



**SIMPLE.
PRACTICAL.
TRUSTED.**

Verified Beef Production Plus

Program development provided under the umbrella of Beef Cattle Research Council, a division of the Canadian Cattle Association

**HOW SUSTAINABILITY AND
GENETICS FIT TOGETHER**

BIF July 2023

Continuous improvements in sustainability and genetics have one common outcome

Increased efficiency

Producing more beef in a way that's responsible to the environment, animals, the farmers and ranchers that grow our food, with the confidence of the consumers that feed it to their families.




How do we know we are achieving our goals?

- Gains achieved
- Industry goals
- Different areas of industry assessment
- National sustainability assessment and certification
- Individual operation records and self-evaluation towards management change
- National data for evidence-based policy and resource development
- Where does VBP+ fit in?

When it comes to continuous improvement you can't see where you are, or where you want to go, without seeing how far you have come.

Source: beefresearch.ca

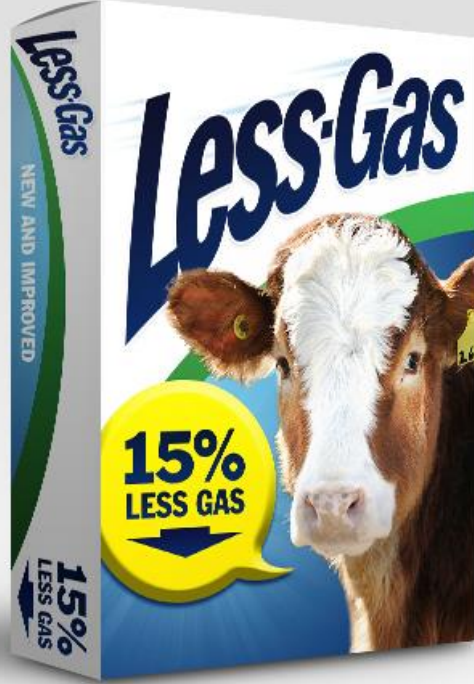
Beef's water hoofprint is decreasing one step at a time.



It now takes 17% LESS WATER to produce 1 kg of Canadian beef than in 1981, thanks to innovation and efficiency.

BCRC
BEEF CATTLE RESEARCH COUNCIL

RAISE YOUR BEEF IQ
@
beefresearch.ca



Less-Gas
NEW AND IMPROVED
15% LESS GAS

In Canada, producing 1kg of beef now creates 15% less greenhouse gases than in 1981, due to improved production practices.

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We have a good story to tell.

Source: beefresearch.ca




Over 1000 plant, animal and insect species make their home on Canadian rangeland.


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Canadian grasslands sequester carbon emissions of



3.62 MILLION CARS PER YEAR

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We have a good story to tell.

Source: beefresearch.ca

1950's feed efficiency was 10:1



TODAY IT'S 6:1



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**Cattle upcycle
by-products
into high quality
protein.**

By-products from foods like beer and corn syrup, as well as bruised or wilted produce, are fed to cattle to reduce waste.



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The making of the roadmap.

Source: beefstrategy.com

A NATIONAL BEEF STRATEGY

The increasing global demand for protein has presented Canada's beef industry with opportunity to position itself strategically and increase demand for its beef products. Seizing this opportunity in a time of tight supplies and reduced marketings is a challenge industry can overcome by working together. This spirit of collaboration is the anchoring pin of the National Beef Strategy – developed by industry for industry. Find the National Beef Strategy [here](#).

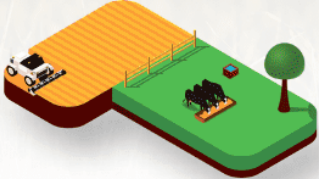
NATIONAL BEEF STRATEGY PARTNERS



We have ambitious goals.

Source: beefstrategy.com

CANADIAN BEEF GOALS 2030

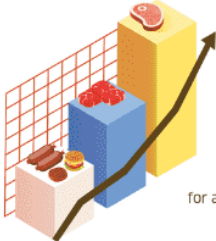


REDUCE PRIMARY PRODUCTION GHG EMISSION INTENSITY BY **33%** BY 2030




BEEF CATTLE GUARDIANS OF THE WETLANDS

- ✓ protect wetlands
- ✓ filter nutrients
- ✓ build resilience to droughts and flooding



INCREASE THE **VALUE** OF AAA AND PRIME CARCASSES by building demand for all cuts on the carcass



REDUCE FOOD LOSS AND WASTE BY **50%** from secondary processing to consumer



ENSURE THE **FIVE** FREEDOMS OF ANIMAL WELLBEING


- HEALTH
- MENTAL STATE
- NUTRITION
- BEHAVIOUR
- ENVIRONMENT



MAINTAIN THE **35 MILLION** ACRES OF NATIVE GRASSLAND in the care of beef producers




LEADING EXCELLENCE IN **BEST PRACTICES** REGARDING ANTI-MICROBIAL USE



MAINTAIN & ENHANCE **68%** OF WILDLIFE HABITAT CAPACITY within agricultural lands being supported by beef production



INVEST IN **INNOVATIVE SOLUTIONS** FOR A BETTER TOMORROW



SEQUESTER AN ADDITIONAL **3.4 MILLION** TONNES OF CARBON EVERY YEAR



SUPPORT INNOVATION, RESEARCH, AND COMMERCIALIZATION OF **TECHNOLOGY** THROUGHOUT THE SUPPLY CHAIN

Here in Canada, we define beef sustainability as environmentally sound, socially responsible and economically viable, prioritizing the planet, people, animals and progress.

This means a value chain that conserves natural resources, supports families and communities in good conditions, and makes it possible to make progress in Canada by developing a more abundant



Canadian Roundtable for Sustainable Beef is a multi-stakeholder community devoted to advancing sustainability in the Canadian beef industry. We are comprised of organizations across the beef value chain and beyond, including producer associations, academic institutions, processors, food and agriculture businesses, non-governmental organizations (animal care and environmental groups) retail and foodservice companies, Governments and observers.



