Age and Source Verification Programs in the Region

Glynn Tonsor,
Dept. of Agricultural, Food, and Resource Economics

Steven Rust,
Dept. of Animal Science

Michigan State University

2008 Great Lakes Professional Cattle Feeding and Marketing Shortcourse
February 4-7, 2008

Are there individuals (e.g, spouse, co-workers) from your operation besides yourself here this evening who are also using a clicker?

1. Yes
2. No

0%   0%

Yes   No

Does your operation currently participate in a age and source verification program?

1. Yes
2. No

0%   0%

Yes   No

What is meat/animal identification/traceability?

- "Recordkeeping systems designed to track the flow of product or product attributes through the production process or supply chain." (USDA, Golan et al.)

- "identity preservation that can be accomplished by tracking inputs used in production of food back to their origin at various levels in the supply chain" (Liddell and Bailey)

Traceability System ≠ Verification System

- Verification System:
  - Process by which the company, its customers, consumers and regulators can know with a high degree of certainty that the traceability system is working properly.
  - Documented, auditable procedures for collection and transfer of valued information (e.g., age & source)

- Traceability is a required and valuable input in Verification

  - Combined, significantly more information transfers in a supply chain
    - Leads to more efficient market operation

Economic incentives: Traceability &/or Verification

- Animal health (proactive and reactive)
- Food safety concerns
  - Foreign and domestic consumers
- Credence attribute verification
  - Organic, COOL, Natural, Age, GM-free,...
- Improving management
  - On-farm AND throughout supply chain
  - Competition implications across species
- Bioterrorism risk control
- Properly assign liability

Economic incentives

- Countries/firms WITH traceability/verification:
  - Access new or sustain existing markets
  - Protect brand valuation/differentiation
  - Assist in reducing non-tariff trade barrier issues
    - E.g., broader availability of age verification cattle likely would increase US beef access to Japan

- Countries/firms WITHOUT traceability/verification:
  - Risk falling behind on all fronts
    - Less Information =
    Reduced Likelihood of Optimal Decision Making/Management

Alternative Verification Programs

- PVP, QSA, Independent 3rd Party, 2nd Party Verification, Self Certification, Do Nothing (most to least "effective")

- Self- Certification:
  - signed affidavit; free-rider and moral hazard problems
  - Not sufficient for Japanese exports (PVP/QSA or USDA grader backed age verification)
- 2nd or Independent 3rd party:
  - lack government credibility; likely not sufficient for export
- QSA:
  - government credibility, but not flexible = less marketing value
- PVP:
  - more expensive; most flexibility and credibility

	PVP	**QSA**
ISO 9001:2000 elements	ALL	Most
Audits	>=1/ year	>= 2/year
Claims	Flexible	Limited to age, source and non-hormone
Marketing	PVP shield	No shield

What are QSAs and PVPs?

- Documented (auditable) systems describing how a producer manages his operation.

- Requirements vary by program:
  - detailed records, written plan, specification of minimum standards

- 23 QSAs and 23 PVPs involving cattle (as of 1/10/08 USDA listing)
  - 15 QSAs and 12 PVPs initiated since Jan. 2006
  - All 23 QSAs verifiy age & source

Process Verified Program Examples: ABS Global, Inc.

- Source cattle to ranch of origin
- Provide group age verification

Process Verified Program Examples: PM Beef Holdings, LLC

- **Live Animal Requirements:**
  - Source and Age verified
  - Documented health history, no visual ID of Bos Indicus or dairy
  - Feedlot certification process
  - Guaranteed corn fed >= 100 days ; minimum of 110 DOF

- **Carcass Requirements:**
  - No dark cutter, no internal hemorrhages
  - US Select or higher ; Marbling of Slight 00 or higher
  - Actual Fat Thickness of 0.7 inches or less
  - Ribeye area of 11.0-17.0 square inches
  - Hot carcass weight of 600-950 lbs
  - Yield grade 3.9 or lower

