

SIMPLE STEPS TO VBP PARTICIPATION

Participating in the Verified Beef Production (VBP) program is simple and straightforward.

1. Contact a Provincial Delivery Agent (PDA) for information or to register for a local Verified Beef Production workshop. Contacts are listed on the back cover of this brochure.
2. The two hour workshops are scheduled for small or large groups of producers to explain the program basics. There is no obligation to participate further.
3. Producers can choose to simply implement Standard Operating Procedures (SOPs). If they wish, producers can move to the VBP registration stage, where their production practices and documentation are audited.
4. 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.
5. The validation audit, which takes about a half day, involves a cost (including traveling expenses) to have a trained auditor visit the operation and assess SOPs and records.
6. Producers who successfully meet VBP criteria will be issued an official VBP registration certificate and can market their operation as VBP-registered.

VBP information available across Canada

ALBERTA

Alberta Beef Quality Starts Here
Phone: 1-866-242-7404
Email: eileen@beefsafety.ab.ca
www.beefsafety.ab.ca

BRITISH COLUMBIA

Quality First in Agriculture Inc.
Toll free (in B.C.): 1-888-700-4404
Phone: (604) 859-5962
Email: VBP@cattlemen.bc.ca
Or:
B.C. Cattlemen's Association
Phone: 250-573-3611
www.cattlemen.bc.ca/vbp.htm

SASKATCHEWAN

Saskatchewan Quality Starts Here
Phone: (306) 675-6177
Email: jhorvath@sasktel.net
www.qualitystartshere.sk.ca

MANITOBA

Manitoba Cattle Producers
Association
Phone: (204) 772-4542 or
(204) 372-6492
Email: blgreen@mts.net
www.gov.mb.ca/agriculture/live-stock/beef/mcpa

ONTARIO

Ontario Quality Starts Here
Toll Free: 1-866-370-2333
Eastern coordinator:
dan@qualitystartshere.on.ca,
(905) 375-8551
Western coordinator:
ron@cattle.guelph.on.ca,
(519) 831-9429
www.qualitystartshere.on.ca

QUÉBEC

Fédération des producteurs de
bovins du Québec
Phone: (450) 679-0530, poste 8460
Email: ncote@upa.qc.ca
www.bovin.qc.ca

NEWFOUNDLAND & LABRADOR

Department of Natural Resources
Phone: (709) 637-2072
Email: kathryngillam@gov.nl.ca

NEW BRUNSWICK

New Brunswick Cattle Producers
Phone: (506) 458-8534
Email: nb.aibn.com@nbcattle

NOVA SCOTIA

Nova Scotia Cattlemen's
Association
Phone: (902) 893-7455
Email: ruth@nscattle.ca

PRINCE EDWARD ISLAND

PEI Cattlemen's Association Inc.
Phone: (902) 368-2229
Email: cattlemen@eastlink.ca

NATIONAL

Quality Starts Here – Verified
Beef Production
Canadian Cattlemen's Association
Phone: (306) 737-2290 or
(403) 275-8558
Email: feedback@cattle.ca
www.verifiedbeef.org

Visit the VBP Web site:
www.verifiedbeef.org

The VBP Web site is designed for producers.
It features information on program fundamentals, as
well as latest news and developments.



Agriculture and Agri-Food Canada (AAFC) is pleased to participate in the production of this publication. AAFC is committed to working with our industry partners to increase public awareness of the importance of the agri-food industry to Canada. Opinions expressed in this document are those of QSH Management Group and not necessarily the Department's.

VERIFIED BEEF PRODUCTION

Canada's Beef On-Farm Food Safety Program



Building added
confidence in
Canadian beef



Canadian Cattlemen's Association

CANADA'S VERIFIED BEEF PRODUCTION PROGRAM



It's 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 buying decisions. Good food safety starts on the farm, and the Verified Beef Production program is designed to address those concerns.

PROGRAM FUNDAMENTALS

Workshops held regularly across Canada as part of the VBP program inform beef producers of program fundamentals:

Standard Operating Procedures (SOPs). SOPs for management practices in the VBP program are designed to reduce or eliminate the possibility of a food safety concern on a beef cattle operation.

They include a set of "must do" requirements as well as recommended procedures to help reduce the chance of a hazard, along with a record keeping component to demonstrate what was done. VBP program SOPs cover animal health management, cattle shipping, medicated feed, pesticide control and training / communications.

Effective records. Documenting food safety management practices is the proof that withdrawal times are followed and potential hazards are minimized.

Optional: verification. When SOPs are verified through a third party, audit-style process, farm operations achieve the credibility and profile of meeting national VBP standards.

VERIFIED BEEF PRODUCTION REGISTRATION

Registration is where food safety practices and documentation are audited.

Designed for producers wanting recognition for using this voluntary on-farm food safety program.

REAL BENEFITS FOR BEEF PRODUCERS



A VBP-registered operation provides immediate and long-term benefits for Canadian beef producers.

- Proof of responsible actions
- Improved awareness of food safety risks
- Readiness should market require it
- Improved use of animal health products
- Optional: authenticity of third party audit
- Take credit for what you're doing
- Tool to develop branded products
- Basis for training staff / family members
- Satisfaction of doing things right
- VBP program is recognized by Canadian Food Inspection Agency

BENEFITS FOR CANADA'S BEEF INDUSTRY



Canadian beef industry success depends on consumer 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
- VBP 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

