

## Process Verified Program

Beef cattle producers have an opportunity to increase marketing opportunities for their calves by participating in the Process Verified Program (PVP). The Process Verified Program is administered by the United States Department of Agriculture (USDA) and provides suppliers of agricultural products or services the ability to assure customers of their ability to provide consistent quality products or services. The programs covered by the PVP are limited to programs where specific process verified points are supported by a documented quality management system.

The Process Verified Program for calves in Tennessee will document the source and age of calves. Other claims may be added at a later date. Age and source verification can then be used as a marketing tool. The procedure to be followed will provide an auditable process that provides prospective buyers with assurance as to the farm of origin as well as the maximum age of livestock. The procedure will allow calves in the program to be exported to countries that have age and source requirements.

The way the system works is that producers agree to maintain good management records for identification and age. Participating producers tag their livestock using approved identification methods. The information is maintained by a livestock data service, which acts as the certification entity for buyers and sellers of livestock and performs reviews of producer records for verification purposes.

The Process Verified Program in Tennessee will be managed by the Tennessee Livestock Network (TLN). The board of directors include representatives of the American Dairy Association of Tennessee, the Tennessee Cattlemen's Association, the Tennessee Farm Bureau Federation and the Tennessee Livestock Markets Association. Other non-voting member organizations include the Tennessee Department of Agriculture, Tennessee Farmers Cooperative, Tennessee Veterinary Medical Association and the University of Tennessee Extension. The

Tennessee Livestock Network has partnered with the Southeastern Livestock Network, LLC to deliver services in Tennessee. The SLN is a 10-state effort that provides a process verification program (PVP) for export certification by AgInfoLink, USA along with tag allocation tools provided by IMI Global. The PVP Program is a voluntary program. The 2007 Integrated Resource Management Calendar has been accepted as an official record keeping document. For additional information on the Process Verified Program, contact the local Extension office.