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
We have a good story to tell.

Source: beefresearch.ca
We have a good story to tell.

Source: beefresearch.ca
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.
We have ambitious goals.

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

This means that farmers, ranchers, processors and everyone in the supply chain that is involved in bringing beef to your table are dedicated to conserving the land, water & air, raising animals responsibly, caring for our families and communities, ensuring fair and equitable working conditions, and embracing technology and innovation grounded in science to make improvements.

Canada had adopted the same five Principles of beef sustainability as developed by the Global Roundtable for Sustainable Beef (GRSB). Learn more about these Principles and Criteria at [www.grsbeef.org](http://www.grsbeef.org).

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 (VBP+)  
- Training Development, Maintenance and Delivery  
- Standard Maintenance  
- Data Reporting

“When it comes to informing evidence based policy….VBP+ provides the on-farm evidence for discussion”
The importance of producer training and extension
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

www.canadiancattlelearningcenter.com
### Operation Status

<table>
<thead>
<tr>
<th>Audit Standard</th>
<th>Active</th>
<th>Pending</th>
<th>Suspended</th>
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### Count of Operations by Province

- **Provinces**: Alberta, Saskatchewan, Manitoba, British Columbia, Ontario, Quebec, SK, AB, ON, BC, Prince Edward Island, New Brunswick, QC, MB, NL, and Quebec.

- **Counts**:
  - **Alberta**: 111 (3.99%)
  - **Saskatchewan**: 121 (4.39%)
  - **Manitoba**: 143 (7.42%)
  - **British Columbia**: 20 (1.07%) (0.24%)
  - **Ontario**: 74 (3.94%)
  - **Quebec**: 74 (3.94%)
  - **SK**: 20 (1.07%) (0.24%)
  - **AB**: 121 (4.39%)
  - **ON**: 143 (7.42%)
  - **BC**: 121 (4.39%)
  - **Prince Edward Island**: 20 (1.07%) (0.24%)
  - **New Brunswick**: 20 (1.07%) (0.24%)
  - **QC**: 74 (3.94%)
  - **MB**: 143 (7.42%)
  - **NL**: 111 (3.99%)
  - **Quebec**: 74 (3.94%)
  - **Saskatchewan**: 121 (4.39%)

### Checklist Name

- 9A: How do you manage...

### Frequency by Group Name and List Item Name

- **Operator**: 101 Ranch, 101078947 Sask Ltd., 10124570 SK Ltd., 1223928 AB Ltd (site All), 1250822 AB Ltd (Kobalt), 1259298 AB Ltd., 153 Mile Ranch Ltd., 206002 Alberta Ltd., 23 Mile Cattle Corp, 23 Mile Cattle Corp, 366767 LTD, Marilyn...

- **Provincial oversight**
- **Catch basins are lined**
- **Buffer zones are established around**

### Audit Level

- **1**: 1
- **2**: 2
- **3**: 3

### Account Name

- **All**

### List Item Name

- **All**

### Auditor

- **All**
VBP+ Delivery Services Inc. (VBP+ Inc.)

- Certification Services
- Accreditation with QA systems

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

**Total Head**: 1,767,713
*as of May 31, 2023*
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
- Acres under irrigation used for feed production, annual seeded and forage

**Dryland acres for feed production**
- 571,413 acres
- Dryland acres used for feed production, annual seeded and forage

**Tame Grazing Acres**
- 780,439 acres
- Acres utilized for pasture that has been improved or re-seeded

**Native Grazing Acres**
- 4,944,348 acres
- Acres utilized for pasture that are native or reclaimed with native species

**Total Acres**
- 6,399,799 acres
- (as of May 31, 2023)
Active Operations Per Province

British Columbia; 111; 8%
Alberta; 422; 31%
Saskatchewan; 428; 32%
Manitoba; 154; 11%
Ontario; 68; 5%
Quebec; 150; 11%
Maritimes; 22; 2%

1355 TOTAL

Active Operations across all provinces as of May 31, 2023

Represented as:
# of Operations, Percentage of Total
Critical Control Points Require a Minimum Score of 2 (Documentation)

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 comimgled 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

8 Emergency Response and Preparedness

Close
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
Congratulations and thank you for choosing to be a part of the Verified Beef Production Plus (VBP+) program.

Your VBP+ Audit has been completed and deemed to have met the requirements of Verified Beef Production Plus audit standards. Please find (report card) that shows where you scored on the audited pillars (scored out of 3) Average Score is the mean of all operations Audit questions in that category (Pillars). The Average scoring of selected operator is the mean of your Audit Questions in that category (Pillars).

If you are above the Average Score you are performing above industry standards, if you are below the Average Score you are performing below industry standards.

Thank you for being a part of VBP+ and for your dedication to sustainable beef production in Canada.

Your VBP+ Certification Certificate will be arriving shortly. Your Certificate is valid from your audit date until next year of your audit date.

If you have any questions, please don’t hesitate to contact your Provincial Coordinator or a representative from the VBP+ Delivery Services Inc. Team.

Summary

Employees that the day to day operations have achieved the standard of excellence observed throughout the feedlot operations.

The present VBP audit is a renewal as HF was audited 5 years ago. It is evident that HF has not rested on its laurels but has continued to implement improvements in all areas. This is particularly noteworthy.
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