



2020-2021

Producer Guide

Same VBP+ — New delivery process

VBP+ is committed to providing third-party certification services that help stakeholders, beef producers and end-users tell the great story of sustainable beef production in Canada.

We have made some changes to the delivery system to ensure that our goals, and the goals of our stakeholders, are met in the most efficient way possible for Canadian beef producers.

Involvement in VBP+ is the easiest way for producers to qualify to participate in established Certified Sustainable sourcing initiatives.

"Cargill has seen steady end-user uptake of Certified Sustainable Beef sourcing in a relatively short time and are proud to be supporters of this initiative. As demand for supply of certified product continues to grow, we are excited that VBP+ is growing their program and their commitment to both producers and stakeholders."

Emily Murray, Cargill Business Manager – McDonald's Beef North America

Producers!
Start by
contacting your
coordinator



STEPS TO: SUCCESSFUL CERTIFICATION

VBP+ PROVINCIAL COORDINATORS

- TRAINING REQUIREMENT
- SUSTAINABILITY RESOURCES
- PRE-AUDIT PREPARATION
- PROVINCIAL RESOURCES

Find contact information at:
www.verifiedbeef.ca

Audit Level	Operation Type	Per Year*	Total over 5 years
Level 1	<ul style="list-style-type: none"> • COW/CALF • GRASSER/STOCKER • SHORT-TERM BACKGROUNDING (4 MONTHS OR LESS) 	\$250	\$1250
Level 2	<ul style="list-style-type: none"> • BACKGROUNDING FEEDYARDS (MORE THAN 4 MONTHS) • FINISHING FEEDYARDS 	\$350	\$1750
Level 3	<ul style="list-style-type: none"> • COMBINED COW/CALF, LONG-TERM BACKGROUNDING FEEDYARDS (MORE THAN 4 MONTHS) • COW/CALF THROUGH TO FINISHING 	\$400	\$2000

* **NEW!** Now producers can spread the cost of the audit cycle over five years or pay the total cost up front. (Payment options are only available with a signed and legally binding Application for Certification and Audit Agreement)



VBP+ is an approved certification body for the CRSB Sustainable Beef Production Standard



SIMPLE PRACTICAL TRUSTED

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SERVICES PROVIDED BY:
VBP+ DELIVERY SERVICES INC.

YEAR 1 AUDIT ACTIVITIES

YEAR 1

ON-FARM AUDIT

COORDINATORS HELP PRODUCERS DETERMINE AUDIT READINESS

AUDIT COORDINATION

- ASSESSES AUDIT LEVEL
- ASSIGNS AUDITOR
- INITIAL REPORT REVIEW
- OFFICIAL CERTIFICATION GENERATION

AUDITORS

- PRE-AUDIT INTERVIEW
- AUDIT SCHEDULING
- PERFORMS AUDIT
- PREPARES AUDIT REPORT AND RECOMMENDATION

RENEWALS MAINTENANCE

- REQUESTS RENEWAL MATERIALS
- REVIEWS ASSESSMENT
- OFFICIAL CERTIFICATION GENERATION

RECORDS ASSESSMENT

YEAR 2

SELF DECLARATION

YEAR 3

RECORDS ASSESSMENT

YEAR 4

SELF DECLARATION

YEAR 5

TO MAINTAIN CERTIFICATION, THIS CYCLE OF RENEWAL EVENTS MUST BE FOLLOWED THEN THE CYCLE STARTS AGAIN