

The ABCs of Beef Marketing Programs

BEV Beef Export Verification for the specified product requirements for individual countries. BEV programs for several countries. The one for Japan has extra requirements.

- Animals must have unique individual identification
- Records must be sufficient to trace the individual animal back to ranch records
- Records must indicate the date of birth of individual or oldest in the group

QSA Quality System Assessment Program sets forth the documented quality management system requirements that a company must develop, implement, and maintain to ensure product meets specified product requirements. It is limited to programs or portions of programs where specified product requirements are supported by a documented quality management system.

- **23** USDA QSA Programs. All involve cattle: 4 use program compliant ear tags, 1 is a State Department of Agriculture program

PVP Process Verified Program provides suppliers of agricultural products or services the opportunity to assure customers of their ability to provide consistent quality products or services. It is limited to programs or portions of programs where specified process verified points are supported by a documented quality management system. The specified process verified points are identified by the supplier.

- **22** PV programs, 15 involve cattle and/or beef: 9 include age verification, 6 use program compliant ear tags, 4 are data service providers, 1 is a University program

Cattle received from a USDA PVP that requires age verification or from a QSA Program that requires age verification are considered to meet the age verification requirements of the BEV Program for Japan. So what is the difference?

- In general, PVP are defined to be broader than one age and source whereas most QSA are only age and source.
- Most QSAs are with a packer or feedlot and they are not transferable to other buyers
 - There is typically little or no out-of-pocket cost to participate in a QSA
- Most PVPs are independent companies or associations
 - There often is a cost beyond the price of the tag to participate.
 - Cattle in a PVP can be sold to anyone needing to fulfill a BEV

PCT Program Compliant Ear tags are a 1-time use, tamper-evident tag, which contains a non-repeatable, unique number. The tag is unique and specific to the Program. It may be an EID, RFID, or a visual tag. The PCT must be applied (1) under an approved USDA PVP or QSA Program for age verification and (2) at the farm of birth or an alternative location as approved on a case by case basis.

QMS Quality Management System is a written management system that must address:

- Documentation Requirements: list them and then use them
- Management Responsibility: who is responsible for what
- Resource Management: training and understanding by all people involved
- Production of Product: how are the cattle managed, when, where, how, who
- Measurement, Analysis and Improvement: how is it working, how to improve
- Record Requirements: list them and use them

- DSP** Data Service Provider in a PVP approved system means that the company can verify other information such as genetics, vaccination, etc.
- SV** Source verification is the ability to trace a product through a production and distribution system to the end user.
- EID** Electronic identification
- NAIS** National Animal Identification System, the program proposed by USDA for animal health tracking in case of a foreign animal disease outbreak
- PIN** Premise Identification Number are necessary for any location involved in livestock commerce or the movement of animals or poultry. These 7 digit (number or letter) PINs are assigned to the premise. It is a one time signup.
- RFID** Radio frequency identification, the button tags that have a 15-16 digit number embedded in it that has been proposed as the recommended system for NAIS.
- A40** Physiological maturity of the carcass determined in the cooler by an official USDA evaluation using the US Standards for Carcass Beef. Typically, reflects an animal 14-17 months old. It is an approved method for determining age of the animal for Japan.

USDA Agencies Involved

- AMS** Agricultural Marketing Service
- Develops and administers the PVP and QSA programs
 - Provides verification services for conformance to the Export Verification Program requirements as directed
 - Is the agency (different branch) that does market reporting for USDA
- APHIS** Animal and Plant Health Inspection Service
- Ensures conformance to animal health requirements
 - Monitors imported animals
- FSIS** Food Safety and Inspection Service
- Ensures conformance to food safety requirements and issues the Export Certificate
 - In charge of food safety inspections and HACCP compliance in plants

Other Governmental Agencies

- FDA** Food and Drug Administration
- Ensures conformance to requirements for feed and feed mills



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