

**BEEF
BOOSTER**

BULLSENSE



ARE YOU CERTIFIABLY SUSTAINABLE?

In the world of beef buyers they don't get much bigger than McDonald's. In America alone, in one year, the company serves a billion pounds of beef from five and a half million head of cattle. When they make a noise the beef producers of the world listen. Recently they announced that they want all the beef they purchase to be certifiably sustainable produced. What's more they want to start with Canada first (Source: Canadian Cattlemen). That change is likely to drive consumer demand, making the rest of the food industry switch to sustainable production as well. McDonald's deadline is 2016. Will you be ready?

McDonald's wants beef that is "certifiably sustainable." What does that mean? In Canada that means beef that is produced under the Verified Beef Production (VBP) program. VBP is already the government-approved on-farm food safety program for the cattle industry. They offer training modules to help ranchers improve the safety of the beef they produce. Now they are expanding the modules to cover biosecurity, animal care, and environmental stewardship. Completing these modules and implementing them will mark the difference between a certifiably sustainable rancher and a non-certifiable one, and that in turn will make the difference between a rancher with a large market for their beef and one who has none.

VBP Registration comes in three stages: Enrollment, Pre-Registration, and Registration. In Enrollment you complete either online training or attend an in-person workshop. After that you are considered trained, a permanent status you will always have whether you go on to full registration or not. After completing the training you'll receive a Producer Manual which is full of "Must Do" Standard Operating Procedures, and many recommend ones, which will improve the efficiency and safety of your operation.

After enrolling and completing the initial training and applying the standards for six months, with all the attendant records, you'll need to have your ranch audited by a certified VBP auditor. It may sound scary but VBP aren't the Canada Revenue Agency - they will simply review your records and make observations of your operation. If you're not quite up to the standards, or are having some trouble meeting them, the auditor will point that out and give you

some pointers on how your can improve. It's a learning opportunity, not a punishment.

If you're meeting all the standards your auditor will pass your review on to the Provincial Coordinator, who in turns passed it on to the National Program. With that, you're Registered on the national Verified Beef Production Program. All you need to do now is keep up the high standards on your operation and submit a sample of records each year to the Provincial Coordinator, with another audit every ninth year after you become registered.

Though the sustainability standards have not yet been rolled out by the VBP, it is the program through which they will be delivered. Everyone in the beef industry in Alberta will need to be certified under VBP by 2016 if they want to sell beef to major buyers like McDonald's, so why not get started today? You'll not only get pointers on running safe, efficient operation, you'll also avoid the rush of late applicants.

Link to more information [McDonalds wants verified sustainable beef.](#)



SALE DATES

April 28, 2015	M1/M2
April 29, 2015	M4
April 30, 2015	M3/TX



BULL PRICES

2015 Bull Prices will be in the December Newsletter

BOOK YOUR BULL NOW

Guarantee a selection spot at the Beefbooster sale and [book today](#) for the bulls of tomorrow

CATTLE FOR SALE

37 Black cows bred to Beefbooster M1 bull. Cows range in age from 4 to 8 years.

Contact: Mike Shapka 780 644 0406

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Let's connect! We always strive to provide you with the most relevant, timely and educational information about the cattle industry by leveraging our blog, eNewsletter and multiple social media channels. Like us on Facebook at Cattlemen Connect, follow us on Twitter at [@Beefbooster1](#), or share our blog at [Beefbooster.com](#) and find out how Beefbooster, the industry leader in hybrid bulls, helps beef producers increase the efficiency of their operations. We want you to earn more with less effort, one update at a time.

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