

# VBP Transitions to VBP Plus

## What is VBP Plus (VBP+)?

Beef producers like yourself care greatly about your animals, the product you produce and the environment in which you farm. It's just common sense.

In today's world the majority of people consuming your product are far removed from the farm, and often don't understand what it is you do. Combine that with negative stories, misplaced myths and uncertainty about what to buy, only increases the need to trust. This is true of all commodities: from vegetables and fish production to raising beef.

To bring transparency and reassurance back to their buying choices, the industry and marketplace has increasingly adopted verification programs to reassure all levels of buyers that what we say we do – we are doing!

Buyers concerns cover a wide range of topics from food safety, animal health and welfare, the environment and even your well-being and survivability. Being “sustainable” is a popular term in the marketplace to describe all this with consumers wanting to make sustainable choices when purchasing goods and services.

## Why VBP Plus (VBP+)?

The Verified Beef Production (VBP) program, known in Canada for on-farm food safety, has been helping producers meet industry standards for food safety for over a decade. VBP coordinators and auditors are available to help you meet those standards in every province and are field proven, and trusted suppliers of information and audit services.

It makes sense to add animal care, biosecurity and environmental stewardship components to enhance the program and provide the entire sustainability package. The resulting program is cost effective and utilizes existing tools and programs wherever possible (e.g. programs such as animal care codes and environmental farm plans). This successful formula is aligned with other industry efforts, such as

the Canadian Roundtable for Sustainable Beef.

Verified Beef Production Plus (VBP+) is building on the strong base of VBP by making it into a valuable program that will be a global leader in providing education and verification of ALL the good things you do.



## How do I become VBP+ registered?

### New producers to VBP+

For those not registered in the VBP program now it's still an easy entry process:

1. Learn about the program – through various educational media (e.g. self-assessment tool, online materials, webinars, teleconferences or by attending a regional workshop where offered).
2. Implement the program – review your practices, update your records where necessary and complete the self-assessment checklists making changes where and if necessary.
3. Complete the voluntary verification audit – this takes approximately 3.5 hours, and involves a trained auditor who is knowledgeable in the beef industry. To be ready for the audit, a cow/calf producer must have the applicable records for at least 6 months, while a feedlot operator needs 3 months. The program is easily adaptable to any size of cow-calf or feedlot operation.

### VBP Registered Producers

For those producers registered in the VBP program now, they can transition into VBP+ on their next renewal

1. Continue to maintain the food safety records and practices as before.
2. Complete the VBP+ Supplemental Self-Assessment for the new components (biosecurity, animal care and environment), review your practices, update your records making changes where and if necessary.
3. The VBP+ program will be seamlessly integrated into your current audit cycle. Depending upon where you are at in your audit cycle, you will be required to submit:
  - a. a VBP+ self declaration or records assessment and,
  - b. a verification interview or VBP+ on-farm audit.
4. Feedlots will be required to complete a feedlot cattle chute side handling and pen condition assessment.

*Producers who successfully complete the above steps will receive a VBP+ certificate, and can market themselves as VBP+ registered. In some provinces VBP+ farm gate signs are also provided.*

## For more information on VBP+

To learn more about VBP+ workshop schedules, module information, self-assessment checklists and program costs please contact your provincial coordinator or visit our websites:

Funds to build VBP+ come from Agriculture and Agri-Food Canada's AgriMarketing Program - Assurance Systems Stream of Growing Forward 2

Growing Forward 2   
A federal-provincial-territorial initiative

Canada 

Verified Beef Production Plus is an initiative of the Canadian Cattlemen's Association and the Beef Cattle Research Council

 CANADIAN CATTLEMEN'S ASSOCIATION  
National Voice Of Cattle Producers

 BCRC  
BEEF CATTLE RESEARCH COUNCIL