



BRITISH COLUMBIA CATTLEMEN'S ASSOCIATION

Representing the Beef Cattle Industry of British Columbia

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NEWS RELEASE

Financial Incentives Available for Ranchers

The BC Cattlemen's Association is pleased to announce \$3M in financial incentives is available for British Columbia beef cattle producers to encourage their participation in the Age Verification and Verified Beef Production programs.

The Age Verification Program helps the beef industry meet the ever increasing demand for accurate age determination in Canadian cattle, particularly for our export markets. Beef cattle producers that age verify their 2008 calves will be eligible to apply for a \$12 per head incentive on beef calves born during 2008 and must provide a signed copy of their Canadian Cattle Identification Agency birth certificates. For more information about this program and application forms, visit www.cattlemen.bc.ca/ageverification.htm.

The BC-Verified Beef Production Program is part of a national Quality Starts Here - Verified Beef Production program (www.verifiedbeef.org). This program is voluntary and designed to minimize potential beef food safety hazards using the internationally accepted food safety standard called HACCP. The Verified Beef Production program assists producers with their record keeping and highlights the excellent practices many operations already have in place which demonstrates their due diligence to our consumers and to the world. Beef cattle producers that have completed the process of registering with the British Columbia Verified Beef Production program are eligible to receive a \$1,000 of incentives in the form of a \$500 cash incentive along with \$500 credit toward future annual VBP registration fees. For more information about this program and how to enroll, visit www.cattlemen.bc.ca/vbp.htm.

Funding for these initiatives has been provided to the beef cattle industry by the Ministry of Agriculture & Lands.

For more than 80 years, the Association has represented the interests of beef cattle producers in British Columbia and continues to work on issues affecting the beef cattle industry on behalf of our 1,250 rancher members.

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