Process Verified Program Examples: Smithfield Beef Group

- 100% Fresh, Hand Trimmed Ground Beef
- Raw material excludes:
  - Advanced Meat Recovery
  - Mechanically Processed Trimmings
  - Low Temperature Rendered Products
  - Frozen/Previously Frozen Products
  - Product not derived from skeletal origin (hearts, head, & cheek meat)
- Locations: Souderton, PA; Green Bay, WI; and Plainwell, MI

Sources: http://processverified.usda.gov/PVPInfo/ ; 01.10.08

USDA Beef Export Verification (BEV) Programs

- Required for beef exports

- BEVs are specific to destination:
  - Japan – age <= 20 months
  - Hong Kong, Mexico, Canada <= 30 mo.
  - Non-hormone treated certificate (EU)

Age Verification

- Age Regulations met in 1 of 3 ways:
  - A40 testing of carcass maturity
  - PVP age-verification
  - QSA age-verification
- PVP is preferable:
  - CSU study found all A40 cattle <= 17 months; so A40 is extra restrictive
  - Supply of A40 tested carcasses is limited
  - A40 grading doesn't allow export of variety meats / grading occurs after removal of offal
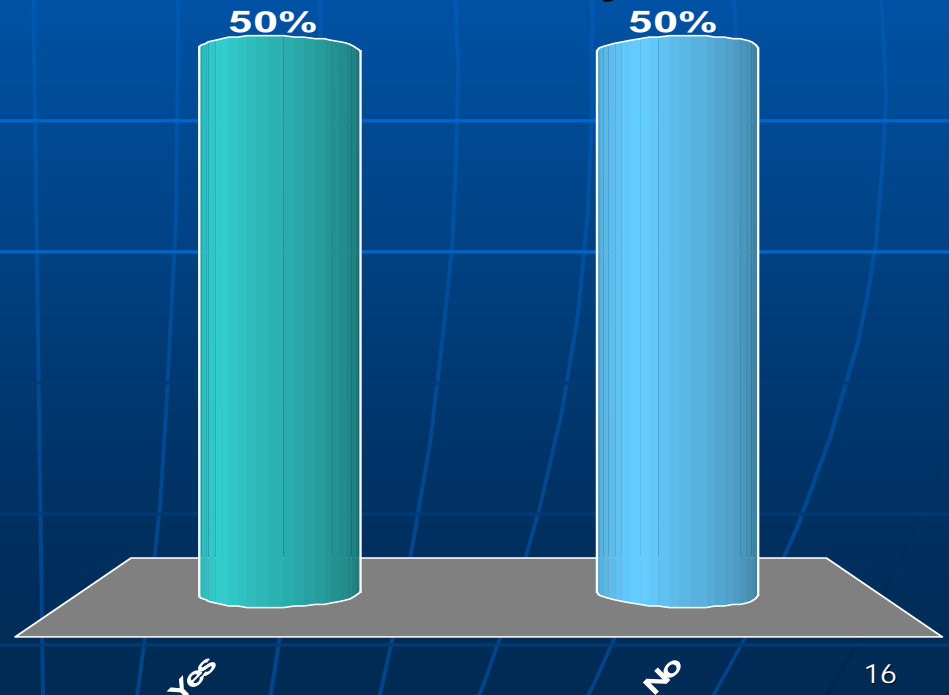 - QSA usually documents only age & source

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Producer Records for QSA/PVP Participation

- Not standardized; specific to QSA/PVP
- Basic recommendations:
  - Have all calves individually tagged with unique # at/near birth (or placement for feedlots)
  - Keep detailed records
    - Calves: At least record date of first and last calves
    - Feedlots: placement & exit dates; origination points
  - Records of all cattle sales
  - Keep records for at least 3 years
- Extra information of potential value:
  - Vaccinations, implants, or health treatments

Do you currently:
1) have all animals uniquely tagged?;
2) keep detailed placement/exit date and origination records?; and
3) keep all records for at least 3 years?

