



VERIFIED NATURAL BEEF

THE VERIFIED NATURAL BEEF (VNB) PROGRAM ALLOWS YOUR CATTLE TO BE ELIGIBLE FOR BUYERS & BRANDS SEEKING SPECIALTY MARKETS REQUIRING NATURAL BEEF AND/OR EXPORTING BEEF PRODUCTS TO THE EUROPEAN UNION.

BASIC REQUIREMENTS:

Calves marketed as VNB can not receive growth promotants, antibiotics or animal by-products of any kind.

Calves must be identified with a Program Compliant Tag (EID tag) before they leave the ranch of origin.

Your ranch must maintain a quality manual (which we will provide) and train all family members and employees on the VNB program requirements and proper procedures.

An onsite audit of your ranch is required annually.

Calves must move through VNB approved locations (i.e. they cannot sell through a sale barn that is not approved to manage VNB cattle).

THE AUDIT PROCESS:

Prior to Evaluation

- Ranch tour
- Calving records, inventory lists and documentation review
- Interviews with ranch manager and other personnel as necessary

- Complete and submit your VNB application and contract
- Schedule an onsite audit with an IMI representative
- Collect necessary records and feed tag information

During Evaluation

- Any non-conformances and corrective actions are outlined
- Audit report is distributed
- Corrective actions submitted
- Once compliant, a certificate of approval is issued

After Evaluation



Call or email us today to see if there's a beef verification program that fits your marketing needs.

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FOOD FOR THOUGHT

Do you think you could go Grass-fed? How about Organic? Have you been wondering what the GAP 5-Step Animal Welfare Rating is all about? Do you feed cattle and want to know your verification options? We have an experienced team of auditors who specialize in these claims and many more.

FOR MORE INFORMATION, CALL: 866.395.5883