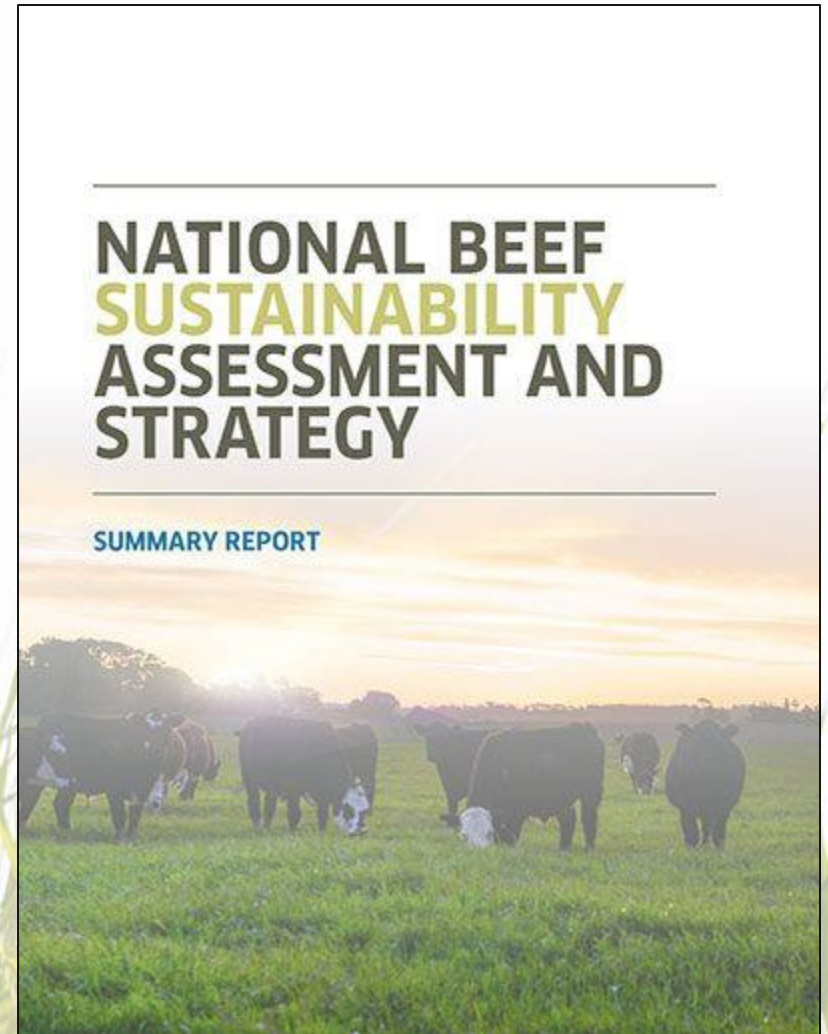
Measuring progress through the National Beef Sustainability Assessment.

The National Beef Sustainability Assessment is a strategic farm-to-fork assessment that benchmarks the environmental, social and economic performance of the Canadian beef industry. It highlights the areas where industry is doing well and identifies opportunities for improvement.

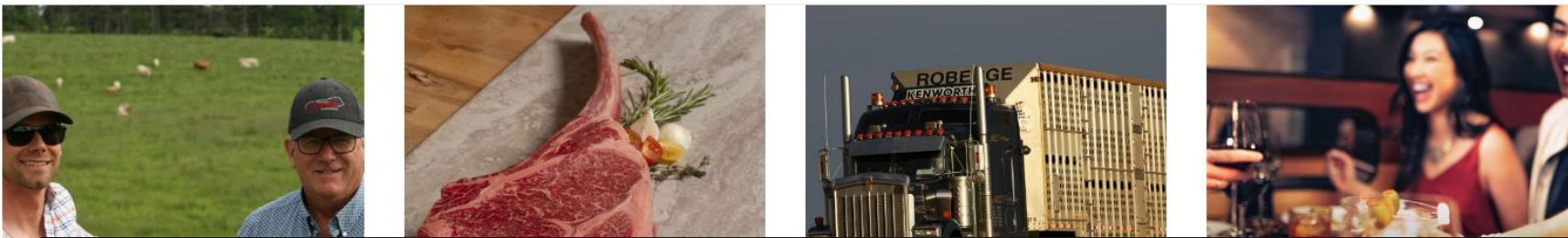
The first National Beef Sustainability Assessment was released in October 2016, and provided a baseline to monitor and measure progress in future assessments.

Future assessments will monitor progress and improvement across all three pillars of sustainability. The next assessment is already underway and planned for release in Fall 2023.

Source: crsb.ca



CRSB Certified is an operation-level third party audited certification program. Its standards serve as a checklist to recognize sustainable beef practices across the nation, enable sustainable beef sourcing, and build consumer confidence in the sustainability of Canadian beef, backed by credible, science-based claims.



Source: crsbcertified.ca

Certification Bodies approved to certify beef producers to the Sustainable Beef Production Standard. This applies to cow/calf, backgrounding and feedlot operations.



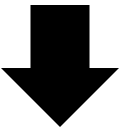
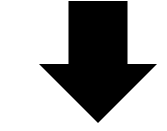
Verified Beef Production Plus
Select a coordinator near you
Visit website: verifiedbeef.ca

NOTE: if you are already a VBP+ audited operation, you are automatically credited with CRSB Certification through a single audit process.



