



Verified Beef Production Plus Program

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Provincial VBP+ Coordinator - Manitoba

What is VBP+?



**industry sanctioned practices
for responsible livestock
production**

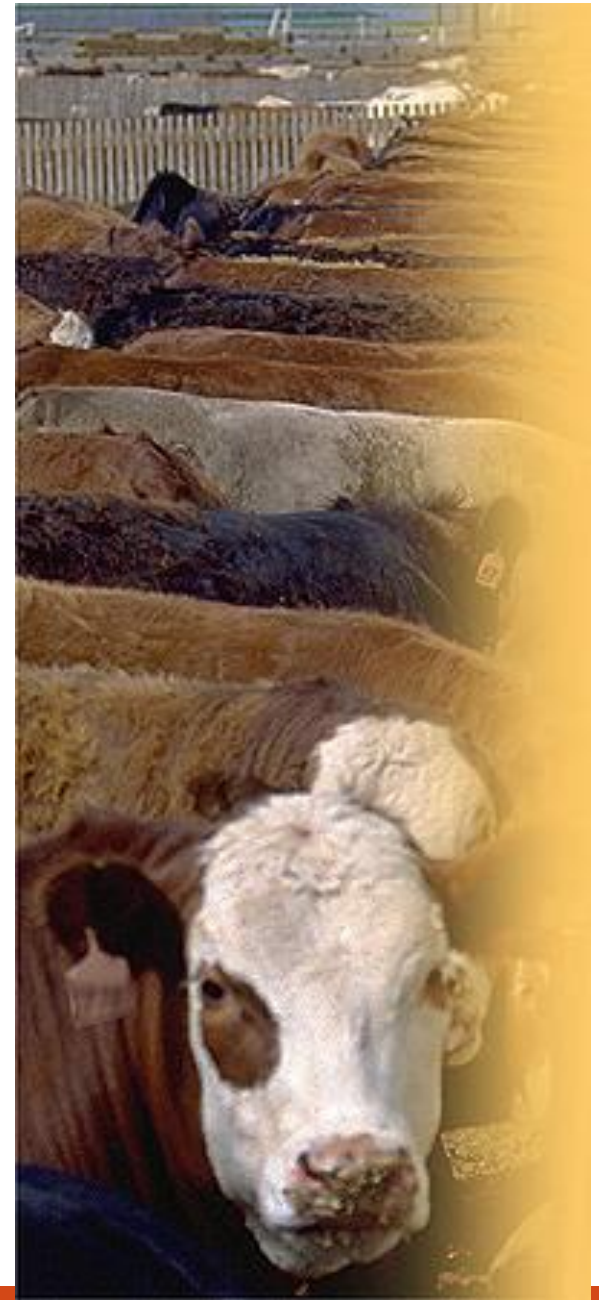
... a pathway for verified sustainable production
to reach customers and consumers

Why VBP+?



- Because we raise cattle to produce food.
- Consumers have questions /want to know what goes into their food
- Public asking questions → drive regulation/policy
- Retailers & other end-users looking for opportunities to differentiate themselves

Enhancing Confidence in Canadian Beef





Who is VBP+?

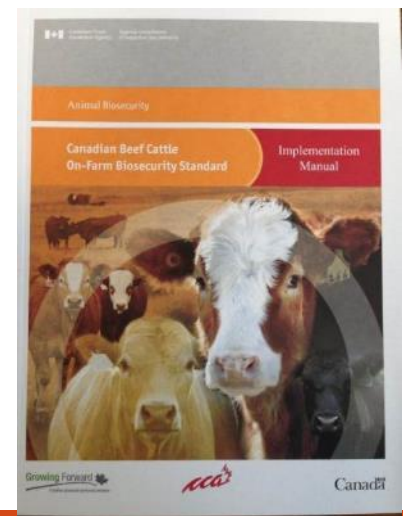
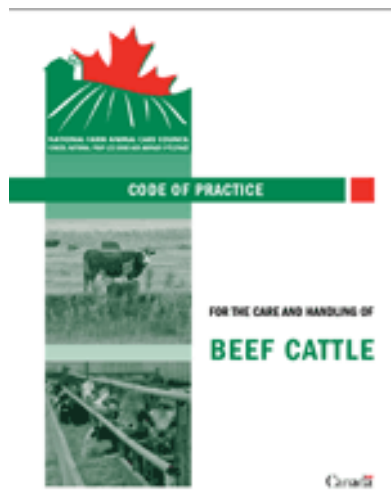
origin: on-farm food safety

- Implemented in all provinces, CCA/prov.cattle assoc.
- recognized by CFIA, consistent with 12-15 other national livestock programs
 - (HACCP and ISO-based conformance system)
- This program works for everyone:
 - Cow-calf, grasser, backgrounding to finishing feedlots



Modules for animal care, environmental stewardship & biosecurity

- Generic risk assessment base & built on existing programming (EFP, Beef Code of Practice, National Biosecurity Standard)
- new producer manual – supplemental to food safety manual
- self-assessment to get started



