

Regulatory Aspects of Selling Meat/Poultry Products

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Meat and Poultry Inspection Bureau

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Iowa Food Safety Task Force



So, you want to sell meat/poultry . . .



AGENDA

- ❖ **Frequently Asked Questions**
- ❖ **Options for Selling Meat and Poultry**
- ❖ **Overview of Meat and Poultry Inspection**
- ❖ **Working with an Establishment**
- ❖ **Labeling**



Frequently Asked Questions



I raise hogs and would like to sell meat products produced from those hogs. What do I do?



Where can I have my broiler chickens dressed so I can sell them to the restaurant in town?



I want a fancy label. I want to claim my product comes from grass fed beef. How do I do that?

What do you want to do?

- ❖ **Sell Livestock or Live Poultry**
- ❖ **Sell Meat or Poultry Cuts or Value-Added Products**
- ❖ **Cottage Foods and Home Food Processing Establishments**

Cottage Foods and Home Food Processing

- ❖ **Use and sales of Meat and Poultry is limited.**
- ❖ **Suggest to contact DIALS. They will refer to our bureau if needed.**

Selling Livestock/Live Poultry for Custom Exempt Processing

- ❖ Livestock producer sells a share of a *LIVE* animal to one or more buyers.
- ❖ Producer must provide the names, addresses and other contact information of new owners to the locker at drop-off (e.g.- “*half to Janis Hochstetler, half to Sara Warner*”).
- ❖ Buyer(s) pay the producer for the animal, and the locker for the slaughter and processing service.

Custom Exempt– Key Points

- ❖ “Not For Sale” means exactly what it says!!!
- ❖ Prepared custom product is solely for the exclusive personal use of the owner, his household, non-paying guests and employees.
- ❖ Custom product CAN NOT be donated to foodbanks, fundraisers, or other public events.

Custom Exempt– Recommendations for Producers

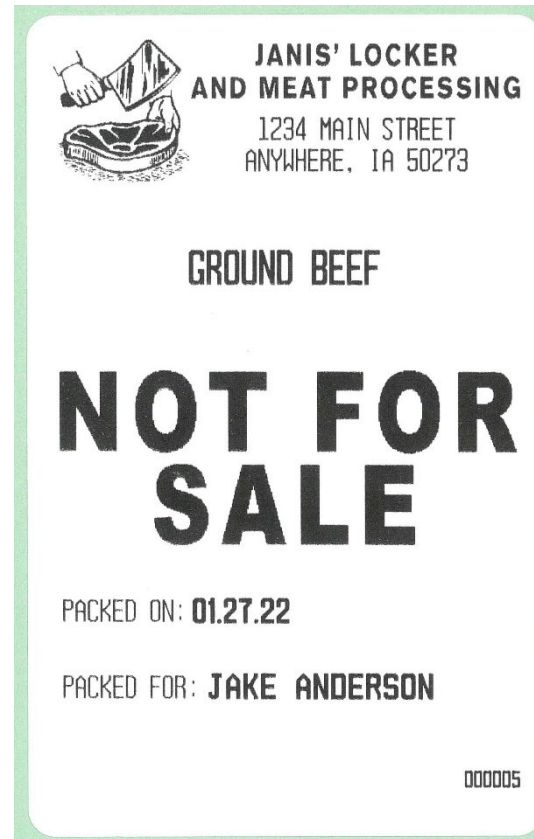
- ❖ Consider a deposit/written and signed sales contract
- ❖ If all of the animal is not sold before delivered for custom slaughter:
 - ❖ Delay Slaughter until completely sold
 - ❖ Ask for official inspection slaughter and processing
 - ❖ Ask locker if they have a list of customers looking to buy a portion.

Custom Exempt– Ownership

Practical divisions:

- ❖ Beef = Whole, 1/2 , 1/4 or 1/8
- ❖ Pork = Whole or 1/2
- ❖ Goat/Sheep = Whole or 1/2
- ❖ Poultry = Whole

Custom Exempt- Example Label



Official Inspection Options – For Sale

❖ Federal Inspection – USDA/FSIS

- ❖ Interstate Commerce and Export



❖ State Inspection – Iowa (and 28 other states)

❖ Traditional State Inspection

- ❖ Same Rules – “**Equal To**” USDA/FSIS
- ❖ Intrastate Commerce Only



❖ CIS (Cooperative Interstate Shipment)

- ❖ Same Rules – “**Same as**” USDA/FSIS
- ❖ Interstate Commerce and Export
- ❖ 10 participating states- [CIS LINK](#)
- ❖ 32 plants in Iowa





Selling Cuts, Dressed Poultry, Further Processed/Value Added Products

- ❖ All livestock and birds offered for sale must be slaughtered under inspection.**
- ❖ Each animal receives health checks by inspector before and after slaughter**
- ❖ Products processed from these inspected animals are produced under a rigorous food safety system.**

Officially Inspected – Sales Considerations

Where are you selling your products?