1. Yes (to all 3)
2. No

50% **50%**

Yes   No

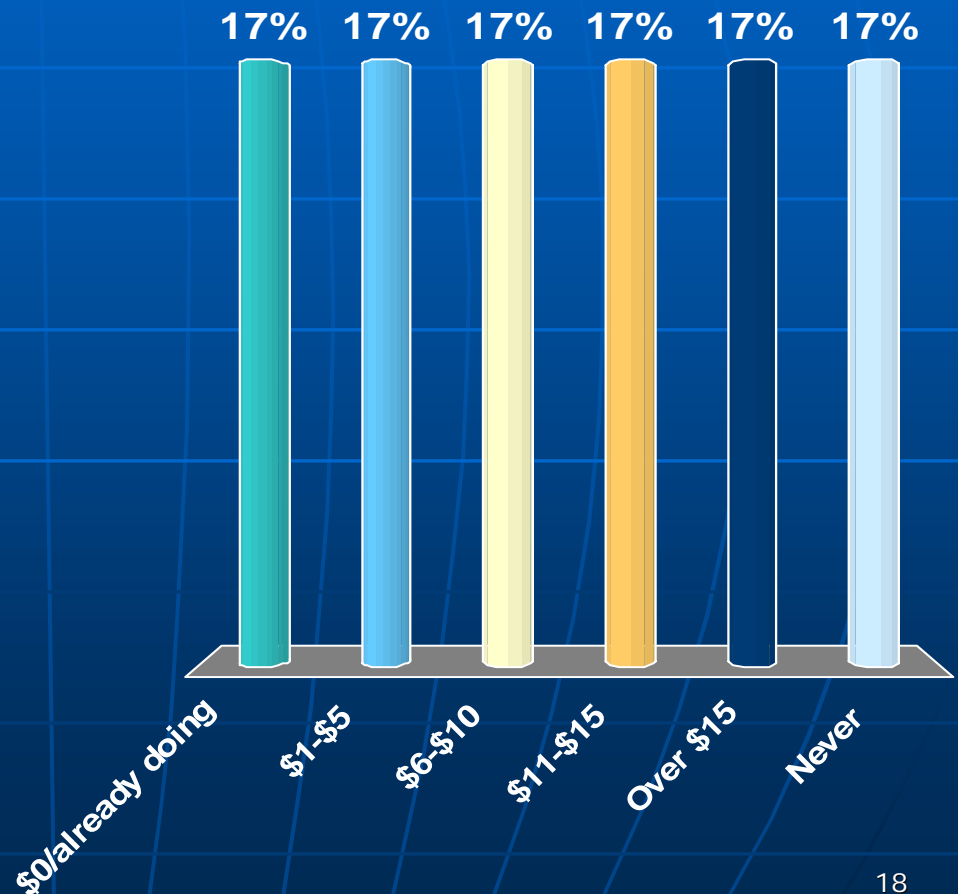What is the minimum premium you would accept to:

