

The American Farmland Trust U.S. Farmed™ Certification Standard

American Farmland Trust's goal with implementing this certification is to use the proceeds from U.S. Farmed™ certifications to forge sustainable solutions for American farmers. For over 40 years, American Farmland Trust (AFT) has worked to save the land that sustains U.S. by protecting farmland, promoting sound farming practices, and keeping farmers on the land.

Shifting Demographics

Today, American agriculture faces a demographic tidal wave unlike anything ever seen. One-third of U.S. agricultural land is now owned by people aged 65 and older, while the number of beginning farmers entering agriculture is falling. Over 300 million acres of American agricultural land will be in transition in the next 15 years due to the age of farmland owners. This indicates a need for succession planning. There is not much time to ensure these farms and ranches are passed on to a new generation.

Farmland Loss

Between 2001 and 2016, AFT's research showed that 11 million acres of farmland and ranchland was lost to development across the United States. This is 2,000 acres a day that are paved over, built up, and converted to uses that threaten the future of agriculture. AFT offers solutions for farmland protection.

Practical Solutions

With its U.S. Farmed certification, AFT aims to tackle the combined challenge of demographic change and farmland loss presenting a massive threat to our nation's food systems. This U.S. Farmed certification will open opportunities for farmers to receive support for exploring succession planning, farmland protection tools for their operations, among other useful tactics to safeguard our nation's food systems. AFT invites you, both farmers and producers of value-added products, to become certified as "US Farmed" and help to contribute to growth and continuity of regional and national agricultural networks. Each certification has the potential to affect the future of American agriculture, and AFT is committed to supporting your needs.

1. Introduction

The purpose of the American Farmland Trust 'U.S. Farmed' Certification Standard (herein 'U.S. Farmed Standard') is to describe the requirements for third-party certification of farm products and value-added products that are grown in the United States of America, including U.S. territories American Samoa, Guam, the Northern Mariana Islands, Puerto Rico, and the U.S. Virgin Islands.

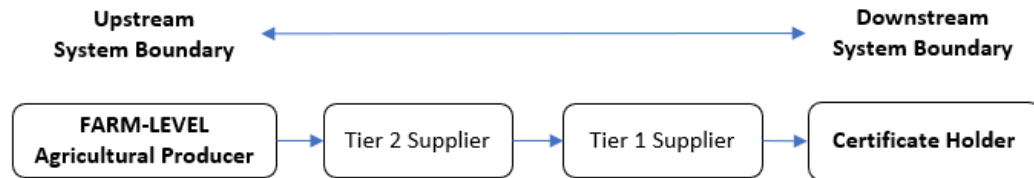
The U.S. Farmed Standard is a traceability standard that allows certificate holders to demonstrate the verification of their material sourcing to a U.S. farm. The Standard is designed for vertically integrated supply chains; however, it may be applied to other systems.

2. Scope and Limitation

- 2.1 The U.S. Farmed Standard applies to any entity that wishes to demonstrate that the content of their farm product or value-added product is traceable back to an American farm. A certificate holder may be:
 - 2.1.1 An agricultural producer, for example if the product sold is the raw material in its final form (e.g., apples at a farmers' market), and
 - 2.1.2 A producer of value-added products.
- 2.2 This Standard covers the activities conducted by all actors of the certificate holder's supply chain who supply or process farm products and/or farm products used as inputs to value-added products.
 - 2.2.1 Examples of in-scope farm products include agricultural commodities such as wheat, corn, or barley, dairy products such as milk, or eggs.
 - 2.2.2 Examples of in-scope value-added products include maple syrup, beer, bread, flour, yogurt.
 - 2.2.3 This Standard excludes livestock and poultry (e.g., cattle, hogs, sheep, horses, chickens) and feed.

- 2.3 Typically, a wide range of actors form a value-added producer’s supply chain, such as farm-level agricultural producers, aggregators, traders, processors, and packaging companies. The system boundary for certification is shown in Figure 1.

Figure 1. Example System Boundary



- 2.4 The American Farmland Trust reserves the right to expand or limit the scope of the Standard by excluding a crop or animal-derived product. Any such exclusion shall be made publicly available.

