

# Confused About Verification?

Food safety and animal health are becoming key issues for market access. Consumers increasingly consider food safety in their buying decisions. Animal health and uniformity can impact cattle marketability. **Verified Beef Production™** and **Age Verification** are two programs designed to help producers address these issues while ensuring better control both on and off the farm.



## The VBP program is:

- Voluntary
- Nationally developed & owned by Canadian Cattlemen's Association; an industry led program
- A handy resource to help you optimize control on your operation and stay in touch with related issues that may affect your business
- Recognizes (verifies) your on-farm meat safety practices
- Recognized by the Canadian Food Inspection Agency on the proven food safety principle called HACCP

## Program Benefits

- Greater awareness of food safety risks & costs
- Provides ready-made records to help supplement / improve current records
- Easy resource kit to develop accountability and verification of operation activities
- Improves production efficiency & use of animal health products
- Increased buyer confidence
- Better market alliances & value added market opportunities

## For Assistance:

- Toll Free (in BC): 1-866-398-2848 ext 2  
Email: [VBP@cattlemen.bc.ca](mailto:VBP@cattlemen.bc.ca)  
Website: [www.cattlemen.bc.ca/vbp.htm](http://www.cattlemen.bc.ca/vbp.htm)
- To learn more about VBP (no charge):
  - Tele-workshop—toll number
  - On-line—by computer
  - Regional workshop
- Contact above to book your training, on-farm audit or simply to ask about VBP.



## Age Verification for B.C. Cattle is:

- Voluntary
- Administered by Canadian Cattle Identification Agency (CCIA); an industry initiated and led organization
- Attaches a birth date to an individual cattle ID number
- Creates a record to act as proof of animal age - can be used for export to international markets

## Program Benefits

- Continued international and domestic market access
- Enhanced consumer confidence in Canadian beef
- Provides a basis for access to value added market opportunities

## For Assistance:

- **Canadian Cattle Identification Agency**  
Website: [www.canadaid.ca](http://www.canadaid.ca)  
Toll free: 1-877-909-BEEF (2333)
- **Peace River**—Judy Madden, (250) 782-787 (no charge for BCCA members)
- **Cariboo**—Dixie Roberts, (250) 396-7085 (\$10)
- **Kootenays**—Jessie McKersie (250) 349-5275 (BCCA members only, \$10)
- **Southern Interior**—Linda Allison (250) 295-6574 (no charge)
- **Bulkley Valley**—Charlie and Jan McClary (250) 847-1588 (no charge)
- **Kamloops Region**—Lois Keller (250) 672-5867 ( \$15)