



Backgrounder

June 15, 2016

Verified Beef Production Plus (VBP+) is a producer-led, forward-looking program that is focused on enabling industry to anticipate and meet emerging and growing demands for beef production systems throughout the Canadian beef value chain.

VBP+ is the next evolution of the Canadian beef industry's long-standing on-farm food safety program (formerly Verified Beef Production or VBP). The Canadian beef industry's HACCP based program, VBP was developed by industry in 2004 to validate responsible on-farm practices. The VBP initiative itself grew from the Quality Starts Here program, an educational initiative started by the Canadian Cattlemen's Association (CCA) and the genesis of the CCA policy on prudent drug use developed in 1994.

Work to expand the national program offering and enhance provincial delivery across all provinces was initiated in late 2013 to address growing consumer demands for transparent, accountable, and sustainable beef production.

VBP+ links on-farm recording and auditing of animal care, biosecurity and environmental stewardship practises with the established Canadian Food Inspection Agency (CFIA) recognized on-farm food safety (VBP) program to help meet demands for sustainable beef production at the farm, ranch and feedlot level.

VBP+ is aligned with the national Code of Practice for the Care and Handling of Beef Cattle, the Canadian Beef Cattle On-Farm Biosecurity Standard, and the sustainability indicator work of the Canadian Roundtable for Sustainable Beef (CRSB) to ensure sound animal care, biosecurity and environment principles and practices.

Through this program depth VBP+ provides the transparency required to make sustainable beef production meaningful to consumers and contribute to demand for Canadian beef in both domestic and international markets.

Registered VBP+ beef farms, ranches and feedlots will be able to provide proof of their sustainable practices and be well-positioned to feed into Canada's sustainability program once the CRSB verification framework is complete.

The program is building the capacity to communicate with the Beef InfoXchange System (BIXS), enabling easy identification of cattle coming from a VBP+ registered operation. This capability with

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BIXS, and potentially other programs, ensures registered VBP+ producers can capitalize on the benefits of beef value chain connectivity.

Producers participating in VBP+ will continue to enhance the Canadian Beef Advantage, demonstrating that Canadian beef products are high quality and safe, and are produced in systems that prioritize animal welfare and the environment.

VBP+ is operated by the Beef Cattle Research Council. Funds to develop and deliver VBP+ are provided through the Canadian Beef Cattle Check-off and Agriculture Canada's AgriMarketing Program - Assurance Systems Stream of Growing Forward 2.

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