label claim (e.g., "Raised without antibiotics"). USDA serves as third party certifier.



USDA-APPROVED LABEL CLAIMS

The U.S. Department of Agriculture (USDA) allows the following label claims. Note that no third-party audit is required to use these claims without the Process Verified Seal. For this reason we strongly encourage purchasers to review the [Official Listing of Approved USDA Process Verified Programs](#).

Raised without antibiotics (chicken and turkey)		
Allowed label claim: ✓ Raised without antibiotics ✓ No antibiotics administered ✓ No Antibiotics Ever (NAE) ✓ No added antibiotics	Antibiotics - Please review the USDA Processed Verified Program for the company-specific practices regarding antibiotic usage. Practices may include the following: <ul style="list-style-type: none"> ● No antibiotics ever (NAE) ● No antibiotics used for growth promotion—antibiotics only used for treatment & prevention of illness. ● No antibiotics used that are important to human medicine as defined by the World Health Organization. 	Chicken and Turkey
Raised without antibiotics (beef and pork)		
Allowed label claim: ✓ Raised without antibiotics ✓ No antibiotics administered ✓ No added antibiotics	Antibiotics - Please review the USDA Processed Verified Program for the company-specific practices regarding antibiotic usage. Practices may include the following: <ul style="list-style-type: none"> ● No antibiotics ever (NAE) ● No antibiotics used for growth promotion—antibiotics only used for treatment & prevention of illness. ● No antibiotics used that are important to human medicine as defined by the World Health Organization 	Beef and Pork
No hormones added		
	<ul style="list-style-type: none"> ● Hormones - Documentation showing no synthetic hormones have been used in raising the animals ● Living Conditions - Does not guarantee specific living conditions 	Beef, Lamb

APPROVED CLAIM: Hormones are only approved for use in beef cattle and lamb production. They are not approved for use in poultry, hogs, veal calves or exotic, non-amenable species. Therefore, the phrase "*no hormones administered*" on a chicken label cannot be approved unless it is followed (directly) with the statement "Federal regulations prohibit

Unacceptable Sustainable Claims

Claims are statements of practice that are not verifiable by third party certifications as an oversight body.

The claims below lack sufficient evidence to support and therefore not acceptable.

Claims not acceptable:

A. Unapproved claims per USDA:

B. *American Humane Certified* and *Natural* are NOT allowed claims:

Allowed third party certification is Certified Humane Raised and Handled.

C. "*Natural*" and "*judicious use of antibiotics*" are NOT verifiable label claims

C. "*Cage free*" is NOT a verifiable label claim

D. USDA "*Grass Fed*" marketing claim is NOT a verifiable label claim any longer.

As of January 12, 2016, the USDA is no longer verifying applicant's program to this standard.

E. Claims about the non-use of animal by-products have become popular lately due to fears about Bovine spongiform encephalopathy (BSE), commonly known as mad cow disease.