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# VERIFIED NATURAL BEEF

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## USVerified™ Natural

Third Party verifies cattle have not received: added hormonal growth promotants, antibiotics or animal by-products, and cattle are Source Verified

Meets the requirements of natural beef programs and meets USDA's NEW NeverEver3 Program requirements

Lists producers as an "Approved Supplier"



IMI Global is a USDA Process Verified company.

For specific claims, visit <http://processverified.usda.gov>

## Why Is It Important To Participate?

Consumer demand for Naturally raised products is on the rise. With the Verified Natural program, you are sure to be on the cutting edge of industry change.

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### Feeds & Feeding

Records of all rations fed to cattle must be maintained

Source & ingredients for commodity feed, premixed feed and/or supplement must be recorded

Commercial products must have documentation from supplier for preventing cross contamination if the facility also manufactures feeds with HGP's,

### Identification and Segregation

If HGP's, antibiotics or animal by-products are used on premise, written procedures are required to prevent cross contamination of Natural and NON-Natural feeds

Cattle must have individual animal identification and you must have a method of uniquely identifying cattle that have been treated or become non-qualifying



## VNB Site Specific Checklist

### Documents/Procedures Required:

Cattle must be identified with a Program Compliant Tag before they leave the source of origin. IMI has options: (1) RFID, button tag (2) Nested set--RFID and visual tag combinations (3) Visual Tag (unique)

Listing of all commodity feeds and/or commercial feed products with accompanying feed tags (List must include source)

List of rations used post-weaning (if applicable)

Treatment Records, and a method of identifying calves that have been treated (non-qualifying calves)

Commercial Feed Manufacturer Letter (if applicable)

Overview of cattle movement throughout the calendar year. Include grazing locations and post-weaning sites. (if applicable)

Explain implant, antibiotic treatment or MGA usage in the operation with Non-natural cattle (if applicable)

Ranch management and employee list with job responsibilities

Shipping and transfer documents must accompany each shipment

### DEFINITIONS: (HGP)

Hormonal growth promotant:

More commonly referred to as growth hormones (examples include: Any type of implant, MGA, and Optaflexx)

Program compliant tag (PCT):

A one time use, temper evident, unique tag (examples include: RFID and serially number visual tags)

Contact IMI Global Today  
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