1) keep unique birth/placed & sale dates,

2) ensure all animals are individually and uniquely tagged,

3) record prior owner of all animals, and
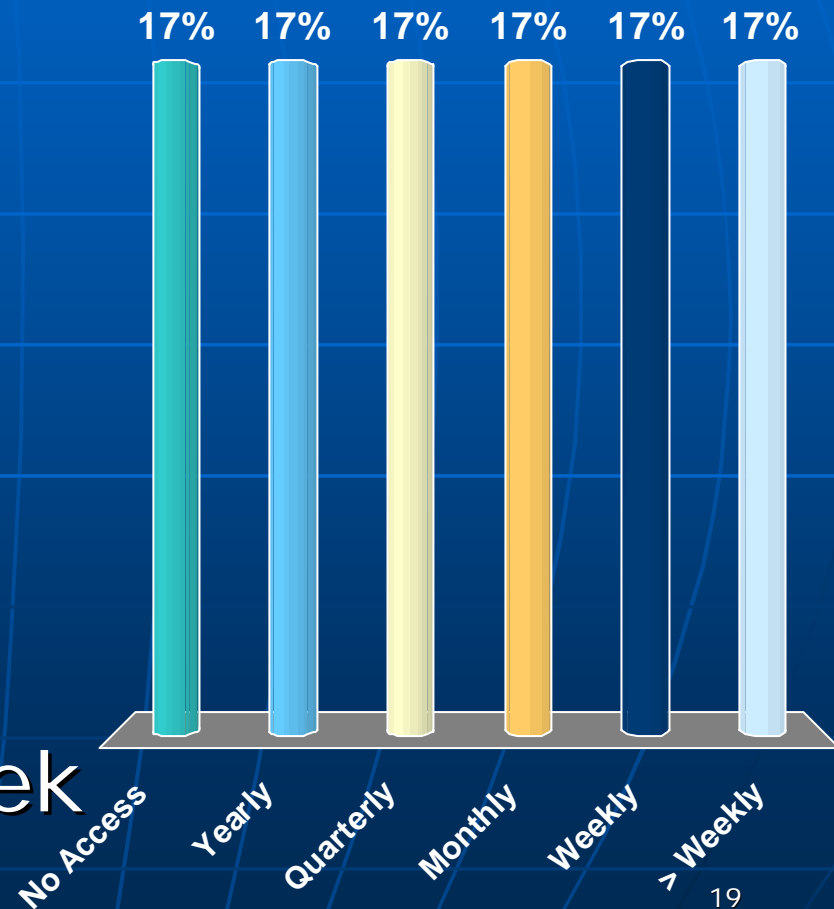
4) keep all records available for audit for 3 years ???

What is the minimum premium you would accept to do those 4 things?

1. $0 / "I already do all 4 things"
2. $1-$5/head
3. $6-$10/head
4. $11-$15/head
5. Over $15/head
6. "I would never do these 4 things"

Bar chart showing: $0/already doing 17%, $1-$5 17%, $6-$10 17%, $11-$15 17%, Over $15 17%, Never 17%
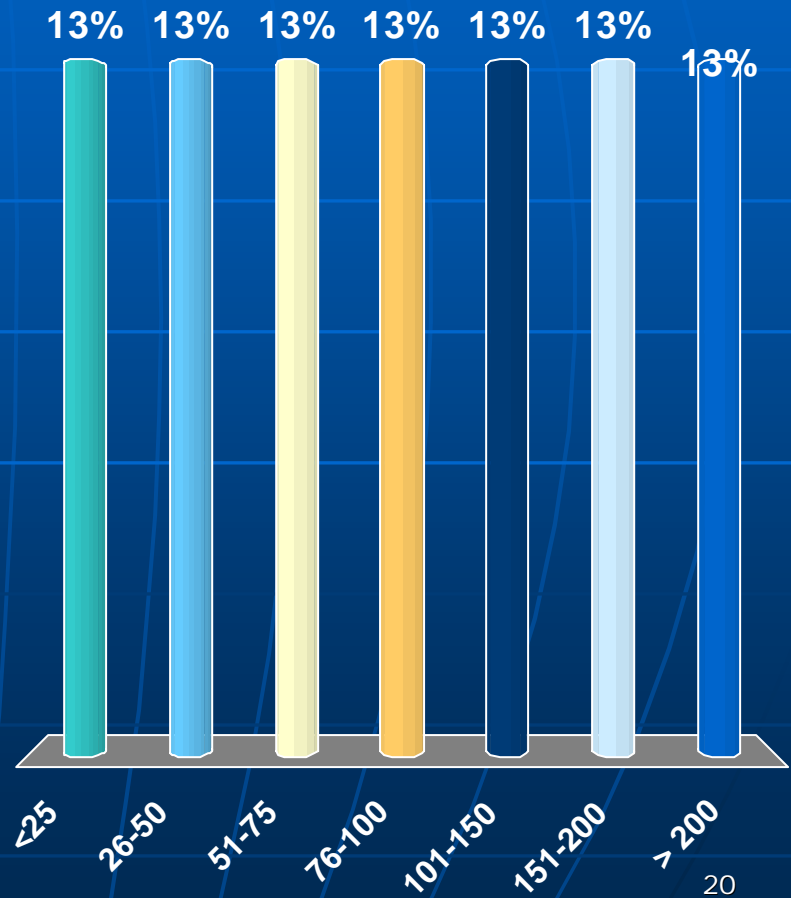
How frequently do you use the internet?

