





Beef Improvement
Federation 39th Annual
Meeting
Fort Collins, CO
June 6 -9, 2007




Producers Feedlot, LLC
Greeley, CO



PRODUCERS
PRODUCERS LIVESTOCK MARKETING ASSOCIATION




- ◆ 40,000 head capacity
- ◆ Calf growing feedlots near Ault, CO
- ◆ Finishing feedlot near Greeley, CO
- ◆ Market to Swift and Excel
- ◆ Coleman Natural Meats



Current Programs

- ◆ Swift Age Verified
- ◆ Coleman Natural Meats



Swift Age Verified

- ◆ Quality Systems Assessment
- ◆ Process Verified Program
- ◆ Known source (Farm or Ranch)
- ◆ Known Birthdate
- ◆ Market cattle under 21 months of age



Swift & Co Requirements

- ◆ Cattle must be from an approved AMS Program for source or age.
 - USDA Agriculture Marketing Service
 - www.ams.usda.gov/



Coleman Natural Meats

- ◆ Coleman approved Feedlot
- ◆ "Natural" Affidavit
- ◆ Known source (Farm or Ranch)

USDA Export Verification (EV) Program for Japan

- ◆ Signed affidavits alone are not sufficient to qualify cattle for Japan.
- ◆ The producer's production records must be part of a USDA-approved QSA program or Process Verified program (PVP).

USDA Export Verification (EV) Program for Japan

- ◆ Group Age Verification
 - All animals within a group and born during the same calving season must be **individually identified**
 - Records must indicate the actual date of birth (month, day, year) of the **first** calf of the calving season

USDA Export Verification (EV) Program for Japan

- ◆ Individual Animal Age Verification
 - Records must indicate the actual date of birth (month, day, year) of the animal and must accompany each animal through the process

USDA Export Verification (EV) Program for Japan

- ◆ Individual Animal Age Verification
 - Animals must have unique individual identification
 - Records must be sufficient to trace the individual animal back to ranch records

USDA Export Verification (EV) Program for Japan

- ◆ Verification of age with production records
- ◆ Cattle must be traceable to live animal production records throughout their life time.
- ◆ Two methods: Individual and group ID

	Agricultural Marketing Service	Audit, Review, and Compliance Branch	STOP 0294 • Room 2627-S 1400 Independence Avenue SW Washington, DC 20250	ARC 1030 Procedure December 12, 2005 Page 1 of 4
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**USDA Export Verification (EV) Program
Specified Product Requirements for Beef - Japan**

Purpose
This document provides the specified product requirements for marketing U.S. beef to Japan under the USDA Export Verification (EV) Program. It also provides the additional requirements for the USDA Quality System Assessment (QSA) Program for marketing U.S. beef to Japan.

Scope
This document applies to U.S. companies, producers, feedlots, slaughterers, fabricators (*fabricators perform the initial separation, or cutting of carcasses into wholesale cuts*) that supply beef and beef offal that are eligible for export to Japan as listed on the Food Safety and Inspection Service (FSIS) website. Companies must meet the specified product requirements for Japan under the EV Program through an approved QSA Program. The requirements for the QSA Program are defined in *ARC 1002 Procedure, Quality System Assessment (QSA) Program*. The QSA Program ensures that the specified product requirements are supported by a documented quality management system.

Only companies with an approved QSA Program for the EV Program for Japan may label and sell product meeting the specified product requirements for Japan under the EV Program.

Reference Documents

	Agricultural Marketing Service	Livestock and Meat Program	Audit, Review, and Compliance Branch	100 Riverside Parkway Suite 118 Fredericksburg, VA 22406
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July 21, 2006

To: USDA Process Verified Programs and USDA Quality System Assessment (QSA) Programs that include age verification.

From: James Riva, Branch Chief

Subject: Live Animal Production Records to Verify Date of Birth

To qualify cattle for export to Japan, or to make an "age verification" claim under the Process Verified Program or the QSA Program, the company must meet the requirements below. These requirements are outlined in the *ARC 1002 Procedure, USDA Export Verification (EV) Program Specified Product Requirements for Beef - Japan*, dated December 12, 2005.

Cattle must be traceable to live animal production records. Verification activities for age requirements must be conducted at the slaughter, feedlot, and producer levels as required by the referenced QSA Program. Records used to verify this requirement must meet any one of the following criteria (5.2.1.1 to 5.2.1.3):

- 5.2.1.1 Individual Animal Age Verification
 - 5.2.1.1.1 Animals must have a unique individual identification.
 - 5.2.1.1.2 Records must be sufficient to trace the individual animal back to ranch records.
 - 5.2.1.1.3 Records must indicate the actual date of birth of the animal and must accompany each animal through the process.
- 5.2.1.2 Group Age Verification
 - 5.2.1.2.1 All animals within a group and born during the same birthing season must be individually identified.
 - 5.2.1.2.2 Records must indicate the actual date of birth of the first calf of the birthing season.
 - 5.2.1.2.3 The age of all calves within a group must be *derived* from the actual date of birth of the first calf born within the group.
 - 5.2.1.2.4 Records indicating the date the bulls are grown access to the cows may be used as a supplementary measure verifying the oldest age of months in the group which is determined in 5.2.1.2.2.

Assigning an arbitrary date of birth based on the producer's production practices is not an acceptable method for age verification, and does not meet the requirements. Producers who have more than 1 calving season during a year must implement a method of identification that ensures the calves from each season are identified, traceable, and controlled. Producers who calve throughout the year must individually identify each calf and maintain individual dates of birth. Additionally, artificial insemination dates and bull turn out dates may be used.