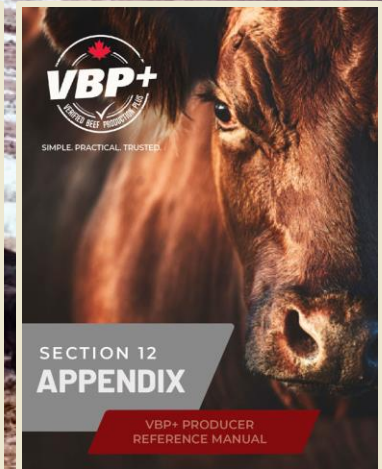
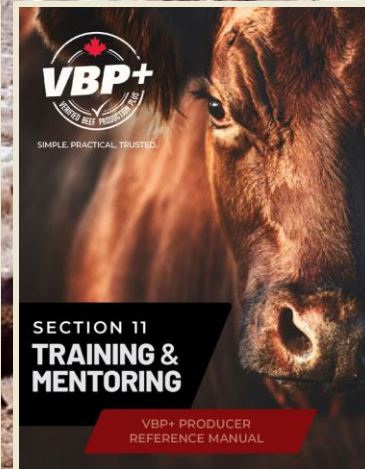
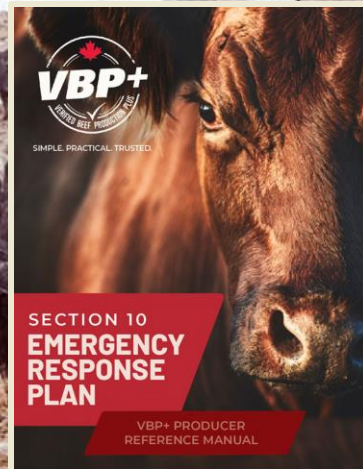
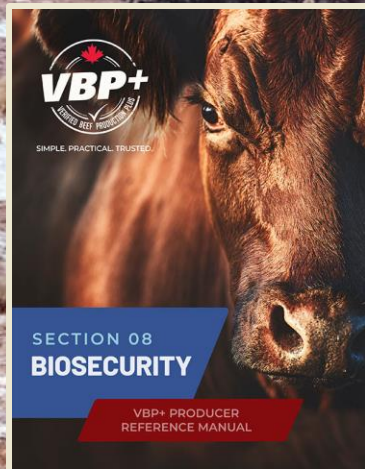
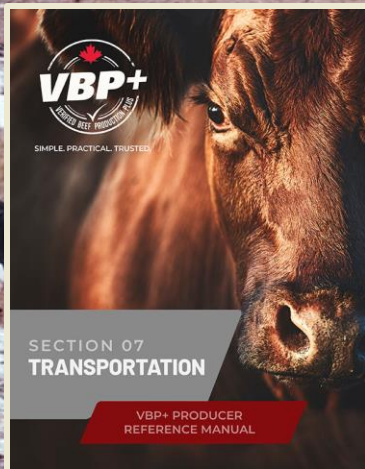
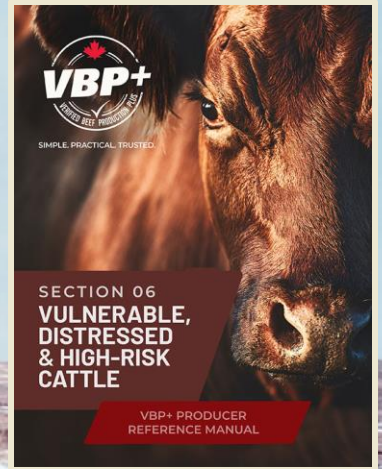
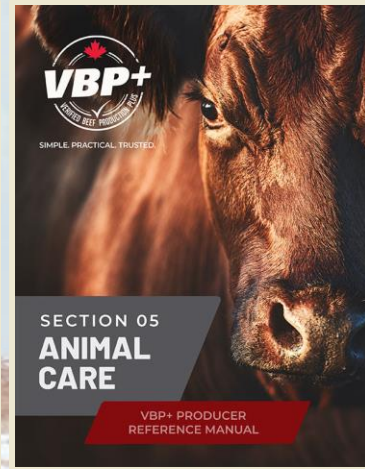
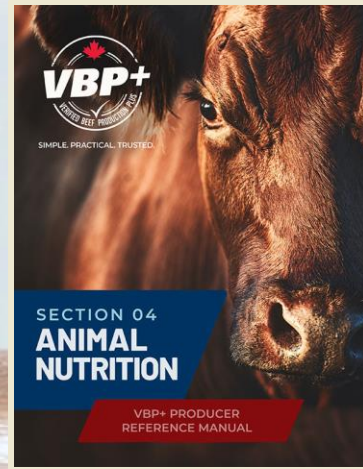
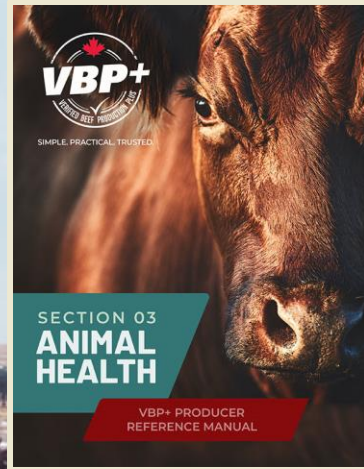
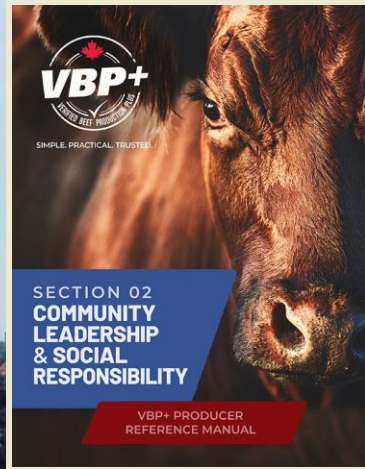
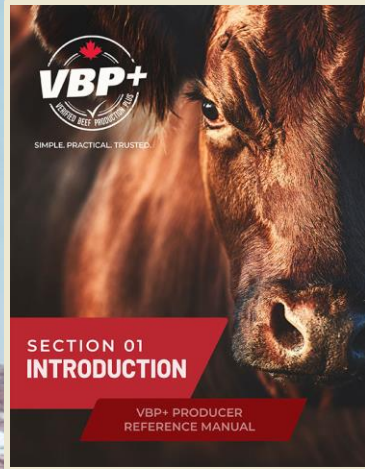
Just a little history

