

VBP+ Changes to Serve you Better as of Nov 1, 2019



The Verified Beef Production Plus (VBP+) is a national program under the umbrella of the Canadian Cattlemen's Association and up to now was delivered in each province by the provincial delivery agent (here in BC that was the BCCA Program Delivery Inc.). VBP+ will continue to offer training and certification services to all Canadian beef producers on responsible practices that contribute to sustainability as well as certification services, however as of November 1, 2019 training and certification services (annual validation assessments: self declarations, records assessments, on-farm audits) will be delivered separately:

1. **Certification Services** will be through the national office of **VBP+ Delivery Services Inc.**,

- For NEW audits, producers can contact Angela Lowe at:
 - Email: lowea@verifiedbeef.ca
 - Ph: 403-275-8558
- For renewals producers can contact Ricki Fleming at:
 - Email: renewals@verifiedbeef.ca
 - Ph: 403-795-3294.

Certification and program payment will be done through the national office in Calgary and is intended to streamline the audit process as well as ensure consistency across Canada. This consistency of audit process is critical for the program's credibility and success in the marketplace.

2. **Training Services** will continue to be provided through **BCCA Program Delivery Inc.** To book an event, request training information or resources, contact: Bree Patterson, VBP+ Program Coordinator at:

- Email: vbp@cattlemen.bc.ca
- Toll Free: 1-866-398-2848 Ext 2
- Direct Ph: 250-573-3611

Training will still be offered via online, webinar and workshops as in the past. On-site training will eventually be offered on a more regional basis with the help of regional trainers.

Separating the audit process from training is a good thing as it will allow each provincial coordinator more time to provide training and guidance for new enrollees as well as current registrants as increasing market demands for certified sustainable beef continues to grow.

Program Payments Starting November 1: Registrants (new enrollees and existing registrants) will be contacted by the national office. During transition those already in the system the following new payment structure will apply:

- VBP+ Inc. will continue to invoice current certified producers at \$180/year for renewal event on October 1 of the year.
- Anyone with a first on-farm audit scheduled to be completed in October or November of 2019 will be invoiced at the old rate of \$180.
- Any audits completed and not described by the above 3 bullets, after Dec 1, 2019 will be invoiced as per the national payment schedule below.

National Payment Schedule

Option 1 – Pay annually	Option 2 – Pay by Audit Cycle (audit cycle is 5 years)
<ul style="list-style-type: none"> • Cow/calf \$250 per year • Feedlot \$350 per year • Combined (both cow/calf and feed/lot) \$400 per year 	<ul style="list-style-type: none"> • Cow/calf \$1250 per audit cycle • Feedlot \$1750 per audit cycle • Combined (both cow/calf and feed/lot) \$2000 per audit cycle.