

AgriTrue FAQ

What is AgriTrue?

AgriTrue is a new standard of truth and full disclosure in agriculture. AgriTrue producers pledge to maintain a minimum set of standards and maintain a publically accessible online profile which provides voluntary disclosure of their production methods.

How are AgriTrue producers certified? -

AgriTrue is a voluntary program set up in a free market libertarian manner. Individuals certify themselves to minimal standards and provide disclosure so consumers can make informed decisions.

What assurances exist that providers maintain the standards they pledge to?

In a free market system requiring disclosure it is up to the consumer to make that evaluation on some levels. Additionally the system will allow for fellow producers and consumers to endorse producers as well as report violations.

Reported violations will have a 14 day period to be responded to before being made public. Additionally as a free market system, anyone is free to set up third party verification services as either for or not for profit concerns.

Additionally the system will allow fellow producers and consumers to “endorse” producers within the system. This will be similar to the community policing model made famous by eBay.

Who can use the AgriTrue label, is it only for commercial producers?

AgriTrue is a free market system, so anyone who meets the minimum requirements and provides disclosure can use it. This includes people who sell in small farmer’s markets, with direct to consumer models or in any manner when the consumer is able to identify the original producer of the food.

AgriTrue is not just for commercial producers, hobby gardeners, gardeners who participate in barter networks or anyone engaged in the production of food either plant or animal based is encouraged to become certified and establish a profile.

Why would a home gardener who doesn't sell their produce wish to be AgriTrue certified?

First we believe including the home gardener is one of the greatest strengths of AgriTrue. Unlike other trademarked terms there is no cost to be certified, it is about a producer's pledge to do no harm to the land or to anyone who consumes their food.

Additionally, as a home gardener when you add your profile and make the pledge to abide by AgriTrue standards you add your voice to our goal. Unlike other expensive and administratively prohibitive certifications and labels AgriTrue is designed to be inclusive, democratic and meaningful for anyone who loves agriculture enough to produce food, whether it is for themselves, their families or their communities, we believe that all food production is meaningful and important.

What type of food production qualifies for use of the AgriTrue Label?

Any food produced which meets the minimum required standards of the AgriTrue label. There are two sets of standards, one for the production of plant based foods and one for the production of animal based foods. Foods produced from animal products such as eggs, cheese, etc are governed under the standards for animal care.

Does AgriTrue require compliance with local, state and federal regulations?

No government requires that compliance so there is no need of redundancy of current laws or codes. AgriTrue is not in the law enforcement business. Law is a public domain issue and is enforced by public servants while AgriTrue is a private free market system.

Simply put legal issues are the realm of the legal system. While AgriTrue has some major concerns with current government regulations our system is designed to provide consumers assurances and disclosure beyond what any current or planned government regulations provide.

Why should a commercial producer become AgriTrue certified and provide production disclosure?

First and foremost to better serve your customers! Consumers today are seeking to be fully informed about the food they eat and the food they feed to their families. We believe that the industry is better suited to provide a solution to this than government bureaucrats.

Secondly labels like all natural, free range, hormone free and the almighty “organic” have been twisted to a point of meaningless marketing in many respects. We believe that consumers want honesty and a connection with the actual producers of their food.

AgriTrue provides you the ability to easily offer this service to your customers with out red tape or large volumes of administrative efforts so you can focus on farming instead of paperwork and government bureaucracy.

Can certified Organic producers use the AgriTrue label?

Yes anyone can if they meet the minimum requirements and provide disclosure to the consumer. AgriTrue is a stand alone certification; it does not imply or endorse any other certification.

Why does AgriTrue have a minimal set of standards? or Why aren't the AgriTrue standards more strict?

The primary goal of AgriTrue is to provide full disclosure to consumers and for that matter anyone consuming any food from any AgriTrue certified producer, including your neighbor's garden. So our primary focus is on the producer profile.

That said we also believe many consumers want to buy food free of GMOs, pesticides, herbicides, hormones, antibiotics, meat that has been ethically raised and from producers who do not damage the land. The AgriTrue certification provides that assurance with our minimum set of standards.

For consumers that want to give their business to producers that meet stricter criteria they are able to rely on the producer profile. Again, AgriTrue is a free market system, if consumers demand higher standards the market will respond.

Additionally the current standards encourage producers who are currently using land damaging practices or dangerous chemicals to make a change. Simply put the market doesn't believe in an “all or nothing” approach and neither do we.

What are the minimum standards for plant based foods under the AgriTrue name?

- The producer must guarantee that they do not use genetically modified seeds.
- The producer must guarantee that they do not use chemical herbicides.
- The producer must guarantee that they do not use chemical pesticides.

- The producer must utilize methods that improve soil quality from year to year and do not rely solely on chemical fertilizers.
- No more than 30 percent of the land or space under cultivation can be dedicated to any single crop variety.
- At least 10 percent of the land under cultivation must be planted with non food crops that provide predator habitat and/or allow for the production of organic matter for soil building.

What are the minimum standards for animal based foods under the AgriTrue name?

- Animals must be treated ethically. Specific guidelines for individual species are forth coming but all animals must have access to fresh air, quality feed, reasonable space, fresh water and decent living conditions.
- Animals may not be given antibiotics for preventative purposes, only for acute conditions that warrant antibiotic treatment. Such animals may not be used for production of any food for 21 days after completion of an antibiotic regime.
- At least 20% of the animals feed must be produced on site, this can be via pasture feeding, harvesting feed for the animals, etc.