

Organic Meat Labeling Information

State of Wisconsin

Meat processors must be certified by a USDA-accredited *certifying entity* before labeling their meat “Organic.” However, producers who sell less than \$5000 of meat each year may be exempted from labeling certification requirements. In that case, certification is optional, but the term “Organic” must be used, not “Certified Organic.” The meat plant does not need certification to produce organic product from organic ingredients.

Labels for organic meat products must include the following components when submitted to a Division of Food Safety food consultant:

- The name of the meat or poultry product, or ingredient(s) used in the product.
- The *certifying entity's* name and address.
- The name and signature of that entity's responsible official.
- The date of certification.
- The acknowledgement that the entity applied certification criteria and has a system in place for evaluating compliance with certification.

If meat processors use the term “Certified Organic,” they may also use the name, business address, phone number and/or Internet address of the certifying entity on the information panel.

There are four categories of organic products:

1. *100% Organic* – This term may be applied to single-ingredient products that are organically produced or products made of two or more ingredients that are organically produced (excluding water and salt).
2. *Organic* – Product must be made with at least 95% organic ingredients (excluding water and salt), but may contain up to 5% non-organic ingredients and/or ingredients in minor amounts such as spices, flavors, oils, vitamins, minerals and incidental food additives.
3. *Made With Organic Ingredients* – These products must contain between 70% and 95% organically produced agricultural ingredients (excluding water and salt). Such products may be labeled “Made with organic (specified product(s), or food group(s)).” Up to three organic ingredients or food groups may be included in that phrase, and all the ingredients in that group must be organically produced. Therefore, if beef is specified, it must be 100% organically produced beef and may not be 70% organic and 30% non-organic beef. Most cured products would fall into this category.
4. *Product With < 70% Organic Ingredients* – If less than 70% of the product's ingredients (excluding water and salt) are organically produced, its label may not use any form of the “organic” declaration as a product name or quality statement. It may only use the term in the ingredient statement to qualify the specific product or ingredient.