



SIMPLE. PRACTICAL. TRUSTED.

SECTION 02
**COMMUNITY
LEADERSHIP
& SOCIAL
RESPONSIBILITY**

VBP+ PRODUCER
REFERENCE MANUAL

SECTION 02

COMMUNITY LEADERSHIP & SOCIAL RESPONSIBILITY



CODE OF ETHICS

INNOVATION, TECHNOLOGY
& RESPONSIBLE PRODUCTION

COMMUNITY INVOLVEMENT
& VOLUNTEERISM





01 CODE OF ETHICS



VBP+ is defined by ethics: doing what is right for the right reason, even when no one is watching.

A code of ethics/conduct or value statement should be prepared for each operation to guide the actions of the operation in areas of human resources/family, animals and environment.

Each operation should have a Code of Ethics/Conduct that is articulated, followed, reviewed and updated when necessary. It should outline the values and procedures the operation follows with respect to professionalism, integrity, and equality. It should uphold laws governing human rights, labour codes, occupational health and safety regulations, and standards for farm animal care and environmental conservation.

The Code of Ethics should guide the operation to develop and implement policies and procedures which value workplace safety and fairness. A strong Code of Ethics can provide reassurance that the operation will provide a workplace free of discrimination, where workers can express concerns without fear of a negative outcome.

Shared values are what drive business culture and provides a sense of belonging for employees. Having a commitment statement to define the organization's priorities shows leadership and can create a family-like sense of loyalty. Emphasis on treating others with respect and following through with commitments are foundational for a Code of Ethics/Conduct.

The Code of Ethics should also clearly guide the conduct of operators and workers outside of the workplace. Producers and their employees are expected to uphold industry standards for animal welfare and environmental protection beyond their own operations. If blatant abuse of animals or the environment is observed, every effort should be made to understand the situation. It may be necessary to take appropriate action, such as asking a neighbour if they need assistance. Know what resources are available in your province if the situation requires escalation past a friendly communication.

VBP+ STANDARD

ASSESSMENT SCORING

- | | |
|---|---|
| 0 | Lack of awareness or interest in developing a Code of Ethics/Conduct. |
| 1 | The operation is aware of the value of a Code of Ethics/Conduct in the workplace. |
| 2 | The operation has an informal, verbal Code of Ethics/Conduct in the workplace. |
| 3 | The operation has a documented Code of Ethics/Conduct and/or Statement of Responsible Production. |

02 INNOVATION, TECHNOLOGY & RESPONSIBLE PRODUCTION



VBP+ producers should explore and utilize new innovations and technologies to improve production efficiency in a responsible manner.

Producers strive to maximize operational efficiency by increasing productivity or reducing costs; and innovations in the industry can provide a means for such improvement. New technologies should be implemented responsibly and in compliance with all applicable regulations, and not at the expense of other important factors. For example, animal welfare should not be compromised to minimize costs.

The Canadian Roundtable for Sustainable Beef (CRSB) defines “Responsible Production” as a conscious effort to consider the social, economic, and environmental aspects of production decisions. Rather than focusing on ‘no-use’, producers are encouraged to adopt responsible-use practices to safeguard animal health and welfare. For example, animal health products and growth-promoting agents have their place in raising sustainable beef, so long as they are used responsibly.

How can a producer implement new technologies or innovate on their farm? Examples include:

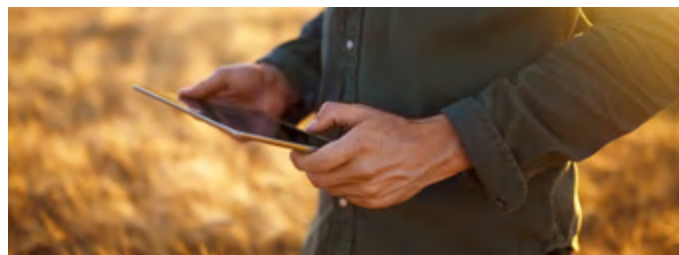
- ✓ Developing a genetic selection program to achieve production goals, enhance feed efficiency, or improve animal health outcomes
- ✓ Utilizing new tools or techniques to reduce the use of key inputs such as fuel or electricity, or to reduce stress on animals and people
- ✓ Collaborating with academics, non-government agencies, and commercial industry on research projects to develop and test technology to improve production efficiency

Production records can be used to measure the effectiveness of new tools or practices, and to monitor genetic selection improvements. VBP+ operations document on-farm information and are able to utilize their data to evaluate progress and make changes when necessary.

Some example of innovative technology use are:

Production/Efficiency Technologies:

- ✓ Feed testing
- ✓ Soil Testing
- ✓ Swath & Bale Grazing
- ✓ Precision Fertilizer Application



Genetic Improvement Technologies:

- ✓ Incorporate genetic improvement tools such as EPDs, Selection Indices for selection of breeding stock
- ✓ Consideration of economic traits such as Residual Feed Intake and Carcass Quality
- ✓ Utilize cattle evaluation technologies such as ultrasound, genotype and production records
- ✓ Use reproduction technologies such as Artificial Insemination, Embryo Transfer, synchronization, sexed-semen to accelerate genetic improvement within herd.

Animal Health Technologies:

- ✓ Vaccine protocol for reproductive efficiency
- ✓ Needle-less treatment technology
- ✓ Remote monitoring
- ✓ Feed supplements to increase efficiency and reduce emissions

Energy Efficiencies:

- ✓ Solar panels
- ✓ Frost-free nose pumps
- ✓ LED lights
- ✓ Water systems utilizing solar and wind technologies

VBP+ STANDARD

ASSESSMENT SCORING	0	Lack of awareness or interest in responsible production, innovation or technologies.
	1	Operation shall have animal productivity goals.
	2	Practices to improve production efficiencies are utilized.
	3	Operation monitors and documents cattle performance.



03 COMMUNITY INVOLVEMENT & VOLUNTEERISM

Canadian beef producers are among the best in the world for developing and implementing practices that protect the consumer, the environment and animal health and welfare.

It is important to recognize the impact that beef operations and workers have within their local communities and society as a whole.

Individual producers and operations play a large role in supporting industry events, education and extension opportunities, and youth activities. Cattle producers are also encouraged to connect with their local communities and the general public, both socially and to promote the beef industry. Within the VBP+ program, producers are recognized for their contributions to and support of their community.

There are many ways in which a producer can demonstrate community involvement:

- ✓ Volunteering
- ✓ Mentorship
- ✓ Donations
- ✓ Purchasing from local businesses
- ✓ Helping community members
- ✓ Serving on industry boards or committees
- ✓ Hosting farm tours
- ✓ Participating in industry field days
- ✓ Providing agriculture education outreach
- ✓ Hiring local labour
- ✓ Membership in community organizations
- ✓ Involvement with 4-H
- ✓ Involvement in cattle or stock associations
- ✓ Volunteering with local sports activities



VBP+ STANDARD

ASSESSMENT SCORING

- 0** No Involvement
- 1** Community involvement in 1-3 ways
- 2** Community involvement in 4-6 ways
- 3** Community involvement in 7+ ways

Volunteerism can be shown through many activities that help and support the communities in which we live.