



VeriPrime Certified Safeguards

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USDA Meetings Highlight Importance of Prevention in *E. coli* Battle

VeriPrime Certified Safeguards: Protecting Consumers Through Prevention

Wichita, KS- April 10, 2008 - VeriPrime founder and CEO, Dr. Scott Crain applauded USDA and its Food Safety and Inspection Service (FSIS) for their leadership in hosting meetings on *E. coli* in beef today and yesterday (April 9-10, 2008) . VeriPrime agrees with Dr Richard Raymond USDA Undersecretary for Food Safety when he said in his opening remarks “*...now we need bolder stronger initiatives. The bottom line is, I simply want harmful E. coli out of ground beef – and you all do too, or you wouldn’t be here today.*” “VeriPrime Certified Safeguards” represents a market driven approach to implement “bolder, stronger initiatives” that make beef safer.

Currently over three million head of cattle are being raised that qualify for the “VeriPrime Certified Safeguards” label. This represents an inventory of 7 million pounds of beef per day. VeriPrime is actively seeking new members that will supply beef that consumers can choose with the highest confidence in safety and proper handling.

“VeriPrime Certified Safeguards” are a commercial implementation of those best practices that were developed by the Beef Industry Food Safety Council (BIFSCO) and sponsored by the National Cattlemen’s Beef Association (NCBA). Underlying this approach is the belief, expressed by the NCBA, in the BIFSCO best practices document, “*Obviously, if fewer pathogens enter the packing plant in or on cattle, controlling their occurrence in the final beef product will be easier—resulting in a safer end-product for consumers.*”

“VeriPrime Certified Safeguards” is a labeling and certification program developed by VeriPrime, an independent member organization, supported by a coalition of the nation’s leading farmers and ranchers. The new “VeriPrime Certified Safeguards” label on packaging instantly assures consumers that the beef products come from animals raised at facilities meeting precise and objective standards for food safety. Third-party certification insures that all standards are met.

Farmers and ranchers that stand behind VeriPrime Certified Safeguards do much more than government agencies require. There are multiple *E. coli* hurdles included in VeriPrime Certified Safeguards for cattlemen to follow. A multiple hurdle approach is recognized as the best practice to reduce *E. coli* in or on cattle.

ABOUT VERIPRIME

VeriPrime is a member-owned federation of cooperatives. Food, feed, and grain producers, processors, distributors and retailers can acquire membership information and application for certification on line at www.VeriPrime.org. Information about the VeriPrime Certified Safeguards label can be found at www.certifiedsafeguards.com.