- ❖ Farmers Markets, On-Farm Store, Restaurants, Grocery Stores, Direct Marketing?

Where are storing your product?

- ❖ On-Farm Storage, Separate Facility in Town?
- ❖ Iowa Dept. of Inspections, Appeals and Licensing Food Safety Bureau
 - ❖ www.dia.iowa.gov/food-consumer-safety
 - ❖ 515-725-5342

How are products sold? Must be sold by weight.

- ❖ IDALS – Weights and Measures Bureau
 - ❖ www.iowaagriculture.gov/weights-and-measures-bureau
 - ❖ 515-725-1492

Finding a Plant

IDALS – Licensed Businesses Directories

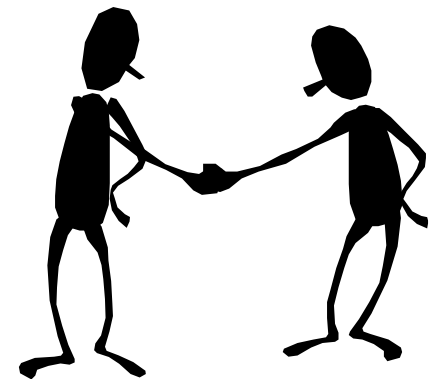


SEARCHABLE DATABASE – Plant Class Column

- 1ACB – Officially Inspected (probably also CUSTOM)
- CUST – CUSTOM ONLY
- “F” USDA/FSIS plants
- CIS Column **YES** or No

Question to ask the Plant

- ❖ What services do you provide?
- ❖ Written agreement?
- ❖ How does scheduling work?
- ❖ What products can I have made?
- ❖ Who decides cuts, formulations/recipes used?
- ❖ What labeling can be applied?
- ❖ Do you provide storage?




Labeling Final Products



- ❖ All packaged meat and poultry must have a **complete and accurate label** applied.
- ❖ Labels must be **approved** before use.
- ❖ Labels must be **applied at the establishment** for which they are approved.
- ❖ No additional labeling can be applied once product leaves the establishment, other than net weights, when applicable.

Examples of plant labels



Moses' Meat Processing
1234 Cowboy Lane
Countytown, IA 5027

BEEF BONELESS CHUCK ROAST

SAFE HANDLING INSTRUCTIONS
THIS PRODUCT WAS PREPARED FROM INSPECTED AND PASSED MEAT AND/OR POULTRY. SOME FOOD PRODUCTS MAY CONTAIN BACTERIA THAT COULD CAUSE ILLNESS IF THE PRODUCT IS MISHANDLED OR COOKED IMPROPERLY. FOR YOUR PROTECTION, FOLLOW THESE SAFE HANDLING INSTRUCTIONS!


<input type="checkbox"/> KEEP REFRIGERATED OR FROZEN. THAW IN REFRIGERATOR OR MICROWAVE.	<input type="checkbox"/> KEEP RAW MEAT AND POULTRY SEPARATE FROM OTHER FOODS. WASH WORKING SURFACES (INCLUDING CUTTING BOARDS), UTENSILS, AND HANDS AFTER TOUCHING RAW MEAT OR POULTRY.
<input checked="" type="checkbox"/> COOK THOROUGHLY.	KEEP HOT FOODS HOT. REFRIGERATE LEFTOVERS IMMEDIATELY OR DISCARD.

PACKED ON	NET WEIGHT	UNIT PRICE
01.27.22	1.05 lb	\$6.99/lb

U.S. INSPECTED AND PASSED BY DEPARTMENT OF AGRICULTURE 1118SE1A

TOTAL PRICE:
\$7.34

KEEP FROZEN 000003



JANIS' LOCKER AND MEAT PROCESSING
1234 MAIN STREET
ANYWHERE, IA 50273

SMOKED SAUSAGE
SMOKE FLAVORING ADDED

INGREDIENTS: PORK, BEEF, WATER, SALT, SPICES, SUGAR, LIQUID SMOKE, SODIUM PHOSPHATE, FLAVORINGS, SODIUM ERYTHORBATE, SODIUM NITRITE.