Key principles



- Science-based
- Market oriented
- Industry/producer driven
- Practical/affordable
- Outcome-based, flexible



reports to



→ impartiality



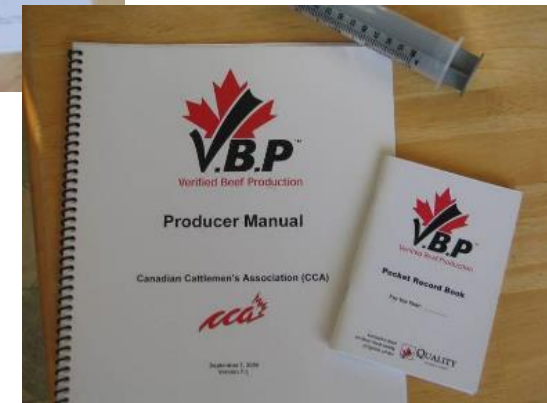
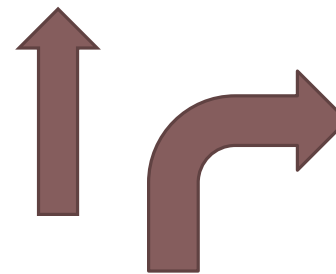
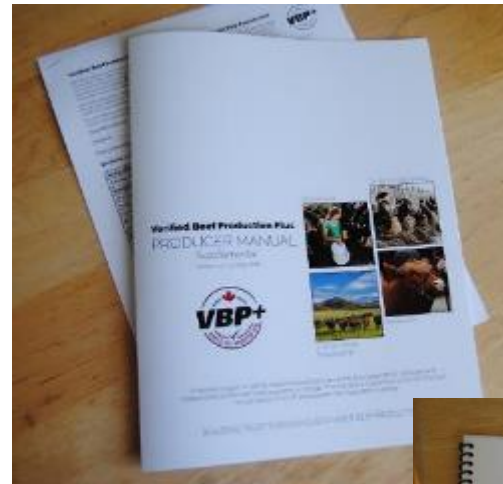
Program basics- How

- **Standard Operating Procedures** for beef cattle production
 - Must Do and recommended practices
 - Added modules for animal care, biosecurity, environmental stewardship June 2016
- **Effective records and training/communication**
- **3rd party audit** option



VBP+ Producer Manuals

- 2 page checklist summarizes outcomes & expectations
- Producers: contact VBP+ provincial coordinator & do the self-assessment and training



Must-Do outcomes shaded in grey in both manuals

Success in Manitoba



- GF2 Funding only available to Registered Producers
 - Projects with practical on-farm application
- Trusted staff with a vested interest in the beef industry
- Focus on “early adopters”
 - Provincial Association Directors, etc. Neighbours often follow suit
- Weekly opportunities for training through webinars
- Branded VBP in Manitoba
 - Producer outreach through trade shows
 - Gate signs
 - Clothing
 - Presentations and producer spotlights

Producer Support and Tools

- Record templates and calving books
- Fridge thermometers
- Compendium of Veterinary products
 - free access and app
- Jackets and hats
- Window decals and gate signs



Producer Support and Tools

- Annual review
 - contact and support for records assessment or self declaration
- Office support with flexible hours
 - Evenings/weekends
- Work with veterinarians to improve vet/client/patient relationships
- Demonstrate the value of the records over time
- Respected producer testimonials and published articles

Growing Forward Funding

- Funding for audited VBP+ operations:
 - Headgates with neck extenders
 - Individual animal scales
 - Sharps containers
 - 1st on farm audit

*Practical on-farm
applications for GF2 Eligible
Expenses*



Growing Forward 2 Funding

- Quarantine pens
 - Wash stations
 - Livestock guardian dogs
 - Calf catchers
 - Cow cams
 - RFID readers and compatible scales
- *One concern is inconsistency for a national program

Producer Support with GF2 Funding

- Provide program information to registered producers
- Forward application deadlines and templates
- Support producers with their submissions
 - Lack of technology or internet access
- Work as an advocate when the process fails
- Assist with the transition from VBP to VBP+
 - CCIA account numbers, PID numbers, BIXS, Manifests



What's in it for us?

For the industry ...

- Defines expected outcomes for all
- Proactive transparency for responsible production practices
 - addresses market demands in an equitable manner, before we are dictated to
- Help differentiate Canadian beef
- Tool to address issues: e.g. prudent antibiotic use



We want to be part of the food conversation.....

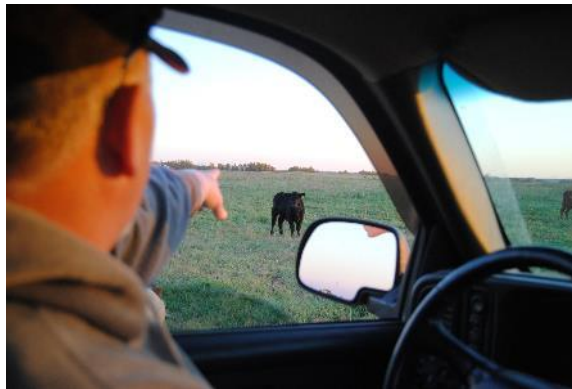


- Production assurances are growing in importance
- VBP+ can help show what we do
- Partners can help tell the story



attributes defined, reached consistently & understood =  trust

Enhance confidence in Canadian beef producers



VBP information



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