- Quality Starts Here program was developed by the Canadian Cattlemen's Association
- 2003: Verified Beef Production (VBP) was established for training and auditing of On-Farm Food Safety Program along with HACCP (Hazard Analysis Critical Control Point – official OFFS)
- 2016: Verified Beef Production Plus (VBP+) was launched with an expanded program of training and verification of a comprehensive program including on-farm food safety, biosecurity, animal care and environmental stewardship



Where we are in 2023

- Fully equivalent (Plus OFFS & Biosecurity) with CRSB





TWO MAIN ACTIVITY STREAMS:

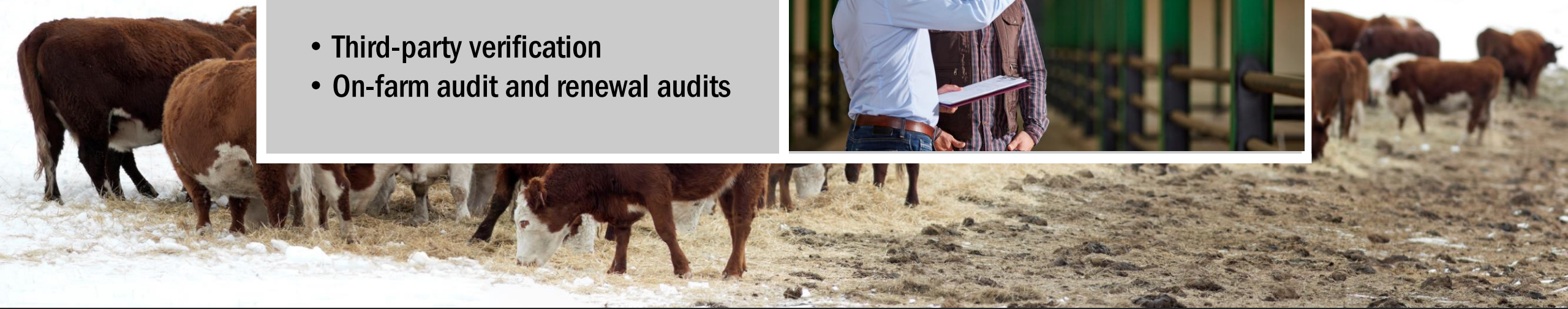
TRAINING

- Best management practices
- Recommended/required practices for certification



CERTIFICATION

- Third-party verification
- On-farm audit and renewal audits



Verified Beef Production Plus (VBPP+)

- Training Development, Maintenance and Delivery
- Standard Maintenance
- Data Reporting

A black and white cow is visible behind a barbed wire fence in the lower-left portion of the image. A black bird with a distinctive orange-red patch on its wing is perched on the top strand of the barbed wire in the center. The background is a soft-focus green field.

“When it comes to informing evidence based policy....VBPP+ provides the on-farm evidence for discussion”

The import

d extension



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www.verifiedbeef.ca

TREATMENT RECORD

PEN OR HERD ANIMAL HEALTH TREATMENTS

YEAR : 2021

DATE : October 1, 2021 GROUP OR PEN : Bred Cows OTHER :

ANIMAL HEALTH PRODUCTS

VACCINATION : (Brand Name) DOSE AND ROUTE : 2ml SC WITHDRAWAL TIME : 21 days

VACCINATION : DOSE AND ROUTE : WITHDRAWAL TIME :

PARASITICIDE : (Brand Name) DOSE AND ROUTE : 55ml TOP WITHDRAWAL TIME : 49 days

ANTIBIOTIC : DOSE AND ROUTE : WITHDRAWAL TIME :

PAIN MITIGATION : DOSE AND ROUTE : WITHDRAWAL TIME :

OTHER : DOSE AND ROUTE : DOSE AND ROUTE :

OTHER PROCEDURES : CASTRATION DEHORNING IMPLANT BRANDING OTHER : preg check

SHIPPING WD CHECK (DATE): 1/ 2/ COMMENTS:

OPTIONAL				
ANIMAL ID	ANIMAL ID	ANIMAL ID	ANIMAL ID	ANIMAL ID
<u>17G</u>				
<u>18G</u>				
<u>21G</u>				
<u>712A</u>				
<u>788C</u>				

SC = subcutaneous (under skin) IM = intramuscular O = oral Top = topical IV = intravenous IN = intranasal WD = Withdrawal Date
1 ml = 1 cc Conduct visual check of needles after each injection.

The Record

GO

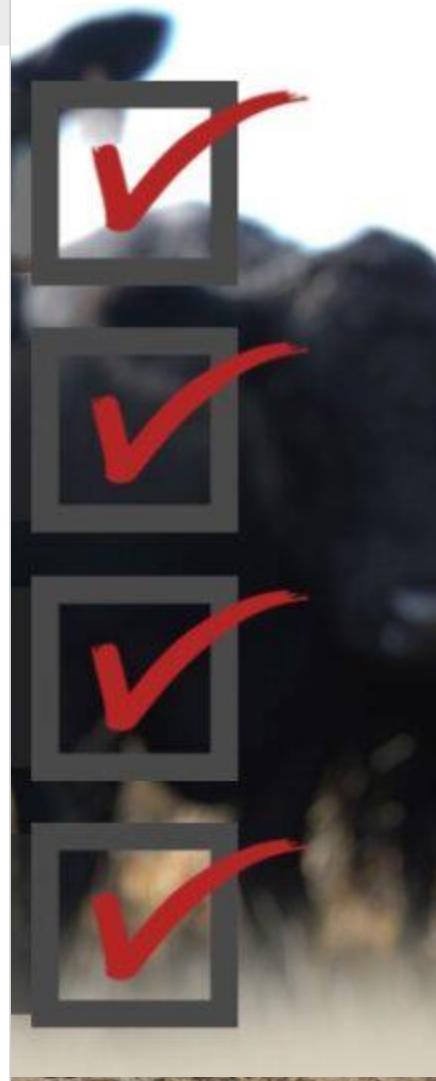
STAN

Track the most

to make info

BO

BEEF CAT





TRAINING OPPORTUNITIES

- Canadian Cattle Learning Center
 - VBP+ 2.0 online training
 - Future expansion
- **In-person through provincial coordinators in all provinces**
- Pre-certification assessments
- Webinars
- Validates completions and issues certificates
- Covers all components of certification
- Transcript



