

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 Quality Starts Here workshop. Contacts are listed on the back cover of this brochure.

2. The half-day 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 Good Production Practices (GPPs) or 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 implement the VBP program for at least six months; feedlot owners for at least three months.

5. The 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 documentation.

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

BRITISH COLUMBIA

Quality First in Agriculture Inc.
Phone: 604-859-5962 or
1-888-700-4404

B.C. Cattlemen's Association
Phone: 250-573-3611 or
1-888-700-4404
Web site: www.cattlemen.bc.ca

ALBERTA

Alberta Beef Quality Starts Here
Phone: 403-329-6939
Web site: www.beefsafety.ab.ca

Alberta Beef Producers
Phone: 403-275-4400
Web site: www.albertabeef.org

SASKATCHEWAN

Saskatchewan QSH/VBP Working
Group Inc.
Phone: 306-762-2033
Web site:
www.qualitystartshere.sk.ca

Saskatchewan Cattle Feeders
Association
Phone: 306-382-2333
Web site: www.saskcattle.com

Saskatchewan Stock Growers
Association
Phone: 306-757-8523
Web site: www.saskatchewanstockgrowers.com

MANITOBA

Manitoba Cattle Producers
Association
Phone: 204-772-4542
Web site: [www.gov.mb.ca/
agriculture/livestock/beef/mcpa](http://www.gov.mb.ca/agriculture/livestock/beef/mcpa)

ONTARIO

Ontario Quality Starts Here
Phone: 905-375-8551 or
1-866-370-2333
905-375-8551
Web site:
www.qualitystartshere.on.ca

Ontario Cattlemen's Association
Phone: 519-824-0334 or
1-866-370-2333
Web site:
www.cattle.guelph.on.ca

QUÉBEC

Environnement et assurance de la
qualité
Fédération des producteurs de
bovines du Québec
Téléphone: 450-679-0530 poste
8460
Web site: www.bovin.qc.ca

New Brunswick

New Brunswick Cattle Producers
Phone: 506-458-8534
Web site:
www.nbfarm.com/nbcp/about.htm

Nova Scotia

Agra Point International
Phone: 902-896-0277

Nova Scotia Cattle Producers
Phone: 902-893-7455
Web site: www.nscattle.ca

Prince Edward Island

PEI Cattlemen's Association
Phone: 902-368-2229

Newfoundland and Labrador

Quality Enhancement
Department of Natural Resources
Phone: 709-637-2072

Newfoundland & Labrador
Livestock Council
Phone: 709-747-3023

Canada

Quality Starts Here, Verified Beef
Production
Canadian Cattlemen's Association
Phone: 403-275-8558
Web site:
www.qualitystartshere.org



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 (organization) 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 Quality Starts Here, Verified Beef Production program is designed to address those concerns.

QUALITY STARTS HERE WORKSHOPS

Quality Starts Here workshops inform beef producers of program fundamentals.

Good Production Practices (GPPs). These management practices cover animal health management, cattle feeding, cattle receiving/shipping, pesticide control, biosecurity and training.

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

Standard Operating Procedures (SOPs). Applying GPPs in a consistent manner proves what is being done.

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.

- Improved production efficiency and use of veterinary pharmaceuticals
- Greater awareness of food safety risks and costs
- Increased buyer confidence
- Staff/family training benefits
- Official recognition for VBP registration
- Proven documentation to verify operation activities
- Prevention or detection of a problem before it is unmanageable
- Reduced product wastage and duplication of effort on-farm

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

