

# All About Verified Beef

## BUILDING CONFIDENCE IN THE CANADIAN BEEF INDUSTRY

*Verified Beef Production Program is designed to help improve best practices for animal health protocols and improve record keeping for both cattle and feedlot operations. The program was jointly developed by Canadian veterinarians and cattle industry representatives. Verified Beef Production provides users with tools to help improve efficiency, effectiveness and accountability when it comes to animal health and food safety.*

### Frequently Asked Questions

#### WHAT IS VBP?

The Verified Beef Production Program (VBP) is the voluntary national on-farm food safety program created and owned by the Canadian Cattlemen's Association since 2004.

#### DO I HAVE TO DO IT?

No. The VBP program is a completely voluntary, industry-led, and market driven program.

#### WHAT IF I WANT TO BECOME A REGISTERED BC-VBP FARM (COMPLETE THE ON-FARM AUDIT) – WHAT DO I DO?

Learn about the program. It takes about 1.5 hrs, is free and comes in three 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 choose your training option simply contact the BC-VBP coordinator.

Implement the program. Review your practices and records and implement any missing components.

Complete the voluntary validation audit. The voluntary audit takes about 1-2 hours, 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.

#### ONCE I REGISTER WHAT DO I GET?

**VBP Program Certificate:** This uniquely numbered certificate is useful for presentation to your buyer should they require proof of registration status.

**VBP Farm Gate Sign (Optional):** We are just as proud of your efforts as you are and if you wish you will be offered (free) a 1.5'x2.5' gate sign at the completion of the audit.

**Pocket Record Books (Optional):** These handy record books easily fit in a chest or hip pocket with spaces large enough to print comfortably in. They contain all the required VBP records as well as some popular management data and a spot for CCIA numbers.

**Product stickers (optional):** For those that do their own product distribution the stickers have the VBP logo, and say, "Product from a registered VBP operation" You will receive a sample sheet, plus printer ready format for your printer. Bulk

orders may be arranged for a fee.

**VBP Vehicle Decals (Optional):** 4"x4", VBP logo decals for placement on vehicles or cattle trailers.

**BC-VBP Electronic Bulletins (Optional):** For those with email addresses, they receive food safety news, funding opportunities and other related information as it comes available. For those without emails, bulletins that are still pertinent are mailed with the annual audit materials.

**Ready-made Generic Pre-approved Promotional Materials (Optional):** For those that distribute product and wish to have some hand-outs about the program and their role in it. Some may be personalized with farm logos, photos and contact information.

**"Where's the Beef?" (Optional):** Those that distribute their own product can post their operation's offerings on the BC-VBP website ([www.cattlemen.bc.ca/vbp.htm](http://www.cattlemen.bc.ca/vbp.htm)). A handout of this website is always made available for pick-up anytime the VBP booth is at trade-shows and fairs.

#### IS IT HARD OR TIME CONSUMING TO DO?

No, in fact much of it you've probably done already. The estimated time to set



up your VBP program varies (reported from current registrants) from only a few hours to three days depending upon the complexity, completeness of current records and size of operation. A small cow calf operation is likely to do it in a day.

#### HOW MUCH WILL IT COST TO BECOME INVOLVED OR REGISTERED?

Learning about the program, all program materials and the optional on-farm audit are all free. The only program fee is the annual registration fee of \$100, which is billed in October of every year you remain registered.

#### WHERE DO I GET MORE INFORMATION?

Contact Annette Moore,  
BC-VBP Coordinator at:  
Ph: (604) 309-3509  
Toll Free: 1-866-398-2848 ext 2  
Email: [VBP@cattlemen.bc.ca](mailto:VBP@cattlemen.bc.ca)  
BC-VBP Website at:  
[www.cattlemen.bc.ca/vbp.htm](http://www.cattlemen.bc.ca/vbp.htm)

### TOP 5 REASONS RANCHERS LIKE VBP:

- Improved use of veterinary pharmaceuticals
- Communication or training tool
- Documentation/proof of operation activities
- Prevention or detection of a problem before it is unmanageable
- Tool to develop branded products

## VBP TIPS

### PRODUCT LABELS

One way to ensure proper animal health product use is to understand how the products work best and match the method with the drug and the disease you're treating. Although your vet is a tremendous resource he or she will not always be by your side. Product labels are great sources of information and can provide all the necessary information needed to ensure a more successful result. One of the most common "mistakes" is relying on memory or hearsay when using a product and, too often than not this practice results in costly mistakes. Always checking the label or insert will very quickly avoid those mistakes.

## Testimonial



#### *Todd Wigemyr, Bar K Ranch, Prince George, BC.*

*"We've been enrolled in VBP now since December 2005. We found it fairly simple to apply with no cost to put it in place but the benefits to us are great. Now we really know who's done what, when and what animals are clear of withdrawals. It's so easy and quick to do and keep track of things - everybody should do it." (January 2011)*

#### *Walter and Audrey Read, Diamond X Ranch, Endako, BC*

*"One thing I have noticed is we pay more attention to when shots were given come shipping time. We have always kept track in "Walter's little black book" but with having to "check withdrawal times" it makes us more aware which is a good thing I think. Visitors ask what the sign is all about and when we explain it they are quite impressed. It is a good program." (July 2011)*