3. Normative References

- American Farmland Trust U.S. Farmed Certification Manual
- American Farmland Trust U.S. Farmed Brand Toolkit
- American Farmland Trust U.S. Farmed Seal Usage Guidelines

4. Terms & Definitions

Agricultural Commodity: See “Farm product”. “An unprocessed product of farms, ranches, nurseries, and forests and natural and man-made bodies of water.” (Source: CFR Title 7 [§ 4284.902 Definitions.](#))

Agricultural Producer: A farmer or farming business entity who produces the farm product in its raw form.

Auditor: Qualified person who performs the certification audit on behalf of the certification body.

Bill of Lading: A document issued to acknowledge receipt of cargo for a shipment.

Bill of Materials (BOM): A list of the raw materials and ingredients and quantities of each needed to produce a product.

Certification Body (CB): Structured organization that is authorized by AFT and qualified to set up and conduct certification audits.

Certificate Holder: Entity that is at the downstream end of the supply chain when the certified product is in its final form. The certificate holder undergoes a third-party audit against the

Standard, and if found to be in conformity with the requirements herein, is eligible to make a claim on its product(s). In this standard the term includes applicant certificate holders.

Certification Requirements: The indicators against which the organization is audited.

Conversion Factor: The ratio between the output material and the input material.

Invoice: A record that is used to track a sale, issued prior to a payment. Invoices may be one of the primary records of product that the entity has sold.

Farm product: An agricultural commodity such as grains, fruits, vegetables, or dairy. In this Standard, the farm product is traced back in the supply chain to demonstrate that it was produced (i.e., grown or raised) in the United States of America, including U.S. territories.

Non-Conformity: Any instance where a supplier fails to comply with a requirement of this standard.

Non-eligible Agricultural Material: Agricultural material that does not originate in the U.S. and that is not eligible for certification under this Standard.

Physical Segregation: A system in which materials with different origins or characteristics are kept physically separate during all operations.

Purchase Order (PO): A commercial document issued by a buyer to a seller, indicating types, quantities, and agreed prices for products or services required.

Receipt: A record that documents a sale that has been made, issued at the time of, or directly after, payment. Examples of receipts include purchase receipts related to a financial transaction, or delivery receipts that confirm receipt of product.

Supply Chain Actor: An entity included in the supply chain that physically produces, handles, collects, stores, and/or trades the material provided to the end user.

Traceability: The ability to identify and trace the history, application, or location of a material by means of recorded identifications from the end user to production.

Trader: An entity that purchases the material.

Value-Added Product: A product that has a higher market value or longer shelf-life as a result of modifying the physical state or form of the product (e.g., milling wheat into flour or making strawberries into jam) (Adapted from USDA).

5. Traceability

5.1 Traceability Procedure

- 5.1.1 The certificate holder shall develop, implement, and maintain a written traceability procedure allowing the traceback of farm product(s) purchased from upstream supplier(s). The traceability procedure shall include, at a minimum:
- 5.1.1.1 For the certificate holder, a record of all tiers of the upstream supply chain actors, from farm production to packaging and labelling. At a minimum, this includes:
- Name and contact details, including location, and
 - Quantities of the farm product(s) purchased (including units of measure).
- 5.1.1.2 For the certificate holder and its supply chain actors throughout the chain, records (e.g., receipts, invoices, purchase orders, bill of lading) for all purchases and/sales of farm products. Records shall include:
- Name and contact details of the buyer and seller,
 - Date of sale; and
 - Quantities of the farm product(s) (including units of measure)
- 5.1.2 The certificate holder shall ensure its supply chain actors maintain and implement a traceability procedure and meet the applicable requirements of this Standard.
- Note: the certificate holder may provide a procedure template, an online portal for data exchange and reconciliation, and guidance to its supply chain actors for implementation.
- 5.1.3 Specific personnel responsible for the implementation of the traceability procedure shall be designated and trained adequately.
- 5.1.4 All records shall be maintained for three years.

