

FACTS

LISTING CATTLE FROM A VBP+ CERTIFIED OPERATION

The demand for cattle sourced from VBP+ Certified Operations continues to grow as the food service and retail industry build brand recognition around sustainable beef production practices.

Supply chains from gate to plate are being constructed by various sectors (producers, feedlots, packers, food service) and identification of cattle throughout the production phase is very important. You are encouraged to identify your cattle at point of sale as originating from a VBP+ Certified Operation.

One of the biggest challenges for sustainable-sourced supply chains, is procurement of eligible cattle in sufficient numbers to meet supply needs. Order buyers and agents with instructions to source eligible cattle will seek cattle through auction markets, electronic cattle auctions and direct private treaty sales. No matter how you sell your cattle, it is important that the VBP+ origin is made available prior to sale. Without this information, an opportunity may be missed for your cattle to enter into a sustainable sourced supply chain.

You have invested your money and time into the VBP+ program. You have invested in training yourself and your employees. There is no guarantee that you will be compensated BUT you have fulfilled your role to produce cattle with respect to on-farm food safety, environmental stewardship and animal care AND that has value.

VBP & CRSB RELATIONSHIP

VBP+ is a delivery agent accredited to the Canadian Sustainable Beef Framework managed by the Canadian Roundtable for Sustainable Beef. Certification through VBP+ also means operations are certified to the Canadian Sustainable Beef Framework.



HOW DO PRODUCERS COMMUNICATE THEIR VBP+ CERTIFIED OPERATION STATUS WHEN MARKETING THEIR CATTLE?

- Provide your name and VBP+ number in paperwork when selling and advertising cattle.
- Prepare a sheet that can accompany or be attached to the manifest when cattle are sold. Communicate to the Auction Market that your farm is VBP+ Certified. An example of a VBP+ Certification Cattle Card is provided.
- If listing your VBP+ Certification in an online or catalogue listing, suggested wording is:

VBP+ Certified Operation

Wording to Avoid:

Description of product is key to marketing cattle to their full potential. Some of the language used to describe VBP+ cattle are no longer accurate, relevant, or is out of date. Some of the wording and phrases to avoid are:

- "McDonalds Certified Sustainable Pilot Project" (this project was completed in 2016)
- "Eligible for Certified Sustainable Beef Acceleration Pilot (CBSA)" or "CBSA pilot eligible"
- Any variations of the above, should be transitioned to describe your operation as a **VBP+ Certified Operation**
- Avoid listing cattle as Qualified for Certified Sustainable programs. There are other qualifying factors that may influence eligibility of cattle even though they originated at a certified operation.

FOR MORE INFORMATION PLEASE VISIT US AT
verifiedbeef.ca

VBP+ CERTIFICATION CARD



This document is notification from the seller of the cattle, that the cattle for sale have been raised at, and come from a Certified Verified Beef Plus (VBP+) Beef Cattle Operation in good standing.*

Certified VBP+ Operation Name: _____

VBP+ Registration Number: _____

A VBP+ certified beef cattle operation will:

- Follow/implement production practices that ensure on-farm food/meat safety, animal care, environmental stewardship, and biosecurity while maintaining a fair and equitable workplace positively impacting the community.
- Maintain permanent records to monitor critical on-farm food safety areas, animal care, biosecurity and environmental stewardship.
- A VBP+ Certified Operation has undergone extensive training and successfully achieved third-party audit approval

Other operation specific attributes: _____

VBP+ Certified Beef Operations meet or exceed the Certified Sustainable Beef Production Standard. Therefore, VBP+ Certified Beef Cattle Operations are eligible to participate in Certified Sustainable Sourcing programs.

*Visit www.verifiedbeef.ca for the current list of VBP+ Beef Cattle Operations that are in good standing and have indicated agreement.

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