




# *Alberta Beef On-Farm Food Safety Program*



*Saying What We Do,  
Doing What We Say,  
and Proving it !*

# Quality Starts Here

## *History:*

-  **Canadian cattlemen began a quality assurance program in 1994**
-  **Proactive move by the beef industry to stay competitive**
  - **Produce safe, high quality beef**
  - **Improve economic returns**
  - **Remain leader in beef production**
-  **Research and extension on farm**
  - **Quality and food safety risks**
  - **Good production practices**



# *Quality Starts Here* *Partners*

-  **Cow-Calf Producers**
-  **Feedlot Operators**
-  **Veterinarians**
-  **Processors**
-  **Retailers**
-  **Government (various levels)**
-  **Marketing associations**
-  **Pharmaceutical companies**



# *Quality Starts Here*

## *Producer Resources*



### **Good Production Practice Manuals**

- **Cow-Calf**
- **Feedlot**
- **Controlling Feed Quality**



### **Recommended Operating Procedures for Feedlot Animal Health**



### **Fact Sheets**




### **Record Examples**

- **Withdrawal Times Notebook**
- **Calving Books**

## **Beef Cattle Medication**

**Withdrawal Times and  
Recording Notebook**

Canadian Cattlemen  
**Quality Starts Here** 

# **Quality Starts Here** ✓

**Verified Beef Production Program**

**What's Driving  
the next step  
forward?**



# *Consumer Confidence*

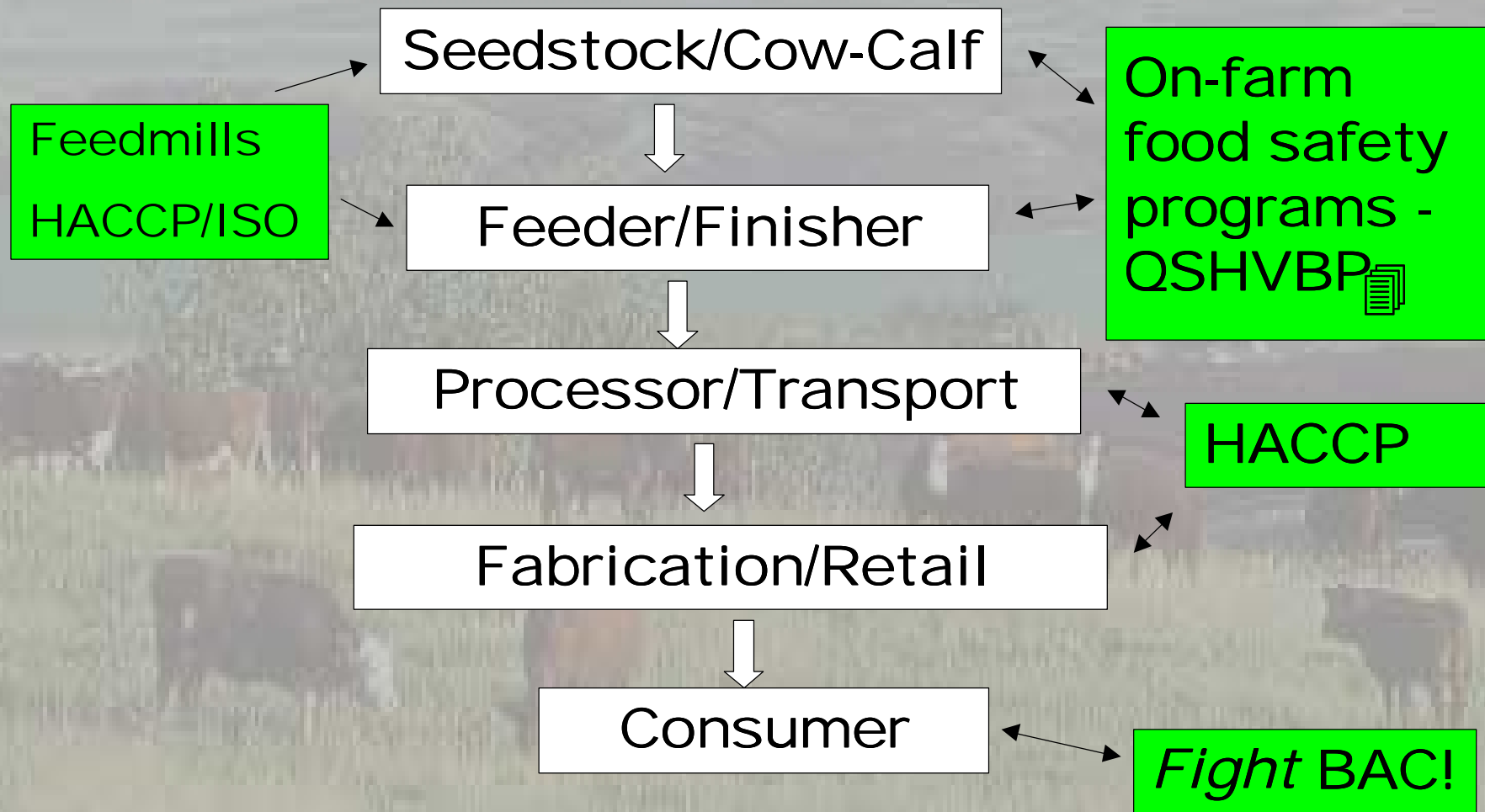
## **Consumer food safety concerns**

- **BSE**
- **Chemical residues**
  - **Drugs**
  - **Hormones**
  - **Pesticides...**
- **Bacteria e.g. *E. coli* O157**
- **Broken needles**
- **Antimicrobial resistance**



**Reassure consumers that producers are committed to ensuring safe beef production**

# Beef Food Chain



# *Canadian On-Farm Food Safety Program (COFFSP)*

- ☞ **All major livestock, poultry and horticultural producer groups, general farm organizations and supply stakeholders are implementing on-farm food safety programs**
