

**UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE
LIVESTOCK, POULTRY, and SEED PROGRAM
STANDARDIZATION BRANCH**

**STANDARDIZATION PROCEDURE (SP) 1
FOR MARKETING PROGRAM SPECIFICATION
DEVELOPMENT AND APPROVAL**

These procedures are for the development and/or revision of specifications for certification of branded commodities (beef, pork, lamb) by the Quality Assessment Division (QAD). It is applicable to programs which do not require live animal identification, or which reference live animal requirements and identification procedures contained in previously approved generic live animal specifications (e.g.; Schedule GLA).

1. Requests for new specifications, or modifications of existing specifications, must be made in writing to the Standardization Branch (SB) Chief or designated branch employee. At least 10 working days must be allowed from the time of receipt of a request to final approval. The requestor must clearly identify the requirements to be certified and any product labeling or promotional claims which will be made in conjunction with the program.
2. When applicable, a concurrent request (with a copy to the SB Chief) for label approval should be submitted to the Food Safety and Inspection Service (FSIS), Labeling and Program Delivery Staff (LPDS). **NOTE:** Conditional approval may be granted for specifications pending sketch label approval, but no product certification will occur without sketch approval by LPDD.
3. The SB Chief will designate an appropriate staff member (SB staffer) to coordinate development of the specification. The SB staffer will inform the requestor of receipt of the request and provide an estimated timeline for completion.
4. After coordination and agreement on the specification and labeling issues, the SB Chief will sign the approval of the requested specification.
5. After approval, one (1) copy of the final specification will be initialed by the SB Chief and distributed as follows: (1) Requestor, (2) QA Division, and electronic copies of the approved specification will be posted on the AMS website.
6. Live animal and carcass identification and stamping procedures, and related processing and labeling procedures, shall be coordinated by the QA Division with FSIS, the Requestor, and the packing plants involved on a local basis. Local QAD personnel will monitor labeling of products certified under approved programs. Evidence of mislabeling may result in suspension or revocation of the program and FSIS, LPDS may rescind any label approvals that were approved based on the previously approved program.

8. Requests for specification development or revision should be sent to:

Darrell.Dowd@ams.usda.gov

9. Requests for label approval should be sent to the Labeling and Program Delivery Staff at:

USDA, FSIS, OPPDE, LPPD
Labeling and Program Delivery Staff
1400 Independence Ave., S.W. – Stop 5273
Patriots Plaza 3, 8th Floor
Washington, DC 20250

Label applications may also be faxed to (202) 245-4792.

Approved: _____

Date:

David Bowden, Chief
Standardization Branch