



Welcome to the
**Tennessee Value-Added Beef
 Webinar Series**

Made Possible By:







Today's Topics & Presenters

- Basic Regulations for Marketing Beef to Consumers and Wholesale



Rob Holland,
 Director



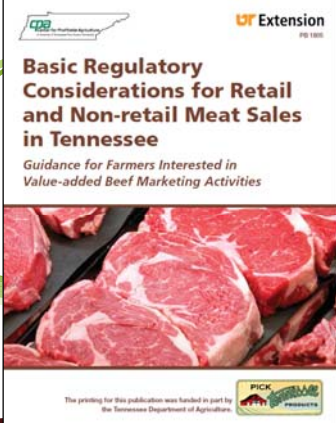
Megan Bruch,
 Marketing Specialist

Session Overview

- Retail Meat Sales Regulations
- Non-Retail (Wholesale) Meat Sales Regulations
- Meat Sales from Retail Food Stores
- Tennessee Weights and Measures Regulations
- USDA FSIS Nutritional Labeling Regulations

Session Objectives


1. Increase awareness and understanding of regulations
2. Provide methods and information to comply
 - Decrease personal and business liability



Basic Regulatory Considerations for Retail and Non-retail Meat Sales in Tennessee
 Guidance for Farmers Interested in Value-added Beef Marketing Activities

UT Extension
 PB 1805

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<https://utextension.tennessee.edu/publications/Documents/PB1805.pdf>



Special thanks to . . .

- County Extension Agents
- Tennessee Department of Agriculture
 - Regulatory Services
 - Market Development
- United States Department of Agriculture
 - FSIS
 - OFO
 - OPEER
 - OPPD



First things first . . .

- “Harvesting.”
- “Who has Regulatory Authority?” is complicated.
- The “regulations” often depend on “how is it marketed” and “who is the customer?”
- Practices described are “technically correct.”
- Information is accurate to the extent possible at the time of publishing.

Contents of the publication . . .

- Retail Meat Permit
- Minimum Labeling Requirements
- Non-retail Meat Sales
- Frozen vs. Non-frozen products
- Sales from Retail Food Stores
- Live Animal Sales for Custom Harvesting



Retail Meat Permit . . .

- Meat sold (in commerce) must comply with appropriate regulations.
- 60 entities permitted for farm-based meat sales as of October 2012.

Retail Meat Permit . . .

- Animals must be harvested in a USDA-inspected facility with inspector on-site.
 - “properly packaged and labeled under federal inspection”
- Only about 12 USDA-inspected facilities in TN.
 - Prior communication is essential
 - Clear understanding of processing (cut sheet)
 - Discussion of timing (delivery, processing, pick up)

Retail Meat Permit . . .

- Issued by the TN Department of Agriculture.
- Allows for “retail” meat sales to household consumers.
- Covers meat handling, transportation and storage from the USDA-facility until it reaches the consumer.
 - Transportation
 - Storage
 - Handling

Retail Meat Permit . . .

- Covers meat **handling, transportation and storage** from the USDA-facility until it reaches the consumer.
 - Handling
 - Transportation
 - Storage

Meat must be “Properly packaged and labeled”

- Responsibility of the USDA-inspected facility
- Labeling:
 - Name and address -- manufacturer, packer or distributor (“packed for ___” or “distributed by ___” are acceptable)
 - USDA Mark of Inspection -- Seal/Stamp
 - Net weight
 - Product name
 - Safe handling instructions



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.

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Steps involved (TDA Retail Meat Permit). . .


- Contact TDA, Regulatory Services - Nashville (615-837-5193)
 - “I’m interested in a farm-based retail meat permit.”
 - Name, phone number and address.
- TDA will notify inspector for the area.
 - (guidelines will be sent if requested – page 11).
- Inspector will schedule a consultation visit and/or inspection.

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Steps involved (TDA Retail Meat Permit). . . continued

- On-site inspection . . .
 - Inspector will use a “**Food Establishment Inspection**” form (page 12)
- “**Application for permit**” (page 13-14) will be completed by inspector if deemed “in compliance with requirements.”
 - (includes review of the label).
 - Permit to be mailed with \$50 fee to TDA.
- TDA will mail actual “**permit**” back to the farmer.

