

# FACTS

## WHY VBP+?

Consumers want confidence that cattle are raised by experienced people that believe in environmental sustainability and animal care.

VBP+ Certification is assurance to your customers that you are committed and invested in your industry.



### THIRD PARTY AUDIT CERTIFICATION

Provides proof that cattle are certified for sustainable sourcing programs.

### EASILY ACCESSIBLE AND AFFORDABLE

Industry designed and delivered training and certification for producers in all provinces in all kinds of operations.

### TRAINING AND ON-GOING SUPPORT

Producer training is designed to accommodate all learning styles; from in-person workshops to individual online programs. Support resources are available through VBP+ offices and online through the website.

### FEDERAL OVERSIGHT/INDUSTRY RECOGNIZED

VBP+ works closely with industry and government organizations to incorporate all current production and management standards around sustainable beef production and innovation (BCRC, CRSB, CFIA, NFAC, etc.)

The VBP+ Logo can only be used by Beef Cattle Operations that have received certification through completing the training and audit process. The logo is proof that the operation utilizes management practices, technology and records to meet and/or exceed industry standards for sustainable beef production. Use of the VBP+ Logo must be approved by VBP+ before use in materials developed for marketing or advertising purposes.

#### The VBP+ Logo can be used on:

- ✓ Brochures, pamphlets, signs that describe your beef cattle operation
- ✓ VBP+ can be used/mentioned in sale videos, marketing pieces on social media to describe your operation and cattle.

#### The VBP+ Logo can NOT be used on:

- ✗ Meat packaging or meat labels
- ✗ To describe the beef products

**Why?** Food Labelling Requirements in Canada are very strict and fall under the jurisdiction of the Government of Canada – Canadian Food Inspection Agency. The VBP+ program covers the pre-harvest period of beef production (the management of live cattle up until the point of slaughter). The program is not involved in post-harvest beef production, so cannot make any claims to the actual beef product.

VBP+ certified producers understand the importance of sustainable beef production. These producers have implemented practices that prioritize on-farm food safety, environmental stewardship, biosecurity and animal care which have been third-party verified at the farm level. You appreciate and respect that consumers must have confidence in the beef you raise and VBP+ certification is your proof to them that you are doing your best for them.



FOR MORE INFO PLEASE VISIT US AT

[verifiedbeef.ca](http://verifiedbeef.ca)

NOVEMBER 2020

## STEPS FOR SUCCESSFUL CERTIFICATION



TAKE THE VBP+ TRAINING



FULFILL REQUIREMENTS



ENROLL INTO VBP+ PROGRAM



COMPLETE YOUR FARM AUDIT



MAINTAIN RENEWAL



RECORDS ASSESSMENT



SELF DECLARATION

PRE-CERTIFICATION

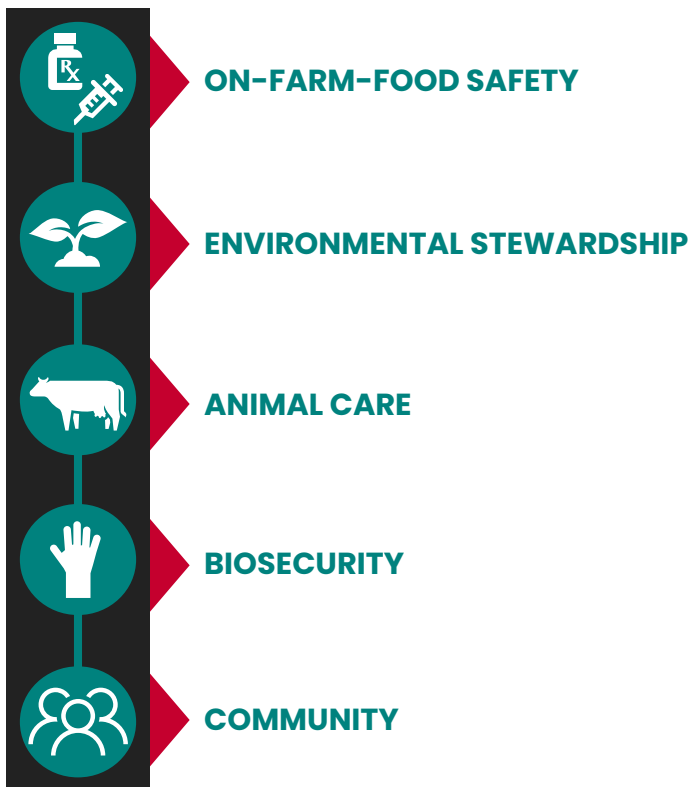
CERTIFICATION

CERTIFICATION MAINTENANCE



VBP+ is a trusted, cost effective and field proven national program providing education, resource materials and certification services to Canadian beef operations. Focused on on-farm food safety, environmental stewardship, animal care, biosecurity and community involvement.

VBP+ certification is proof that sustainable beef production practices are followed.



This VBP+ certified producer understands the importance of sustainable beef production. This producer has implemented practices that prioritize on-farm food safety, environmental stewardship, biosecurity and animal care which have been third-party verified at the farm level.

OPERATION INFORMATION:

# VBP+ BEEF CATTLE OPERATION CERTIFICATION



This document is notification that:

Certified VBP+ Operation Name: \_\_\_\_\_

VBP+ Registration Number: \_\_\_\_\_

is a Certified Verified Beef Production Plus (VBP+) Beef Cattle Operation in good standing. \*

A VBP+ certified beef cattle operation will:

1. Follow on-farm production practices that inspire consumer confidence in the production of beef with focus on the 5 pillars of sustainable beef production; food safety, environmental stewardship, animal care, biosecurity and community.
2. Commit to ongoing training and audit procedures to meet and exceed industry standards and implement technology to increase efficiency and innovation.
3. Keep permanent, accurate production records.

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

\*Visit [www.verifiedbeef.ca](http://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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A VBP+ certified beef cattle operation will:

1. Follow on-farm production practices that inspire consumer confidence in the production of beef with focus on the 5 pillars of sustainable beef production; food safety, environmental stewardship, animal care, biosecurity and community.
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