



Protein Guide

	Baseline	Good	Better	Best
Beef & Lamb	Commercial	Organic	Grass-Fed, Pasture Raised	100% Grass-fed and finished, pasture raised, local
Pork	Commercial	Organic	Free Range, Organic	Pasture- raised, local
Eggs & Poultry	Commercial	Cage Free, Organic	Free Range, Organic	Pasture-Raised, Local
Seafood	Farm Raised (not recommended)	Humanely harvested, non-grain fed	Wild Caught	Wild Fish

Food Marketing 101 for Protein! What does that phrase actually mean?!

Pasture-raised- Animals can roam freely in their natural environment. They can eat grasses, other plants, bugs and grubs as a part of their natural diet. There is no specific certification for this, but pasture raised organic meat must have continuous access to pasture.

Cage-Free- Uncaged inside barns or warehouses. Generally no access to outdoors. Beak cutting is permitted. No third party auditing to verify.

Organic- Animals may not receive hormones or antibiotics except in the case of illness. They consume organic feed and have outdoor access. Animals are not necessarily grass-fed. Certification is expensive, so many farms forgo certification for this reason.

Natural- This word is very deceiving. It sounds good, it means “minimally processed,” but there is no set definition of this, so it can be put on just about anything.

Free-range/Roaming- Poultry must have access to outdoors at least 51% of the time. Rudiments can’t be in feedlots. No restrictions on what birds are fed. Beak cutting and forced molting through starvation are permitted. No third party auditing.

Naturally Raised- This is a USDA verified term. It typically means raised without growth promoters or antibiotics. It doesn’t indicate the welfare or diet of the animal.

No hormones added- It is illegal to use hormones on poultry or pork- so the use of this term on those foods is all marketing to make it sound better.

Vegetarian-fed- Implies that the animal feed is free of animal by-products (but isn’t federally inspected). Chickens aren’t vegetarians, so if you see this on chicken or eggs, you know the chickens were not eating their natural diet.

Wild Fish- Fish was spawned, lived in, and was caught in the wild. “Wild Caught” fish may have been spawned or lived some part of their lives in a fish farm before being returned to the wild to be caught.