1/1/2022 1/3/2023

Go To Findings



Count of Answer by Inspection Name and Answer

Answer 0 1 2 3 N/A

When animals are moved on your operation, ho...	9
What unique or alternative animal health deliver...	4
What types of shelter are available for your livest...	3
What tools or procedures do you use in everyda...	11
What relationship do you have with a veterinaria...	5
What processes do you use to limit zoonotic dis...	18

35	1	(Blank)	1	1
215	7	1	1	2
30	(Blank)	16	2	5

Audit Standard...

- CFIA
- CRSB
- EU
- NFACC
- VBP



Year

2020	2022
2021	



Operation Status

Active	Pending	Suspended
--------	---------	-----------

- Answ
- 0
 - 1
 - 2
 - 3
 - N

Checklist Name

9A How do you man...

Form

All

Account1Name

All

Auditor

All

Frequency by Group Name and Lis

List Item Name

Buffer zones are established arou

Provincial oversight

Catch basins are lined

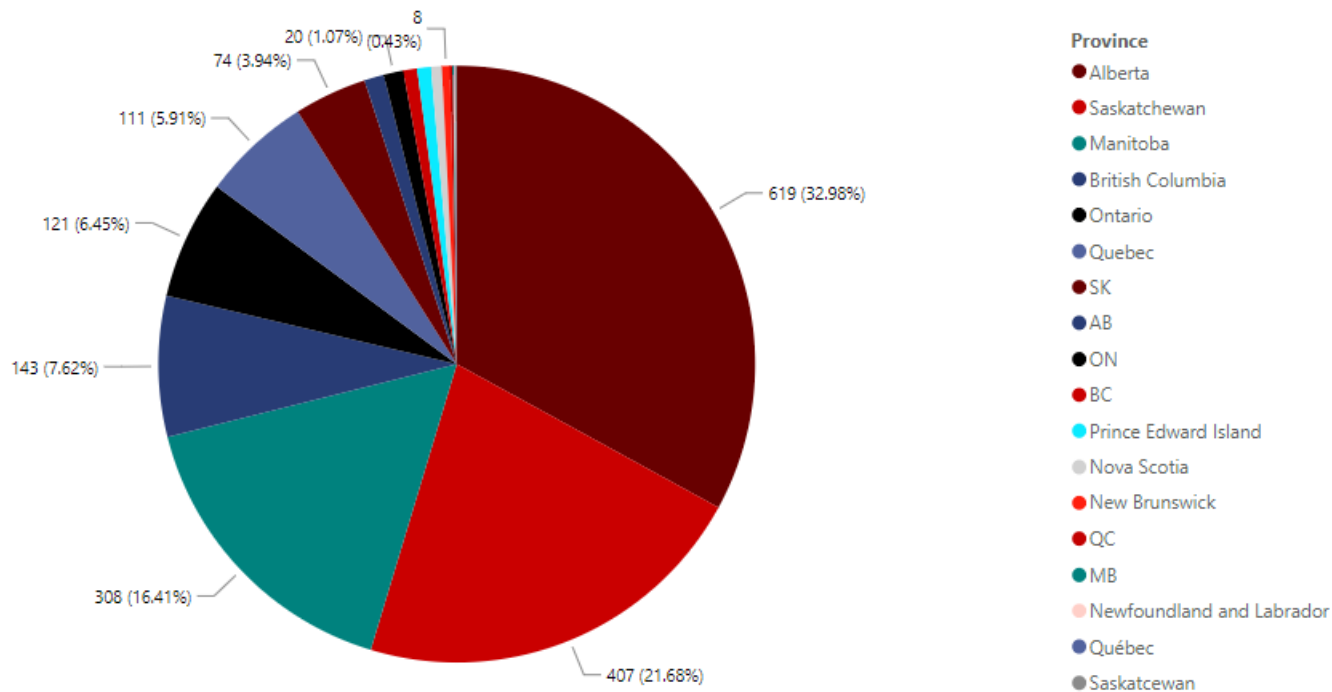
Audit Level

- 1
- 2
- 3

Operator

- 101 RANCH
- 101079847 Sask Ltd.
- 101244570 SK Ltd.
- 1223992 AB Ltd o/a All...
- 1230822 AB Ltd. (Robit...
- 1359288 AB Ltd.
- 153 Mile Ranch Ltd.
- 266002 Alberta Ltd.
- 33 Mile Cattle Corp
- 3687687 LTD- Marilyn ...
- 3D Ranching Cattle Co.
- 3DRANCH- MICHAEL ...
- 3G Cattle Ventures
- 3G Farms Ltd.
- 4 & 6 Mile Ranch
- 5225826 MB LTD- MIC...
- 5A Farms Ltd.
- 6 Lazy 6 Ranch
- 6U Cattle Co.
- 7 Pillars Ranch Ltd.
- 7/X Farm
- 77 Bar Ranch
- 7A7 Minchau Ranch

Count of Operations by Province



VBP+ Delivery Services Inc. (VBP+ Inc.)