PACKED ON	NET WEIGHT	UNIT PRICE
01.27.22	1.05 lb	\$4.99/lb

IOWA INSPECTED AND PASSED EST. 1118

TOTAL PRICE:
\$5.24

KEEP REFRIGERATED 000006



Moses' Meat Processing

1234 Cowboy Lane
Countytown, IA 5027

BEEF BONELESS CHUCK ROAST

SAFE HANDLING INSTRUCTIONS
 THIS PRODUCT WAS PREPARED FROM INSPECTED AND PASSED MEAT AND/OR POULTRY. SOME FOOD PRODUCTS MAY CONTAIN BACTERIA THAT COULD CAUSE ILLNESS IF THE PRODUCT IS MISHANDLED OR COOKED IMPROPERLY. FOR YOUR PROTECTION, FOLLOW THESE SAFE HANDLING INSTRUCTIONS!

KEEP RAW MEAT AND POULTRY SEPARATE FROM OTHER FOODS. WASH WORKING SURFACES (INCLUDING CUTTING BOARDS), UTENSILS, AND HANDS AFTER TOUCHING RAW MEAT OR POULTRY.

KEEP REFRIGERATED OR FROZEN. THAW IN REFRIGERATOR OR MICROWAVE.

COOK THOROUGHLY. KEEP HOT FOODS HOT. REFRIGERATE LEFTOVERS IMMEDIATELY OR DISCARD.

PACKED ON	NET WEIGHT	UNIT PRICE
01.27.22	1.05 lb	\$6.99/lb



TOTAL PRICE:
\$7.34

KEEP FROZEN

000003

PROCESSED FOR

Naughty Catfish Farms

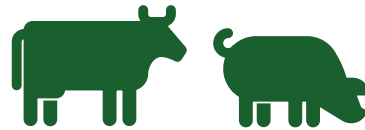


9876 County Line Road
Anytown, IA 50273

info@naughtycatfishfarm.com

Examples of plant labels with third party signature line label.

PROCESSED FOR Hochstetler Family Farms



1234 Main Line Road
Anytown, IA 50273
info@HFFarms.com



JANIS' LOCKER AND MEAT PROCESSING

1234 MAIN STREET
ANYWHERE, IA 50273

SMOKED SAUSAGE

SMOKE FLAVORING ADDED

INGREDIENTS: PORK, BEEF, WATER, SALT, SPICES, SUGAR, LIQUID SMOKE, SODIUM PHOSPHATE, FLAVORINGS, SODIUM ERYTHORBATE, SODIUM NITRITE.



PACKED ON	NET WEIGHT	UNIT PRICE
01.27.22	1.05 lb	\$4.99/lb



TOTAL PRICE:
\$5.24

KEEP REFRIGERATED

000006



PROCESSED FOR:
NAUGHTY CATFISH FARMS
 9876 COUNTY LINE ROAD
 ANYTOWN, IA 50273

BRATWURST

INGREDIENTS: PORK, SALT, WATER, ONION,
 SPICES, SUGAR.

SAFE HANDLING INSTRUCTIONS
 THIS PRODUCT WAS PREPARED FROM INSPECTED AND PASSED MEAT AND/OR POULTRY. SOME FOOD PRODUCTS MAY CONTAIN BACTERIA THAT COULD CAUSE ILLNESS IF THE PRODUCT IS MISHANDLED OR COOKED IMPROPERLY. FOR YOUR PROTECTION, FOLLOW THESE SAFE HANDLING INSTRUCTIONS!

KEEP REFRIGERATED OR FROZEN. THAW IN REFRIGERATOR OR MICROWAVE.	KEEP RAW MEAT AND POULTRY SEPARATE FROM OTHER FOODS. WASH WORKING SURFACES (INCLUDING CUTTING BOARDS), UTENSILS, AND HANDS AFTER TOUCHING RAW MEAT OR POULTRY.
COOK THOROUGHLY.	KEEP HOT FOODS HOT. REFRIGERATE LEFTOVERS IMMEDIATELY OR DISCARD.