5.2 Physical Segregation

- 5.2.1 **Inputs Received and Outputs Sold:** The certificate holder and each supply chain actor shall implement and maintain an onsite, physical segregation system to ensure eligible farm product(s) produced in the U.S. does not get mixed with farm products produced outside the US.
- 5.2.2 If the organization or supply chain actor obtains farm product(s) that cannot be entered into the supply chain (i.e., the material cannot be traced back to a U.S. farm), the certificate holder or supply chain actor shall demonstrate, through receipts and physical segregation, that the material has not entered the supply chain under review.

5.3 Conversion Factor

The conversion factor is a rate that is used to convert a measurement in one unit to a corresponding measurement in another unit. In the context of this Standard, the conversion factor is the conversion rate between inputs and output volumes. The conversion factor is used to demonstrate that outputs are not greater than inputs (except as related to added ingredients) and that when the farm product is processed (e.g., apples are processed into apple juice), the yield (e.g., volume of apple juice) is accurate and justifiable in relation to the input (e.g., number of apples). The conversion factor is calculated using the following equation:

$$\text{Conversion Factor} = \frac{\text{Sum of mass of all eligible outputs}}{\text{Sum of mass of all eligible inputs}}$$

For example, where 48 pounds of barley (aka one bushel of barley) is required to produce 34 pounds of malted barley, the conversion factor is 0.71 (= 34/48). In practice, this means that if a barley processor sells 1,775 pounds of malted barley to the certificate holder, the barley processor must have bought and used 2,500 pounds (or 52 bushels) of segregated barley from a U.S. farm to produce the malted barley.

- 5.3.1 The certificate holder and each supply chain actor shall calculate total annual quantity of farm product(s) purchased or produced and sold, respectively.
- 5.3.2 The certificate holder and supply chain actor who conducts processing activities shall demonstrate the use of a conversion factor that is feasible for the processed farm product.
- 5.3.3 For farm-level supply chain actors, the total mass of material produced shall be in line with the farm's production capacity (e.g., based on geographical, technical, and seasonal conditions).

6. Farm and Value-Added Products

- 6.1 Products shall contain at least 95% by weight of inputs farmed in the US, excluding water, packaging, and labelling.
- 6.1.1 The remaining 5% may be made up of natural or synthetic materials, and may contain farm product(s) not produced in the U.S. or not in scope of this standard, such as meat.
- 6.2 The certificate holder shall provide a bill of materials (BOM) for the farm or value-added product(s) that contains the following information:
- 6.2.1 The name or relevant identifier of all inputs in the product.
- 6.2.2 For the eligible farm product (i.e., 95% of inputs in the product):
- Supplier name, and
 - Percent by weight of inputs in the product.

7. AFT Benefits

The revenue generated through this certification program will allow AFT to support American farmers navigating succession planning and provide American farmers with farmland protection tools for their operations.

- 7.1 The certificate holder shall ensure that the farm-level supply chain actor is given the opportunity to opt-in or opt-out of sharing their name and contact information with the American Farmland Trust to benefit from future support opportunities.
- 7.2 The certificate holder should make available information about AFT to farm-level supply chain actors, (e.g., link to the AFT website, AFT brochure).

8. Claims & Labelling

8.1 Allowable Claims

- 8.1.1 Once an entity is certified and duly authorized by the American Farmland Trust, the certificate holder may use the U.S. Farmed logo on-product and make off-product claims.
- 8.1.2 In addition, the certificate holder may use the following secondary claim, on- or off-product:
 - a) This certification supports the work of the American Farmland Trust. Learn more www.farmland.org.
 - b) American Farmers receive education and training from American Farmland Trust.

8.2 Labelling

- 8.2.1 Claims and logo usage shall meet the requirements of the U.S. Farmed Brand Toolkit and U.S. Farmed Seal Usage Guidelines.
- 8.2.2 Claims and logo usage shall be approved and verified by the American Farmland Trust.
- 8.2.3 The certificate holder shall only make a change to their claim after an audit is successfully conducted and the new claim approved by the American Farmland Trust.
- 8.2.4 The certificate holder shall have a valid U.S. Farmed license agreement with the American Farmland Trust.
- 8.2.5 The certificate holder shall be in good standing with the American Farmland Trust with regards to logo licensing fees payments.