1. I don't have internet access
2. Once a year
3. Once a quarter
4. Once a month
5. Once a week
6. More than once a week

17%   17%   17%   17%   17%   17%

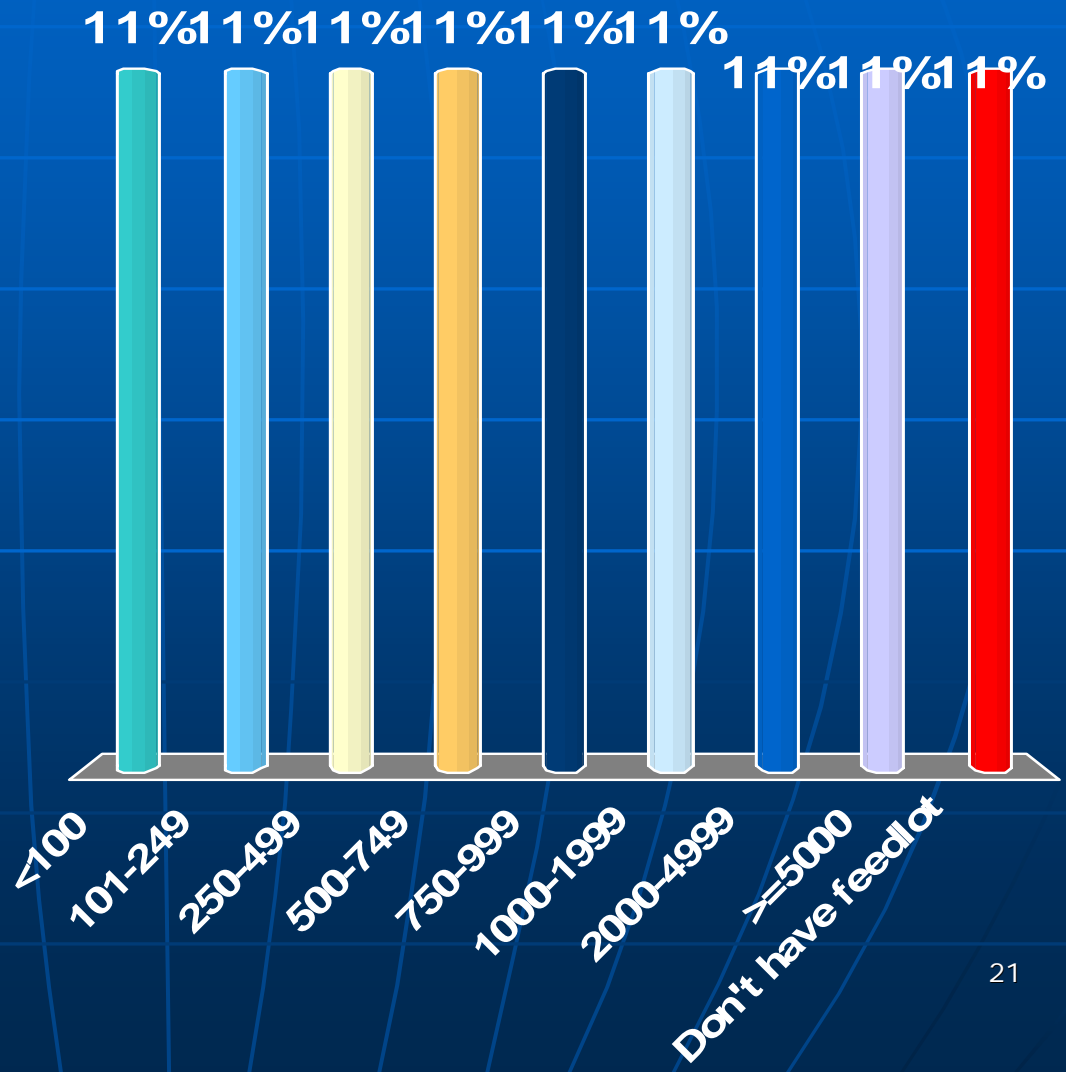No Access   Yearly   Quarterly   Monthly   Weekly   > Weekly

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How far did you travel to attend this meeting?