Tennessee Department of Agriculture Farm Based Retail Meat Sales Guidelines



Page 11

Tennessee Department of Agriculture Food Establishment Inspection (Form)

Page 12

Tennessee Department of Agriculture Application for Retail Food Store License

Page 13

Form Continued

Page 14

Ultimate question of inspection - -

*“Is the meat transported and stored
in a safe and secure manner
once it leaves the USDA facility
until it gets to customer?”*

- See “Food Establishment Inspection” Form (page 12)
- See “Farm Based Retail Meat Sales Guidelines” (page 11)

Inspection:

- A freezer operated by inverter is acceptable as is a cooler/refrigerator/freezer that maintains wholesomeness
- Storage units must be:
 - dedicated to meat for sale
 - cleanable and in good repair
 - in secure location
 - away from potential sources of contamination
 - accessible for inspection
- Storage practices must prevent cross contamination (poultry).
- Thermometers are required in units to verify temperatures
- No re-freezing of product is permitted
- Hands and outer clothing of those handling meat must be clean

Farm-Based Retail Meat Sales

REMINDER:

- “retail meat permit” only allows for the sale of meat that has been properly packaged and labeled under USDA-inspection for sale to household consumers
- Sales may be made to household consumers at farmers markets, direct from the farm, via Internet, delivery....

Farm-Based Retail Meat Sales

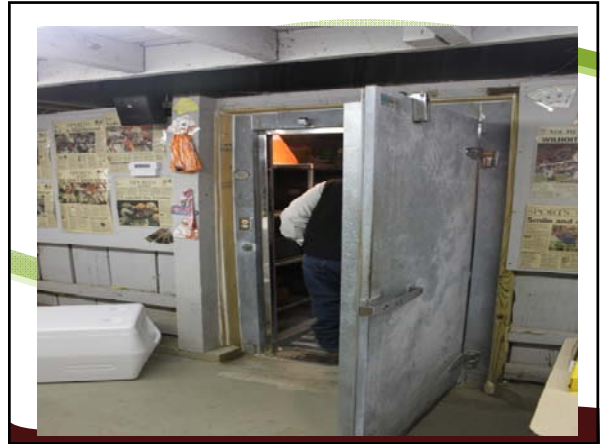
Examples . . .

Examples . . .

Examples . . .

Is the meat transported and stored in a safe and secure manner once it leaves the USDA facility until it gets to customer?"





Non-Retail Meat Sales

Sales other than to the household consumer such as to:

- Grocery Stores
- Other Retailers
- Restaurants
- Hotels
- Institutions

Non-Retail Meat Sales

- TDA Retail Meat Permit does not allow for sales to restaurants and grocery stores (it only allows sales to household consumers for their consumption).
- Non-retail meat sales require "registration" with USDA.
 - FSIS Form 5020-1, "Registration of Meat and Poultry Handlers" (page 16-17)
 - "wholesaler"
- Submit Form 5020-1 to USDA.
- Form will be returned with "registration number."
- USDA, FSIS, OPEER (Office of Program Evaluation, Enhancement and Review) Investigator may make an onsite inspection.
 - Inspect to ensure products not adulterated
 - Inspect for food defense issues

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Non-Retail Meat Sales

• Inspection Issues

- Storage and handling practices
- All records
 - tracking of inbound and outbound movement of non-retail sales
- Pest control practices and records
- Food security plans
- Sanitary procedures and conditions
 - inside facility and general surroundings
- Packaging and labeling
- Handling of inedible products
- Hazard controls
- Discussion of product recall plans

Non-Retail Meat Sales

Food Defense Issues

- Inside and outside security
- Employee/visitor plan
- Hazardous materials plan
- Protection of food/food ingredients
- Access to shipping and receiving areas
- Check of inbound products

Frozen and Non-frozen Products

- Meat offered for sale must be packaged and labeled in a USDA-inspected facility.
- Most products are frozen.
 - Preferred for safety, handling and storage.
 - Often preferred by facility, retailer and customer.
- Some regulatory oversight may differ for fresh and frozen products.

Meat Sales from Retail Food Stores

- Retail Meat Permit is different from a Retail Food Store (grocery store).
- Regulatory and inspection process differs.
- Meat must come from a USDA-inspected facility.
- Retail food stores with cutting/processing area may make sales to “some” non-retail customers (less than 25% of meat sales).

In Summary . . .

