



## **VeriPrime Certified Safeguards**

200 Douglas Ave  
Wichita, KS 67201  
316.265.2654

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Media Contact: Dr. John Lawrence  
Media Relations  
316.265.2654  
media@veriprime.org

### **VeriPrime and AgriLabs Announce Food Safety Initiative**

A collaboration in the development, distribution and application of new food safety initiatives has been made by AgriLabs of St. Joseph, MO, and the producer cooperative, VeriPrime, Inc., of Wichita, KS.

Purpose of the collaboration is to facilitate the application of AgriLabs animal health products across the diverse and varied landscape traveled by food animals, such as cattle, on their way to the marketplace. As a cooperative whose members who represent the entire food delivery system, VeriPrime is uniquely positioned to provide such continuity.

AgriLabs has the largest animal health distribution network in the United States, with a history of innovative and successful product introductions. The collaboration with VeriPrime will facilitate the development, application and commercialization of new products, which will include progress toward the objective of improving food safety for the beef industry.

VeriPrime recently announced a new product seal, "VeriPrime Certified Safeguards," which provides rigorous and higher safety standards for products such as those that are marketed by AgriLabs. VeriPrime currently has more than 3,000,000 head of cattle being raised under its safeguards standards. This represents an inventory of 7,000,000 pounds of beef per day that is eligible to carry the VeriPrime Certified Safeguards label.

VeriPrime products also feature traceability through a USDA-accredited independent third-party auditor. In the future, this paper trail will verify that AgriLabs' food safety products and protocols are appropriately applied and documented through the beef chain.

The AgriLabs/VeriPrime will work to the joint benefit of both companies by supporting their mutual goal of reducing the incidence of illness and consumer food safety concerns in the beef industry, and thereby improving the safety characteristics of food for the consumer.

### **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](http://www.VeriPrime.org). Information about the VeriPrime Certified Safeguards label can be found at [www.certifiedsafeguards.com](http://www.certifiedsafeguards.com).

#### **ABOUT AGRILABS**

AgriLabs is an animal-health sales-and-marketing organization with distribution throughout the United States. The company's partnership structure and philosophy, together with a commitment to expeditious product development, provides a smooth, efficient system for manufacturers to transfer technology from research laboratories to the marketplace. Through technology transfer and cooperative development agreements, AgriLabs has introduced a number of state-of-the-art products to the beef and dairy industries.