PACKED ON 01.27.22	NET WEIGHT 1.05 lb	UNIT PRICE \$2.99/lb
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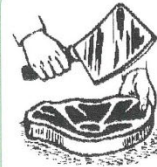


KEEP FROZEN

TOTAL PRICE:
\$3.14

000004

**Examples of labels with
 3rd Party Signature Line**



PROCESSED FOR:
NAUGHTY CATFISH FARMS
 9876 COUNTY LINE ROAD
 ANYTOWN, IA 50273

SMOKED SAUSAGE
 SMOKE FLAVORING ADDED

INGREDIENTS: PORK, BEEF, WATER, SALT, SPICES, SUGAR,
 LIQUID SMOKE, SODIUM PHOSPHATE, FLAVORINGS, SODIUM
 ERYTHORBATE, SODIUM NITRITE.

PACKED ON 01.27.22	NET WEIGHT 1.05 lb	UNIT PRICE \$3.99/lb
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KEEP REFRIGERATED

TOTAL PRICE:
\$4.19

000002



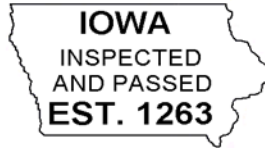


J. Russell's Beef Summer Sausage



Ingredients: Beef, Water, Salt, Sugar, Spice, Encapsulated Citric Acid (Citric Acid, Partially Hydrogenated Soybean Oil), Garlic Powder, Onion Powder, Flavoring, Sodium Erythorbate, Sodium Nitrite.

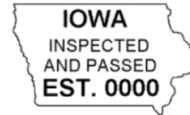
KEEP REFRIGERATED



Processed for
J. Russell's Meat Products LLC
1234 Cyclone Street
Anywhere, IA 55555

NETWT. 8 OZ.

Examples of labels with 3rd Party Signature Line



Processed For
J. Russell's Meat Processing
Anywhere, Iowa 00000

Bratwurst

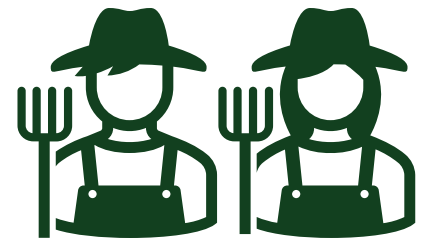
INGREDIENTS: PORK, SALT, SPICES.

KEEP REFRIGERATED

NET. WT. _____ PRICE/LB. _____ TOTAL PRICE _____

Labeling Considerations

- ❖ **Kind** of label used
- ❖ How is **weight** applied – plant or retail
- ❖ Trade Names, Artwork, Etc.
The establishment is responsible for not infringing on copyrighted or trademarked names or artwork.
- ❖ Value Added Products – Recipes/Formulations
Can you use the plant's or must you supply your own?



Labeling Considerations - *Product Claims*

- ❖ Product of the USA/IOWA
- ❖ State Enhancement Programs (*Choose Iowa*)
- ❖ Animal Raising Claims
- ❖ Organic Claims
- ❖ Quality Claims
- ❖ Food Safety Claims
- ❖ Nutritional Claims

Food Safety and Inspection Service
Labeling Guideline on
Documentation Needed to Substantiate Animal
Raising Claims for Label Submissions
December 2019

This guideline is designed to help establishments determine:

- The supporting documentation needed when submitting labels that bear an animal raising claim.
- How to add additional suppliers to a label with an animal raising claim that has been approved.

Labeling Considerations - *Product Claims*

Product Claims

- ❖ Labels with claims must be submitted by the establishment with support documentation for review and approval .
- ❖ Plant and producer both have responsibilities to ensure accuracy and integrity of the claim.
- ❖ Information on social media or at point of purchase/sale must be truthful – not misleading.



- Promotional/brand program for agricultural products
- **Meat and Poultry:** Born, Raised, Slaughtered and Processed in Iowa
- www.Chooselowa.com
- Beth Romer
Choose Iowa Program Director
Beth.Romer@IowaAgriculture.gov

Janis' Sage Advice and Tidbits

- **Start out simple**
- **Liability**
- **This business is regulated**
- **Open-mindedness**
- **Don't be afraid to ask**
- **Network - Be Involved**

Iowa Meat and Poultry Inspection Bureau – CONTACT INFORMATION

Iowa Meat & Poultry Inspection Bureau

Iowa Department of Agriculture and Land Stewardship

Wallace State Office Building

502 E. 9th Street

Des Moines, IA 50319

515-281-3338

Website: <https://iowaagriculture.gov/meat-poultry-inspections-bureau>

Iowa Meat and Poultry Inspection Bureau – CONTACT INFORMATION

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Cell: 515-380-0587



IOWA DEPARTMENT OF
**AGRICULTURE &
LAND STEWARDSHIP**