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- Retail Meat Permit
- Minimum Labeling Requirements
- Non-retail Meat Sales
- Frozen vs. Non-frozen products
- Sales from Retail Food Stores
- Live Animal Sales for Custom Harvesting





QUESTIONS??


Rob Holland
Center for Profitable Agriculture
<http://cpa.utk.edu>
rwholland@utk.edu
 (931) 486-2777

Weights and Measures Regulations



- Tennessee Code Annotated § 47-26-901 to 926
- Administered by the Tennessee Department of Agriculture Regulatory Services Division
- Allowable units of sale
- Related labeling
- Legal for trade scale testing and licensing


Allowable Units of Sale



- Meat sales must be conducted by net weight
 - Weight of product only without container/packaging
- Can be expressed in metric or English
 - Typically in pounds and ounces

Determining Weight

- Can be weighed at any location (at processing facility, at farm, at farmers market, etc.)
 - Must be weighed on a licensed, legal for trade scale
 - Must be net weight



Labeling Weights

Random Weight Items	Standard Weight Items
<ul style="list-style-type: none"> • Packages of all different weights • Label has to show <ul style="list-style-type: none"> • Net Weight • Price Per Pound • Total Price 	<ul style="list-style-type: none"> • All packages of product are the same weight • Label only has to have <ul style="list-style-type: none"> • Net Weight

Labeling Weights

- Must be shown on principle display panel
- If sale price offered
 - Recommend printing new sticker with new \$/lb and total price
 - Place over top of original sticker



Violations

- No weight on packages
- Short weight – actual net weight lower than labeled
- Consequences of Violations
 1. Stop Sale Order
 - Cannot use or sell until in compliance
 - Warning letter issued with what needs done
 2. Civil Penalty
 - Fined up to \$500 per violation
 - Operator can pay it, request informal hearing or take it to court

Scales

- Legal for trade commercial scale required
- Must be tested and licensed/permitted annually by TDA
- May test more if complaint or previous problem
- Permit for scale with a weighing capacity less than or equal to 2,500 lbs costs \$5/yr
 - > 2,500 lbs capacity = \$75/year

Problems with Scales

- TDA provides a reasonable time to fix an identified problem (up to 30 days)
- TDA provides Notice of Violation
- Producer finds registered scale company approved by TDA to repair
- Company completes notice and sends to TDA

Marketing in Other/Multiple States

- Need to check on weights and measures regulations in each state



Tennessee Contact

- Bob Williams
Weights and Measures Administrator
Tennessee Department of Agriculture Regulatory Services

Robert.G.Williams@tn.gov

(615) 837-5109

FSIS Nutritional Labeling Rule

- Effective March 1, 2012
- Applies to sale and/or production of
 - Major Cuts
 - Single Ingredients
 - Raw
 - Meat and Poultry Products
 - Sold directly to consumers

FSIS Nutritional Labeling Rule

- Requires either
 - Nutritional labeling on packaging of major cuts placed by inspected processor or retailer that does further processing OR
 - Nutritional information provided at Point of Purchase (POP)
 - Signs, posters, brochures, etc.

FSIS Nutritional Labeling Rule

- Resources Available Online
 - Charts/posters available for download and printing
 - Simple to use for POP
 - http://www.fsis.usda.gov/regulations_policies/Nutrition_Labeling/index.asp

Beef & Veal Nutrition Facts

Cooked (by moist or dry heat with no added ingredients), edible weight portions. Percent Daily Values (%DV) are based on a 2,000-calorie diet.

Serving Size 3 ounces (84g)

Cut	Wt	Calories	Total Fat		Saturated Fat		Cholesterol	Sodium	Total Carbohydrate		Fiber	Protein	Vitamin A	Vitamin C	Calcium	Iron
			g	%DV	g	%DV			mg	%DV						
Beef - 1lb* fat trim			21	42	9	18	0	0	0	0	0	22	0	0	0	15%
Chuck Blade Roast, braised	13816	290	19	38	8	16	0	0	0	0	0	22	0	0	0	15%
Loin Top Loin Steak, broiled	13910	220	13	26	6	12	0	0	0	0	0	22	0	0	0	8%
Rib Roast Large End, roasted	13840	300	22	44	10	20	0	0	0	0	0	19	0	0	0	10%
Round Eye Round Steak, roasted	13878	170	7	14	3	6	0	0	0	0	0	24	0	0	0	10%
Round Top Round Steak, broiled	13883	170	7	14	3	6	0	0	0	0	0	26	0	0	0	10%
Round Tip Roast, roasted	13884	180	9	18	4	8	0	0	0	0	0	23	0	0	0	15%
Loin Sirloin Steak, broiled	13930	200	11	22	4.5	9	0	0	0	0	0	23	0	0	0	8%
Round Bottom Round Steak, braised	13889	210	9	18	4	8	0	0	0	0	0	26	0	0	0	10%
Brisket (whole), braised	13804	260	19	38	8	16	0	0	0	0	0	22	0	0	0	10%
Rib Steak Small End, broiled	13851	240	15	30	7	14	0	0	0	0	0	22	0	0	0	8%
Loin Tenderloin Steak, broiled	13918	220	13	26	6	12	0	0	0	0	0	22	0	0	0	8%
Chuck Arm Pot Roast, braised	13810	250	15	30	6	12	0	0	0	0	0	25	0	0	0	10%