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Live animal production records which show the actual date of birth must be supported by the producer's production practices and records. Additionally, records must be retained for a period of 1 year beyond the date of export of meat products to Japan. For each industry sector, the minimum requirement must be:

1. Cow-calf operations - 3 years from date of birth
2. Yearling stocker operations - 2 years from date of sale or transfer to feedlot
3. Auction markets - 30 months from date of sale
4. Feed lot operations - 18 months from date of slaughter

Please ensure that your approved quality manual clearly identifies these requirements; that all previous producers/ suppliers evaluations are properly tracked; and that all approved suppliers meet the requirements. Non-conformances to these requirements may result in suspension of your approved Program.

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QSA and PVP

- ◆ Each producer must have a written quality management system (QMS) that describes what records are kept and where to find them.
- ◆ The plan must ensure that everyone in the operation knows and follows the protocol.

QSA and PVP

- ◆ Developed by company or organization that is responsible for the program.
- ◆ Is evaluated, approved and will be audited by USDA.
- ◆ A documented system that describes how a producer manages his or her operation.

Farm/Ranch Profile

RECORDS to support the farm/ranch profile

- ◆ Breeding season records
- ◆ Calving records
- ◆ Purchase records
- ◆ Sale records
- ◆ Trucking records
- ◆ Herd Health records
- ◆ Records of animal movement

Farm/Ranch Profile

- ◆ Purchases of stock from outside sources
- ◆ Breeding methods and seasons
- ◆ Calving seasons
- ◆ Name of veterinarian
- ◆ Type of animal identification
- ◆ Other procedures specific to the ranch

Farm/Ranch Profile

- ◆ Description of the legal status
- ◆ Maps or descriptions where specific animals are maintained
- ◆ Number of acres
- ◆ Number of breeding stock
- ◆ Feeding practices
- ◆ Timeline of operations



Program Implementation at the Feedlot

- ◆ Identification – EID's, tags, retinal
- ◆ Record system – spreadsheets, commercial data management, calving books
- ◆ Receiving, Processing, and Shipping Protocol understood by all involved

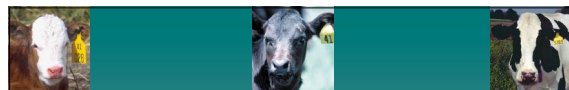
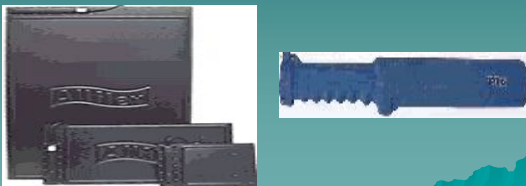


Program Implementation at the Feedlot

- ◆ Data collection device
 - Hand-held scanner
 - Retinal scanner w/ Optibrand®
 - Panels or hoops
 - Pencil



Panels and Scanner



OPTIBRAND PARTNERS WITH SWIFT & COMPANY TO DELIVER U.S. BEEF TRACEABILITY INFORMATION TO JAPANESE CONSUMERS VIA CELLPHONE



Source and Age Traceback - Lot 6067 & 6038

Plant Gang Tag	Plant Carcass Tag	EPD	Tag	DOB	Calf Ranch	Dairy
723001	19201	9851520039172	790	11/02/2005	Spring Lake	Jelmone
723002	19202	9851520039170	781	5	Spring Lake	Jelmone
723003	19203	9851520039132	791	11/8/2005	Spring Lake	Jelmone
723004	19204	9851520039171	683	9/30/2005	Spring Lake	Jelmone
723005	19205	9851520039131	703	5	Spring Lake	Jelmone
723006	19206	9851520039115	689	9/30/2005	Spring Lake	Jelmone
723007	19207	9851520039183	769	10/27/2005	Spring Lake	Jelmone
723008	19208	9851520039130	843	11/8/2005	Spring Lake	Stone Post
723009	19209	9851520039166	759	5	Spring Lake	Jelmone
723010	19210	9851520039162	804	11/8/2005	Spring Lake	Jelmone
723011	19211	9851520039115	851	5	Spring Lake	Stone Post
723012	19212	9851520039165	615	9/27/2005	Spring Lake	Jelmone
723013	19213	9851520039130	814	11/8/2005	Spring Lake	Jelmone
723014	19214	9851520039167	797	11/8/2005	Spring Lake	Jelmone
723015	19215	9851520039116	774	5	Spring Lake	Jelmone
723016	19216	9851520039172	801	11/8/2005	Spring Lake	Jelmone
723017	19217	9851520039172	778	5	Spring Lake	Jelmone

Five Primary Options To Producers

- Have own PVP or QSA
- Enroll in a PVP or QSA with a group of producers
- Enroll in a PVP or QSA of the next segment in supply chain
 - Producer + Backgrounder
 - Backgrounder + Feedlot


Five Primary Options To Producers

- Enroll in a QSA of a packer
 - Involves all segments of the supply chain
- Enroll in a PVP or QSA from an independent third party
 - May use program compliant ear tags



Benefits to Producer

- New marketing opportunities.
- Production information retrieval.
- Trace-back potential for disease.
- Increase demand for source-verified cattle.



Benefits to Feeder

- Increased market potential.
- Known source and performance.
- Trace-back of potential health risks.
- Improvement in dialogue between producer and feeder.



Information and Ideas

- www.nationalfair.com
- Western Extension Marketing Committee
- www.ams.usda.gov/



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