1. < 25 miles
2. 26 – 50 miles
3. 51 – 75 miles
4. 76 – 100 miles
5. 101 – 150 miles
6. 151 – 200 miles
7. > 200 miles

What is the maximum (one-time) capacity (# head) of your feedlot?

1. < 100
2. 101 - 249
3. 250 – 499
4. 500 – 749
5. 750 – 999
6. 1000 – 1999
7. 2000 - 4999
8. > = 5000
9. I don't have a feedlot

11% 11% 11% 11% 11% 11% 11% 11% 11%

<100　101-249　250-499　500-749　750-999　1000-1999　2000-4999　>=5000　Don't have feedlot

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The quality of information provided by this evening's program was "excellent."

1. Strongly Disagree
2. Disagree
3. Somewhat disagree
4. Somewhat agree
5. Agree
6. Strongly Agree

What value do you place on this program in terms of improvements in your operation?

1. $0
2. $1-$50
3. $51-$100
4. $101-$250
5. $251-$500
6. $501-$1,000
7. $1,001 - $2,500
8. $2,501 or higher

Overall, how useful was the _Market Outlook, Will there be Enough Corn?_ presentation to you and your operation?

1. Entirely Useless
2. Useless
3. Somewhat Useless
4. Somewhat Useful
5. Useful
6. Extremely Useful

Overall, how useful was the *Challenges and Limitations with Feeding Distillers Grains in Feedlot Diets* presentation to you and your operation?

1. Entirely Useless
2. Useless
3. Somewhat Useless
4. Somewhat Useful
5. Useful
6. Extremely Useful

Overall, how useful was the _Minimizing "outs" and Harvesting Premiums_ presentation to you and your operation?

1. Entirely Useless
2. Useless
3. Somewhat Useless
4. Somewhat Useful
5. Useful
6. Extremely Useful

Overall, how useful was the _Age and Source Verification Programs in the Region_ presentation to you and your operation?

1. Entirely Useless
2. Useless
3. Somewhat Useless
4. Somewhat Useful
5. Useful
6. Extremely Useful

Tonsor's website:
http://www.msu.edu/user/gtonsor/

Animal Verification Page:
http://www.msu.edu/user/gtonsor/
AnimalVerification.html

PVP Programs Potentially Available in Eastern Cornbelt

Full USDA list:

http://processverified.usda.gov/LSOfficialListingPVP.pdf

Red Angus Feeder Calf Certification Program

- 4201 North Interstate 35
- Denton, Texas 76207-3415
- Phone: (940) 387-3502
- Fax: (940) 383-4036
- Email: ann@redangus1.org
- Contact: Ann Holsinger
- • Traceable to at least 50% Red
- Angus Bloodlines
- • Source Verified to the ranch of
- origin
- • Age Verified (Group)

- Livestock: *Cattle (Beef)*
- Location(s):
- *Producers & Feedyards*
- Service(s):
- *Program Compliant Tags*
- PVP Certificate No.: PV6250ZZA
- Effective Date September 1995
- Renewal Date: May 30, 2008

IMI Global, Inc.

- 221 Wilcox Street, Suite A
- Castle Rock, CO 80104
- Phone: (303) 895-3002
- FAX: (720) 221-0411
- Email: info@imiglobal.com
- Contact: Leann Saunders
- Livestock: Cattle (*Beef & Dairy*),
- *Pork, & Lamb*
- Location(s):
- *Producers*, *Dairy Calf Ranches*,
- *Feedyards, Auction Markets, &*
- *Meat Processing Facilities.*
- Service(s):
- *Program Compliant Tags*
- *Data Service Provider*
- *Continued...*
- PVP Certificate No.: PV6212ZZA
- Effective Date: July 19, 2004
- Renewal Date: July 19, 2008

- *USVerified™ Supply Verified Program:* a supplier evaluation & re-evaluation process meeting the requirements for the USDA Process Verified Program & USDA QSA Program.
- *Age & Source Verification of Cattle:* the list of approved suppliers who may supply age & source verified cattle is maintained by IMI Global.
- *Non-Hormone Treated (NHTC) Verification of Cattle:* IMI Global is an approved Cattle Management Group under the USDA NHTC Program with approval number PV6177DDA.