- ☞ **CCA has been a member since 1997**
- ☞ **Mandate: collaborative development of national initiatives related to commodity specific on-farm food safety programs**



# *Quality Starts Here* *Verified Beef Production*

**National infrastructure**

 **Beef Cattle Research  
Council**



**Provincial Delivery Agent**

 *Alberta Beef Quality Starts  
Here*



# *Alberta Beef Quality Starts Here*

- ✓ **Part 9 not-for-profit corporation**
  - **AAMA, ABP, ACFA, AMPA, AVMA, ANAC, CAHI, FAA, WSGA (CMC)**
  - **Advisory Committee: Lakeside Packers/Tyson Foods, Cargill Foods, XL Foods, AAFRD**
- ✓ **Role: deliver national beef on-farm food safety program to Alberta beef cattle producers**







# *Provincial Program Responsibilities*

- ✓ Communication and Marketing
- ✓ Producer Training
- ✓ On-Farm Certification
- ✓ Administration
- ✓ Finances



# *Certification Process*

-  **Voluntary program**
-  **Producer training workshop**
-  **Implementation of SOP for beef operation**
-  **Confidential verification by a trained third-party auditor**
-  **Farm Certification and renewal**



# *Standard Operating Procedures*

- 1. Animal health management**
- 2. Cattle feeding**
- 3. Cattle shipping**
- 4. Pesticide control and yard maintenance**
- 5. Biosecurity, personnel hygiene and training**



# *Standard Operating Procedures*

## **Describe for each beef operation**

- **purpose of SOP (food safety risks reduced)**
- **who is responsible**
- **critical monitoring procedures**
- **corrective action for deviations**
- **corresponding records**
- **verification**



**HACCP based and nationally consistent**

*Safety & Quality = ↑ Demand*



**The payback to producers for ensuring safe, wholesome and high quality beef is an increase in demand and consumer satisfaction**

# We Raise Cattle to Produce Food



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