

Verified Beef Production™ program
Update – Spring 2016



The Verified Beef Production™ (VBP) program identifies practical, industry-sanctioned practices to manage food safety risks at the farm level.

This program is recognized by the Canadian Food Inspection Agency and includes the principles of being science-based, industry-led and outcome oriented.

Additional modules for biosecurity, animal care and environmental stewardship are being developed in response to customer interest and the need to avoid duplication in programs.

Cattle industry leadership means the industry is being proactive, and possibly avoiding a multiple set of retail programs.

The program has been informally named “VBP Plus” (VBP+).

What’s been done

Technical work was completed from March to December of last year, with on-farm pilot testing and review by committees of multi-stakeholder groups. Priority education areas, potential risk and auditable components were tested.

The approach to developing these was risk-based and in cooperation with the dairy industry, who are also molding similar programming.

CCA has worked with consultants to draft a VBP+ business plan and strategy for growth. This was reviewed by the CCA Executive in Dec 2015 and approved in draft form.

CCA has consulted with some provincial cattle associations on the draft business plan, and will be doing so from now until March to get their input and feedback.

VBP representatives have also been involved with the CRSB indicator committee. Those draft indicators are targeted for public release and comments the 2nd week of February.

Currently underway

Producers involved in VBP are participating in the new CRSB verification committee, to look at alternatives on auditing and delivery. VBP Plus must be able to be a convenient option to deliver a verifiable set of modules ... that are consistent with CRSB. VBP’s goal is credible and practical low-cost delivery.

A framework to compare equivalent modules from other programs is anticipated, to allow flexibility for some sectors or brand-name programs. For example Ontario Corn-Fed, to ensure only one auditor at the farm level to keep costs low.

VBP Plus committees are currently working to refine what can be audited and finalize priority areas, with the goal of completing an auditable program by April 1, 2016.