



VeriPrime Certified Safeguards

200 Douglas Ave
Wichita, KS 67201
316.265.2654

FOR IMMEDIATE RELEASE

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

Veriprime Approves New Supplement For Beef Production

Resulting Beef is Eligible to Carry New Consumer Label

Wichita, KS –May 7, 2008- An additional probiotic supplement was approved by Veriprime at the recommendation of the independent VeriPrime Beef Technical Advisory Council for the VeriPrime Certified Safeguards program. Nova-Cell PIP a product of Nova Microbial Technologies of Omaha Nebraska was added to the list of approved supplements for use in the program.

The Advisory Council is composed of leading nutritionists and veterinarians who advise VeriPrime's members on pre-harvest standards and best practices. This action will result in the availability of beef carrying the label "VeriPrime Certified Safeguards." Certification assures traceability of the product to the last ranch of ownership, and use of probiotic feed supplements to protect against the presence of E. coli in cattle. Conformance with the VeriPrime Certified Safeguards is validated by independent third-party audits.

There are currently over 3,000,000 head of cattle being fed in conformance with the newly approved VeriPrime safeguards. This represents an inventory of 7 million pounds of beef per day that is eligible to carry the VeriPrime Certified Safeguards label. The supply network will be expanded further as demand increases. The addition of Nova-Cell PIP to the approved products creates the potential for as many as a million additional cattle to the VeriPrime Certified Safeguards inventory.

VeriPrime is a non-profit cooperative of producers implementing commercial initiatives to drive the documentation of marketable attributes throughout the food chain. All members of the food chain are eligible for membership, and can participate in the next generation of food safety.

Two additional supplements are approved for use in the system. Protocols adopted for probiotic supplements are based on those developed by the Beef Industry Food Safety Council (BIFSCO), an element of the National Cattlemen's Beef Association (NCBA).

The VeriPrime Beef Technical Advisory Council meets regularly to assure the highest and most reliable industry standards support the “VeriPrime Certified Safeguard” mark. Dr. Nathan McDonald, of Ness City Kansas, is the Council Chairman and Dr. Bruce Nosky, of Scottsdale, Arizona, is Secretary.

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.