

## 3 EASY STEPS TO VBP PARTICIPATION

Participating in the industry owned and operated on-farm food safety program—Verified Beef Production (VBP) program—is simple and straightforward:

1. Learn about the program. It takes about 1.5 hrs, is free and comes in 3 forms in BC: Tele-workshop (training via a toll free phone number); On-line web-based training; or, On-site workshop. There is no obligation to participate further. To book your one simply contact your BC-VBP coordinator.
2. Implement the program. Review your practices and records and implement any missing components.
3. Complete the voluntary verification audit. The voluntary audit takes about an hour, and involves a trained auditor who is knowledgeable in the beef industry and on-farm food safety risks. To qualify for registration under the VBP audit program, cow/calf operations must have applicable records for at least six months; feedlot owners for at least three months. Producers who successfully meet VBP criteria will be issued an official VBP registration certificate, a farm gate sign and can market their operation as VBP-registered. To register costs \$100 annually, requires no specialized equipment and minimal record keeping.



### Canada's Verified Beef Production Program Goals

The VBP program is a program with a very simple goal: to ensure confidence in Canadian beef across Canada and around the world. Food safety has become a major factor in consumer and retail buying decisions. Good food safety starts on the farm, and the VBP program is designed to address those concerns.

### VBP training informs beef producers of program fundamentals:

**Management practices** in the VBP program have been designed with the beef industry in mind by industry leaders and producers. Not only are they practical and sustainable but they have been shown to reduce or eliminate the possibility of food safety concerns on a beef cattle operation. The VBP program covers animal health management, cattle shipping, medicated feed, pesticide control and training and communications.

**Effective records.** Documenting food safety management practices is the proof that withdrawal times are followed and potential hazards are minimized. Records can also have the added benefit of providing valuable management information, improving on-farm communication, and better efficacy and use of animal health products.

**Optional verification.** When your VBP practices are verified through a third party, audit-style process, farm operations achieve the credibility and profile of meeting recognized national VBP standards. Not only does this allow for market readiness for buyers that require VBP registration but it can also be a valuable tool in developing branded products and forming market alliances.

### Benefits Canada's Beef Industry

Canadian beef industry success depends on consumer and retail confidence worldwide. The VBP program has powerful potential to do that in several ways.

- Defining standards for the safety, quality and consistency of Canadian beef and beef products.
- Building potential to increase market share, domestically and internationally.
- Helping to minimize costly product recalls.
- Complements food safety programs beyond the farm gate.
- It is a tool to develop market alliances, which may improve economic returns, within the agriculture and processing sectors.
- It enhances quality improvement and crisis management abilities.

### For More Information in BC Contact:

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