IMI Global, Inc.

- *Tag Allocation Programs:* (specific to verified programs) secure data system for animals that ties verified information

  (source, age, NHTC) to an individual *animal program compliant tag.*
- *Tag Allocation System* (all
- versions): Tracks RFID (tag)
- movement through the sales
- distribution channels, from
- manufacturer to end-user. It is a
- mechanism to enable livestock
- identification & traceability through
- control of a monitoring &
- measurement device (control of
- tags).
- •

- *USVerified QSA & PVP Document Management System*: a web-based program helping IMI customers with document control for their QSA Programs (including the Export Verification Programs) & PVP Programs. This system is an auditable system that can be manual or automated through the QSA/PVP system.
- *Program Development Services*—USDA Quality Systems Assessment (QSA) and USDA Process Verified Program (PVP) Development Services: IMI assists customers in the development, implementation, training, & internal auditing, & approval of USDA QSA & PVP programs.

ABS Global, Inc.

- 1525 River Road
- DeForest, WI 53542
- Phone: (303) 840-7861
- Email: dwilkes@absglobal.com
- Contact: Darrell Wilkes
- Source Cattle to the ranch of origin,
- Provide group age verification

- Livestock: *Cattle (Beef)*
- Location(s):
- *Producers & Feedyards*
- Service(s):
- PVP Certificate No.PV7037OOA Rev. 01
- Effective Date: February 8, 2006
- Renewal Date: February 8, 2008
- Extension Through: March 31, 2008

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AgInfoLink USA

- 1860 Lefthand Circle, Suite G, Longmont, CO 80501
- Phone: 303-682-9898
- Email: Carrie.Lewis@aginfolink.com Tyler.strathe@aginfolink.com
- Contacts:
  - Carrie Lewis, Verified Services Manager
  - Tyler Strathe, Senior Sales Manager
    Meat & Livestock Data
- Verification (Including Age and
  Source)
- Unit of Production Traceability
- Accurate & Reliable Information Exchange
- Data Integrity, Security, & Auditability
- Data Service Provider

- Livestock: *Cattle (Beef)*
- Location(s): *Producers, Feedyards, & Auction Markets*
- Service(s):
  - • *Program Compliant Tags*
  - • *Data Service Provider*
  - • *NAIS Approved Interim Animal*
    Tracking Database
- PVP Certificate No.: PV7141DDA
- Effective Date: October 12, 2005
- Renewal Date: April 12, 2008

AngusSource® – American Angus Association

- 3201 Frederick Avenue St. Joseph, MO 64506
- Phone: (816) 383-5100
- Email: smoyer@angus.org
- Contact: Sara Moyer
  - Cattle have a minimum of 50%
- Angus Genetics
  - Source Verified Cattle
  - Age Verified Cattle

- Livestock: *Cattle (Beef)*
- Location(s):
  - *Producers & Feedyards*
- Service(s):
  - *Program Compliant Tags*
- PVP Certificate No.: PV7095EEA
- Effective Date: October 18, 2005
- Renewal Date: May 1, 2008

PM Beef Holdings LLC

- **2850 Hwy 60 East**
- **Windom, MN 56101**
- **Phone: (507) 831-6233**
- **Fax: (507) 831-6218**
- **Email: lhernandez@pmglobal.com**
  - **Contact: Lisa C. Hernandez**
- **Livestock:** *Cattle*
- **Location(s):**
- *Producers, Feedyards, & Meat*
  Processing Facilities; including:
  Est. 683
- **Service(s):** *Carcasses are certified by a*
  USDA AMS Agent to meet the
  carcass requirements.