- **Certification Services**
- **Accreditation with QA systems**



“VBP+ Inc. certifies and quantifies the standard that VBP+ maintains”



YEAR 1

**ON-FARM
AUDIT**

BY PRODUCERS, FOR PRODUCERS

ON-FARM AUDIT

- Provincial Coordinators → pre-audit prep
- Auditors → on-farm visit
- VBP+ Delivery Services Inc. → official certification

RENEWALS

- Managed by VBP+ Delivery Services Inc.
- Auditors help review records

ANNUAL PRODUCER AUDIT CYCLE

**RECORDS
ASSESSMENT**

YEAR 2

**SELF
DECLARATION**

YEAR 3

**RECORDS
ASSESSMENT**

YEAR 4

**SELF
DECLARATION**

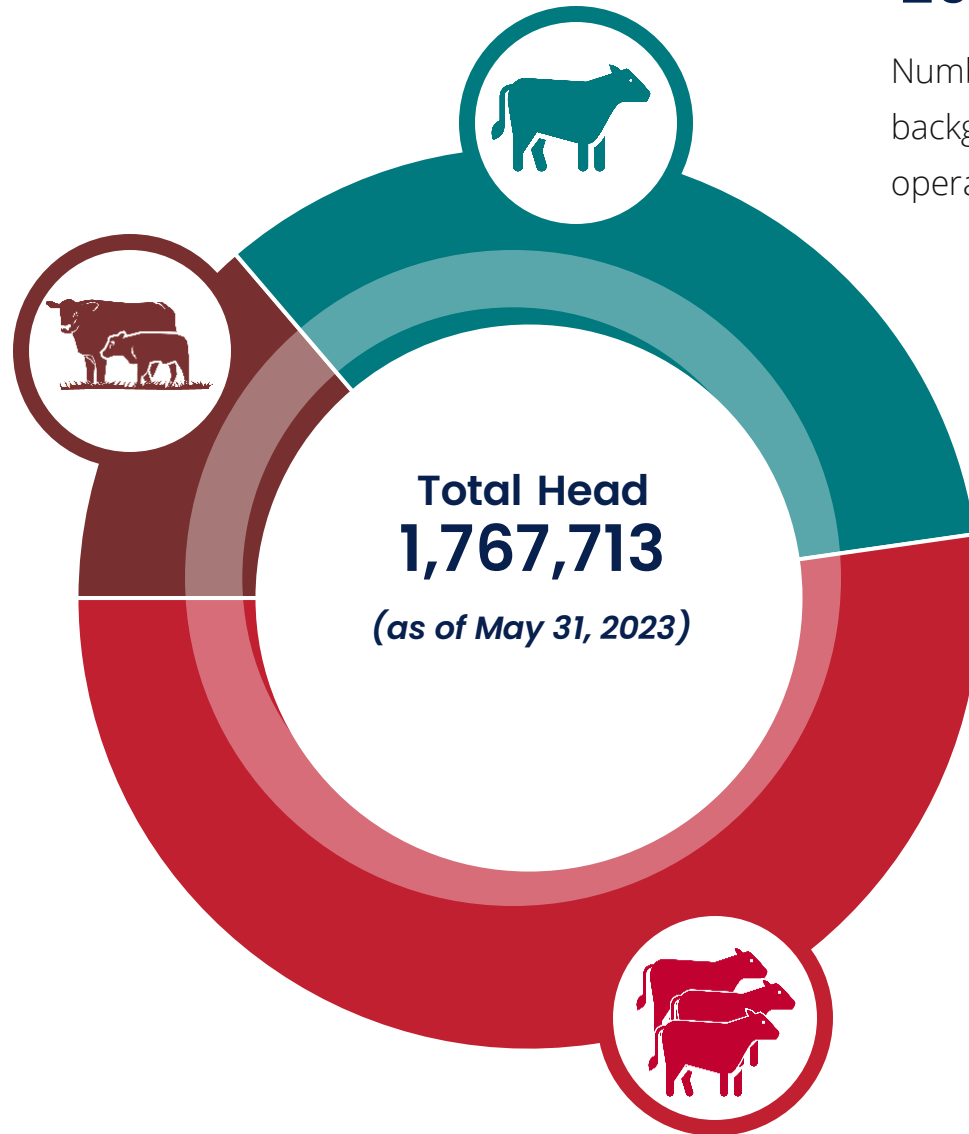
YEAR 5

Head Numbers per sector

Head numbers under the management of VBP+ certified operations
Updated monthly by VBP+/annually by producer

Cow/Calf
363,798

Number of mother cows for the
current year



Backgrounding
292,268

Number of head retained for
backgrounding/grassing
operations

Feedyard
1,111,647

One-time bunk capacity for
commercial feedyards

Number of Acres usage/type

Number of acres under the management of VBP+ certified operations
Updated monthly by VBP+/annually by producer

Irrigated acres for feed production
103,600

Acres under irrigation used for feed production, annual seeded and forage



Dryland acres for feed production
571,413

Dryland acres used for feed production, annual seeded and forage



Tame Grazing Acres
780,439

Acres utilized for pasture that has been improved or re-seeded



Total Acres
6,399,799
(as of May 31, 2023)

