

L-7 FEEDERS

*Chad & Crystal Ross
Esteron, SK*



Describe your operation:

1,000 head cow/calf
3,000 head capacity feedlot
Became VBP+ in 2017

Why did you want to become certified?

It was very important to the future of our ranch. With VBP+ we have that 3rd party accountability ensuring that we and our employees maintain the standards set with all aspects of the ranch & livestock.



How will being a certified VBP+ operation positively affect your operation/business?

Personally it has stepped our goals up. On a larger scale we are able to build buyer confidence while developing safe & effective protocols. We are able to participate in BIX.



In your operation, why is the VBP+ program beneficial to the Canadian Industry?

Sustainability for our own ranch and the entire Canadian Beef Sector. It gives confidence to consumers that we are consistent with our products from ranch to ranch by following the same guidelines.