- Live Animal Requirements:
- • *Source verified*
- • *Age verified*
- • *Documented Health History*
- • *No visual indication of Bos*
- *Indicus or dairy breeding*
- • *Feedlot certification process*
- • *Cattle are monitored & audited*
- *in the feedlot*
- • *Guaranteed corn fed for a*
- *minimum of 100 days on a*
- *high energy corn diet*
- • *Minimum of 110 days on feed*
- • *Vitamin E – 500 IU per day*

PM Beef Holdings LLC

- **Carcass Requirements:**
- *Steers and Heifers*
- *No dark cutters*
- *No internal hemorrhages*
- *Quality*
  - *US Select or higher*
  - *Marbling -- Slight 00 or higher*
- *Yield*
  - *Actual Fat Thickness 0.7 Inches or less*
- *Ribeye area 11.0 to 17.0 sq. in.*
- *Hot carcass weight -- 600 to 950 lb*
- *Yield grade 3.9 or lower*
- *Retail cut specifications customized*

- **Livestock:** *Cattle*
- **Location(s):** *Producers, Feedyards, & Meat Processing Facilities; including:Est. 683*
- **Service(s):** *Carcasses are certified by a USDA AMS Agent to meet the* *carcass requirements.*
- **PVP Certificate No.: PV7302EEA**
- **Effective Date January 1998**
- **Renewal Date: October 1, 2008**

Smithfield Beef Group

- 100% Hand Trimmed Fresh Ground Beef Program
- Plainwell, MI; Souderton, PA; Green Bay,
- WI
- Customer Service Team
  Smithfield Beef Group
  P.O. Box 23000
  Green Bay, WI 54305
  Phone: (800) 753-7724
  Phone: (920) 468-4000
- Email: customerservice@smithfieldbeefgroup.com
- Livestock: *Beef*
- Location(s):
  - *Souderton, PA, Est. 1311*
  - *Green Bay, WI, Est. 562*
  - *Plainwell, MI, Est. 562M*
- Service(s):
- PVP Certificate No.: PV8008OOA
- Effective Date January 21, 2004
- Renewal Date: January 21, 2009

- Made From 100% Fresh, Hand-Trimmed Beef
- Raw Material excludes:
  - AMR (Advanced Meat Recovery)
  - Mechanically Processed
- Trimmings (i.e. Whizard® or Skinner trimmings)
  - Low Temperature Rendered (LFTB or similar lean trimming products derived by separation of lean beef from fat trimmings)
  - Frozen or Previously Frozen Beef Products
  - Product not derived from skeletal origin (hearts, head & cheek meat)

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QSA Programs Potentially Available in Eastern Cornbelt

Full USDA list:

http://www.ams.usda.gov/Lsg/arc/LSOfficialListingQSA.pdf

Creekstone Farms Premium Beef, LLC

- 604 Goff Industrial Park Road, Arkansas City, KS 67005
- Contact: Sheila Brumbaugh Galbreath, Food Safety & QA Manager & Sandy Fuentes, Quality Assurance
- Phone: (620) 741-3173 &

  (620) 741-3169
- Email: sgalbreath@cfpbeef.com &

  selam@cfpbeef.com

- Age Verified
- Source Verified
- No specific tag requirement
- Effective Date: December 19, 2005
- Renewal Date: September 30, 2008

Smithfield Beef Group – Cattle Feeding Operations

- **2580 University Avenue**

  Green Bay, WI 54305-3000
- **Phone: (920) 406-1182**
- **Contact: Al Perez**
- **Email: al.perez@SFBeef.com**

- **Age Verified**
- **Source Verified**
- **No specific tag requirement**
- **Effective Date: December 2, 2005**
- **Renewal Date: September 30, 2008**

Tyson Japan EV – Supplier Audit Program

- 800 Stevens Port Drive

  Suite DD 720

  Dakota Dunes, SD 57049
- Phone: (605) 235-3734
- Contact: Lora Wright, Reg. Mgr for Food Safety and Quality Assurance
- Email: Lora.Wright@tyson.co

- Age Verified
- Source Verified
- No specific tag requirement
- Effective Date: July 23, 2005
- Renewal Date: March 31, 2008

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