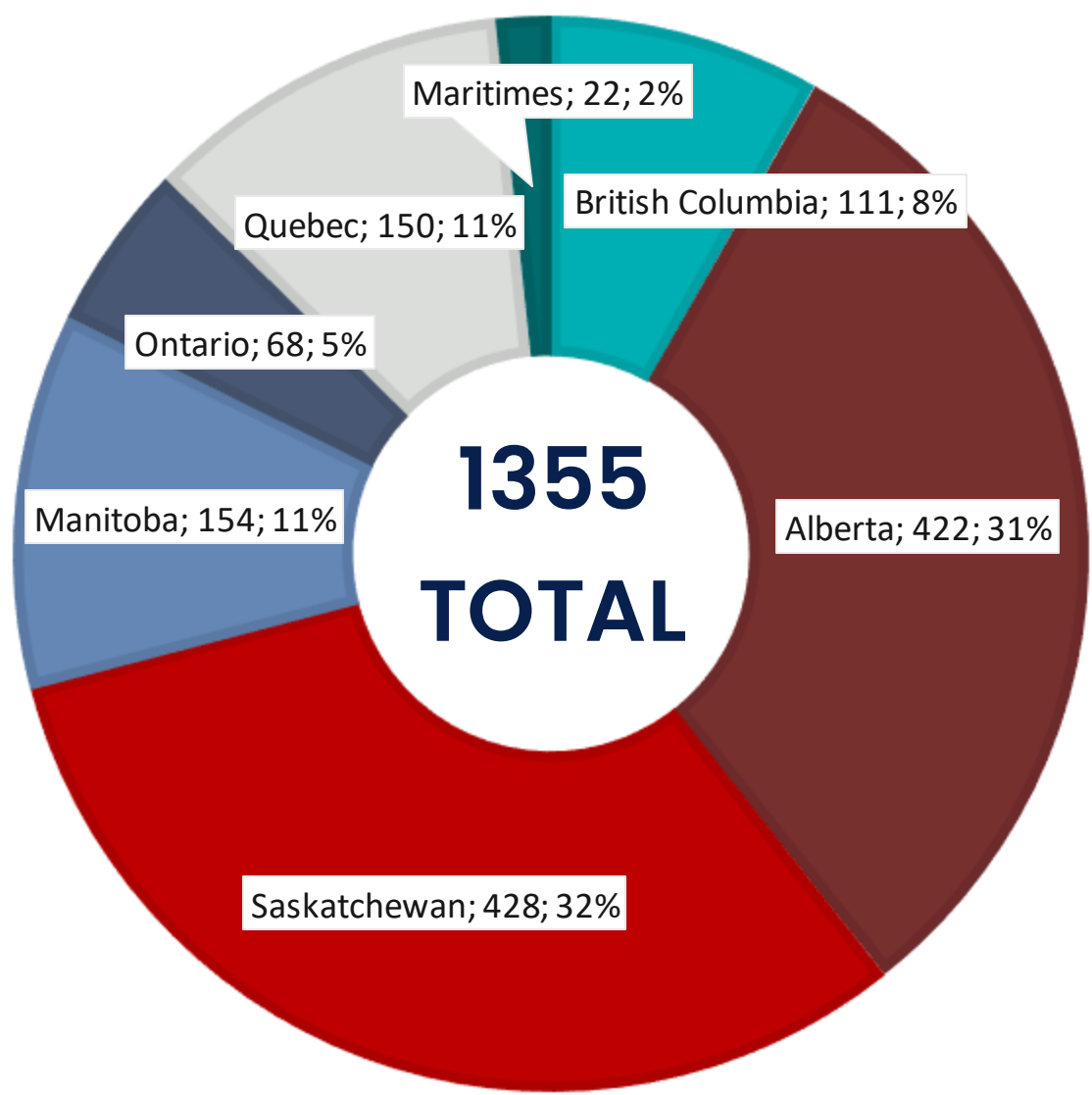


Native Grazing Acres
4,944,348

Acres utilized for pasture that are native or reclaimed with native species

■ British Columbia ■ Alberta ■ Saskatchewan ■ Manitoba ■ Ontario ■ Quebec ■ Maritimes

Active Operations Per Province



Active Operations across all provinces
as of May 31, 2023

*Represented as:
#of Operations, Percentage of Total*

7 Biosecurity and Prevention of Disease Transmission

A Do you use any biosecurity protocols in your operation? - Standards	N/A	3	2	1	0
B When animals are moved on your operation, how do you address biosecurity? - Standards	N/A	3	2	1	0
C Do you have any practices in place for dealing with comingled cattle? - Standards	N/A	3	2	1	0
D What tools or procedures do you use in everyday operations to prevent disease transmission? - Standards	N/A	3	2	1	0
E How do you manage visitors on your operation? - Standards	N/A	3	2	1	0
F What processes do you use to limit zoonotic disease transmission? - Standards	N/A	3	2	1	0
G What is your understanding of Reportable Diseases? - Acts/Regulation/Code	N/A	3	2	1	0
H If you were to have an infectious disease incident how would you manage it? - Acts/Regulation/Code	N/A	3	2	1	0

Information

"0" no awareness or willingness to develop any biosecurity plan
 "1" Awareness of importance of having a biosecurity plan, some execution, planning for additional initiatives
 "2" Verbal plan, protocols initiated and executed
 "3" Written plans, Veterinarian input, protocols developed and initiated, updated regularly

The purpose of on farm biosecurity is to reduce the presence and spread of disease. Less disease means healthier, more productive animals, lower death loss/production costs, and a greater economic return. Canada's beef industry is export reliant and if a highly contagious and infectious disease were to occur it would have a devastating, and long-lasting effect. Producers are encouraged in to developing, documenting, and maintaining a Biosecurity Plan that is specific to their operation. A written plan updated regularly with input from the Veterinarian provides a training tool for staff or family members and maps a path to prevent disease and increase productivity. An important first step would be to complete a Biosecurity Standard Self Assessment

8 Emergency Response and Preparedness

Corrective Action Process

- Risk based CAR to take into account for industry differences between feedlot and cow/calf operation.
- Metrics on CAR efficiency and close out time
- Trending for frequency of CAR for continuous improvement, auditor education and producer education

Risk Matrix

Corrective Action Risk Matrix					
	> 210 DTS	< 150 DTS	< 120 DTS	< 90 DTS	< 30 DTS
Industry /Stakeholder Recommendation	1	2	3	4	5
COP/Industry Best Practices	2	4	6	8	10
Standards	3	6	9	9	15
Acts/Regulation/Code	4	8	12	16	20
Critical Control Points	5	10	15	16	25

VBP+

Section Na...
 (Blank)
 Animal Care ...
 Animal Health
 Biosecurity an...
 Coaching and...
 Environmenta...
 Feeding Practi...
 Transportatio...

