



What's in a word?

TERM OR CLAIM	CONSUMER THINKS	REALITY
100% grassfed	100% grassfed	100% grassfed See AGA & AWA definitions disallowing grain, corn, etc. 'www.americangrassfed.org & 'www.animalwelfareapproved.org
100% pastured or pasture-fed	100% grassfed	All ruminants are basically pastured. <u>It's what's in the pasture that counts.</u> May include mobile feeding tubs of grain, corn or other 'feed.'
100% vegetarian fed	100% grassfed	Grain & corn may be part of a vegetarian diet, though unnatural for a ruminant.
bison	buffalo, venison, beef, bison	<i>Bison bison</i> is the correct species name. Consumers don't have to wonder what they're getting, but may want to ask if the bison are 100% grassfed.
buffalo (the animal)	American buffalo, bison bison	May be water buffalo, cape buffalo or American buffalo, a common misnomer for bison
buffalo (the meat or menu item)	American buffalo, bison bison	See above. Food labeling is so loose in this country, in ground meat, it's perfectly legal to add up to 49% beef, still call it 'buffalo,' with no legal obligation to tell you. And it is being done by some.
beef	meat	An early beef industry advertising strategy which worked. Many use the term 'beef' inter-changeably with the word 'meat'.
feed yard	grass (yard)	fenced area includes 'feed' (usually grain, corn, etc.)
grassfed	100% grassfed	All ruminants are basically grassfed. USDA allows grain feeding with this claim.
grass-finished	100% grassfed	Some producers may have them on grass, then put them on grain to bulk them up, then back on grass so this claim can be made.
organic	no chemicals or drugs + 100% grassfed	You can feed a ruminant the best organic grain or corn in the world & it still isn't their natural diet of 100% grass.
ranch/farm raised	100% grassfed	Implies no feedlot. This may not be true. All ruminants are basically raised on a farm or ranch of some kind.
sustainable	recycling menus, food bags, abandoning plastic, styrofoam, buying local, supporting 'green', environmentally friendly practices in general. All of this is a good start	Enlightened sustainability includes ethical meat consumption. For example, choosing only steaks is unsustainable since they represent 15% of an entire carcass. Sustainable meat consumption is often economical & plays an important role in helping to restore a native-heritage species. And when everything is used, fewer harvests are necessary. You get the idea!