



CANADIAN
CATTLEMEN'S
ASSOCIATION

National Voice Of Cattle Producers



Industry Update

VBP+ to provide assurances of sustainable beef production at the farm level

February 16, 2016

Calgary, AB – Beef producers understand and have confidence in the on-farm practices and production systems they use to raise high quality Canadian beef in a sustainable manner. Beef customers and consumers have become less familiar with where food comes from but are demanding confirmation that cattle are raised in a humane, safe and environmentally friendly manner. Canada's beef cattle industry will provide the practical means to confirm sustainable production and instill confidence in customers and consumers through the new Verified Beef Production Plus (VBP+) program, an expansion of Canada's recognized on-farm food safety program.

The new VBP+ program will provide that confirmation by using third party audits of outcomes-based sustainable production practices at the farm, ranch and feedlot. By adding modules for biosecurity, animal care and environmental stewardship to the existing on-farm food safety component, VBP+ will be the only program in the Canadian beef cattle industry to provide verification of all the aspects of sustainable beef production at the farm level.

Producers participating in VBP+ will continue to enhance the Canadian Beef Advantage, demonstrating that Canadian beef products are high quality and safe, and are produced in systems that prioritize animal welfare and the environment, attributes that consumers are increasingly demanding.

VBP+'s advantage is the development of a nationally standardized system for enrollment, training, and auditing the modules in on-farm food safety, biosecurity, animal care, and environmental stewardship. These auditable production indicators will be outcomes-based and, as such, producers will continue to control how they implement the practices on their own operations. This full spectrum approach to beef production enables VBP+ to address areas of animal health management (biosecurity), responsible use of animal health products and livestock handling (animal care) and biodiversity and managing the environment for the future (environmental stewardship) that are important to both producers and the public.

In addition to capturing the significant cumulative strengths of the Verified Beef Production™ (VBP) program, VBP+ is being developed to align with the sustainability indicator work of the Canadian Roundtable for Sustainable Beef, which the McDonald's Verified Sustainable Beef pilot project is also informing. VBP+ is designed to connect with the Beef InfoXchange System (BIXS) to capture the opportunity to identify cattle coming from a VBP+ operation throughout their lifetime.

...more

VBP+ is a producer-led, forward-looking program that continues the commitment of the Canadian Cattlemen's Association (CCA), on behalf of its members, to enable industry to anticipate and meet emerging and growing demands for all beef production systems throughout the Canadian beef value chain. Once launched, VBP+ will provide the transparency required to make sustainable beef production meaningful to consumers and this will lead to higher demand for Canadian beef in both domestic and international markets.

VBP+ is the next evolution of the VBP program. The Canadian beef industry's HACCP based program, VBP was developed by beef producers in 2004 to provide consumers with assurances of proper on-farm practices. The VBP initiative itself grew from the Quality Starts Here program, an educational initiative started by the CCA and the genesis of the CCA policy on prudent drug use developed in 1994.

For further information, contact:

Gina Teel

Communications Manager

Canadian Cattlemen's Association

403-275-8558 x 306 | 403-875-3616

teelg@cattle.ca | www.cattle.ca

Funding for this project has been provided by the Assurance Systems Stream of the AgriMarketing Program, Growing Forward 2

Growing Forward 2
A federal-provincial-territorial initiative

Canada

Cultivons l'avenir 2
Une initiative fédérale-provinciale-territoriale