2020
 January
 February
 March
 April
 May
 June
 July
 August
 September
 October
 November
 December

FormTaskPriority ● (Blank) ● High ● Low ● Normal

VBP+

Owner
 (Blank)
 Angela Huijzer
 Brad McNish
 Catalina Oitzl
 Collin Gerbrandt
 Holmes Boyd
 ITRAK Support
 Joe Chomistek
 Josie Pashulka
 Julie-Anne Howe
 Keith Shologan
 Margaret Hall
 Michelle Bryan
 Miles Crandall
 Sherry Rowe
 Tina Leverton
 Trisha Moore

Tasks Due, Overdue and Completed Tasks by Year, Month and Day

● Tasks Due ● Overdue ● Completed Tasks

Month
 January
 February
 March
 April
 May
 June
 July
 August

Year
All

FormTaskStatus
All

Form	subject
Step 1: Eaudit Process Coordination /Assignment	Add Regehr Land Contacts
Step 1: Eaudit Process Coordination /Assignment	Pre Audit Records Check
Step 1: Eaudit Process Coordination /Assignment	On Farm Audit
Step 1: Eaudit Process Coordination /Assignment	Audit Scheduled
Step 1: Eaudit Process Coordination /Assignment	will do audit Nov 26

33.08
Average # of Days Until Due Date

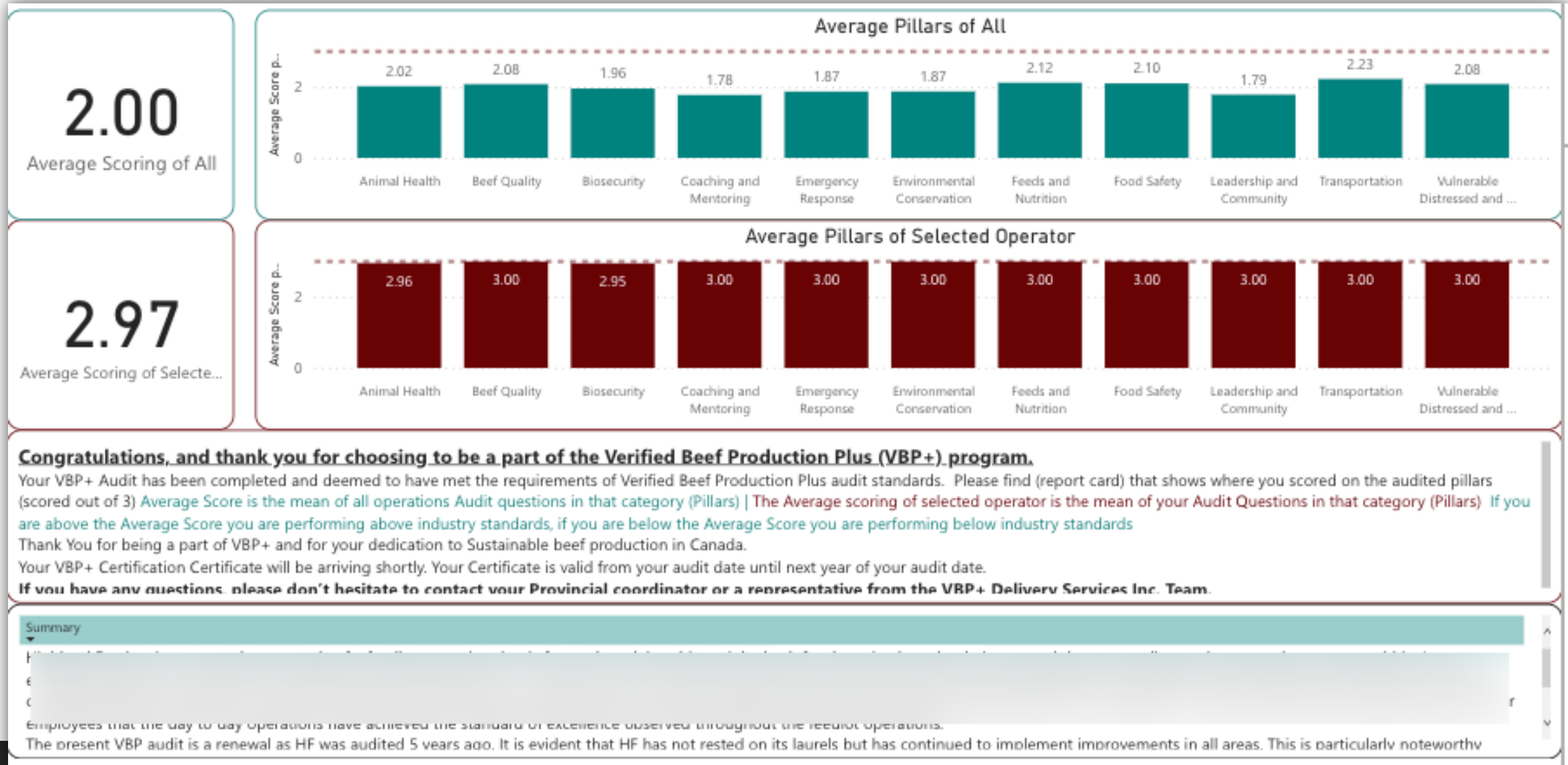
13.10
Average # of Days to Complete a Task

105
Completed Tasks

17
Overdue Tasks for In Progr...

28
Incomplete Tasks

Audit Report Card – Producer Feedback



It all comes down to data

- Continuous improvement hinges on data
- Producers use of data to improve their own operations
- Industry use of aggregate data to inform policy makers, consumer trust for whole industry advancement