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Round Eye Round Steak, roasted	13878	170	7	14	3	6	0	0	0	0	0	24	0	0	0	10%
Round Top Round Steak, broiled	13883	170	7	14	3	6	0	0	0	0	0	26	0	0	0	10%
Round Tip Roast, roasted	13884	180	9	18	4	8	0	0	0	0	0	23	0	0	0	15%
Loin Sirloin Steak, broiled	13930	200	11	22	4.5	9	0	0	0	0	0	23	0	0	0	8%
Round Bottom Round Steak, braised	13889	210	9	18	4	8	0	0	0	0	0	26	0	0	0	10%
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Chuck Arm Pot Roast, braised	13810	250	15	30	6	12	0	0	0	0	0	25	0	0	0	10%

Nutritional Labeling for Ground or Chopped Products

- Ground or chopped product must include nutritional labeling **on the package unless**
 - Business employs fewer than 500 people **and** sells less than 100,000 pounds of ground product per year
- Based on the producer of the final product
 - Typically the USDA-Inspected Processing Facility
- Label required in all cases if any nutritional claims made (lean, reduced fat, etc.)

FSIS Nutritional Labeling Rule

- Resources Available Online
 - Example Nutritional Panels
 - http://www.fsis.usda.gov/regulations_policies/Nutrition_Labeling/index.asp
 - Example for “Beef, ground, 80% lean/20% fat, raw

Nutrition Facts


Serving Size 4 oz (112g)
raw, as packaged.
Servings Per Container varied

Amount Per Serving		% Daily Value*
Calories	280	Calories from Fat 200
Total Fat	22g	34%
Saturated Fat	9g	43%
Cholesterol	80mg	27%
Sodium	75mg	3%
Total Carbohydrate	0g	0%
Protein	19g	38%
Iron	10%	-

Not a significant source of dietary fiber, sugars, vitamin A, vitamin C, and calcium
* Percent Daily Values are based on a 2,000-calorie diet

FSIS Nutritional Labeling Additional Resources

- NC Choices Factsheet
 - http://sfc.smallfarmcentral.com/dynamic_content/uploadfiles/882/Nutritional_Labeling.pdf
- USDA FSIS
 - http://www.fsis.usda.gov/regulations/Nutrition_Labeling/index.asp
 - Text of Rule
 - FAQs
 - AskFSIS



QUESTIONS??

Megan Bruch
Center for Profitable Agriculture
<http://cpa.utk.edu>
 mlbruch@utk.edu
 (931) 486-2777

Take Home Messages




- Regulations exist for meat sales
- Regulations differ depending upon sales to end user or non-retail customers and by state
- Complying with regulations may decrease your personal and business liability risk

Evaluate Today's Webinar

- Please take a few minutes to complete the short online survey at

<http://www.surveymonkey.com/s/G5TNXBT>

Special thanks again to our funding partners:

Additional Resources Online Discussion Forum


- TN Value-Added Beef Google Group
 - To join, send e-mail to...

TN-Value-Added-Beef
 +subscribe@googlegroups.com



Join Us for the Next Webinar

- November 27, 2012
- 6:30 pm Central/ 7:30 pm Eastern



- Pencil Out Your Potential and Plan for Success: Conducting Financial Analysis and Developing a Business Plan
- Hal Pepper, Center for Profitable Agriculture
- Slides and archived versions of all webinars will be made available on
<https://ag.tennessee.edu/cpa/Pages/VA%20Beef.aspx>