



USDA Process Verified Program Fall 2011 Newsletter

Global Animal Partnership

You may have received a phone call asking to audit your farm or ranch for humane handling by a group called Global Animal Partnership (GAP). The audits are currently conducted by third party verifiers including IMI Global, EarthClaims LLC and Steritech and meat is marketed through Whole Foods. Although this “initially free” audit may seem harmless and the premiums too good to pass up, we urge you to do your homework. This so-called “diverse group” is comprised of board members from a few of the following organizations: The Humane Society of the United States (HSUS), Compassion in World Farming, World Society for the Protection of Animals, People for the Ethical Treatment of Animals (PETA), Whole Foods Market, and the Pew Commission on Industrial Farm Animal Production.

GAP asks producers to qualify for their 5-Step Animal Welfare Rating system for cattle, hogs and broilers. The March 28 edition of *Feedstuffs* reported that, “One standard for all steps in the GAP program is that cattle are not allowed to be dehorned or have their horns tipped, which creates obvious animal welfare concerns. But perhaps the most interesting was the prohibiting of castration of bulls in order to achieve steps 5 and 5+.”

Samson Verified was asked to be a third party verifier for GAP but we turned down the offer. As a business that is actively involved in the beef industry, we are uncertain of the motives of GAP and its Board members. Miyun Park, Executive Director of Global Animal Partnership, is a former Vice President for Farm Animal Welfare at HSUS and former president of the vegan activist group Compassion Over Killing. In 2008 HSUS, GAP’s major stakeholder, received \$86 million in donations to be used to further their agenda. Most importantly, we believe that the Beef Quality Assurance (BQA) standards written and designed by the National Cattlemen’s Beef Association and supported by Temple Grandin, are the logical and appropriate standards that effectively promote attention and action to animal welfare. This is the reason Samson established the VQA program. By working through veterinarians and the BQA process we can establish significant credibility with the consumer. We also have the bonus of working in an environment that was developed by people with a true understanding of the livestock industry.

We encourage you to not only get your operation BQA certified but also to enroll in the on-site BQA audit conducted by your local veterinarian. During our summer event last August those in attendance were able to witness the on-site audit process. I personally felt very comfortable with the ability to fulfill the requirements of the BQA on-site audit using sound animal handling procedures. Next summer, Temple Grandin has tentatively committed to attending our annual summer meeting and providing us with additional animal handling insights.

For more information on GAP and HSUS, go online to www.globalanimalpartnership.org or humanewatch.org/images/uploads/CCF_7Things_HSUS.pdf. If you have any further questions on GAP or the Samson VQA program, feel free to call our office.

Samson Process Verified
2204 14th Street
Columbus NE, 68601
402-606-4096
scott@samson-inc.com
www.samson-inc.com



Be sure to like us (Samson Verified) on Facebook for updates!

Updated Samson VQA & Auction Market Listings

Nebraska VQA Approved Clinics

Cozad Vet Clinic
Holdrege Vet Clinic
Aurora Veterinary Clinic
Precision Horse Dental (Smithfield)
Republican Valley Animal Center (Alma)
Broken Bow Animal Hospital
Eastside Animal Center (Gothenburg)
Bertrand Vet Clinic
Stock-Aid Vet Clinic (Farnam)
Twin Forks Vet (Benkelman)
Arnold Animal Clinic
Animal Clinic (Hastings)
Animal Hospital (Superior)
Plymouth Vet
Schuyler Vet Clinic
Four Winds Animal Clinic (McCook)
Stockman's Vet Clinic PC (North Platte)
Wayne Vet Clinic
Countryside Vet Clinic (Fullerton)
Sutton Vet Clinic
Gloystein Vet Clinic (York)
Red Willow Animal Clinic (McCook)

Bar S Vet Clinic (David City)
Town & Country Vet (Albion)
Atkinson Vet Clinic
Kansas VQA Approved Clinic
Republican Valley Vet Clinic (St. Francis)
Montana VQA Approved Clinic
Powder River Vet (Broadus)

Source, Age & NHTC Approved Markets

Bagley Livestock Exchange—Bagley, MN
Elgin Livestock Sales, Inc.—Elgin, NE
Fort Pierre Livestock Auction, Inc.—Fort Pierre, SD
Herreid Livestock Market—Herreid, SD
Mobridge Livestock Market—Mobridge, SD
North Platte Livestock Market—North Platte, NE
Philip Livestock Market—Philip, SD
Source, Age, NHTC & Anti-biotic Free Approved Markets
Faith Livestock Commission Company—Faith, SD
Hub City Livestock—Aberdeen, SD

Customer Profile—Hi Gain Feedlot

At the 2007 NCBA Industry Convention in Nashville, Hi Gain Feedlot Manager, Jeff Rudolph, ran into an old college friend. Rudolph told him of his plans to search for a source and age verification company at the trade show the next day but his friend, Samson Field Representative, Mark Nelson, quickly put his search to an end. “He said, you don’t need to. I work for one and they are what you are looking for. And I didn’t,” Rudolph fondly remembers.

What Jeff was originally looking for was a low cost provider that could do ranch approvals without making an issue at the ranch. Hi Gain has used Samson as their age and source provider for the past four years and Rudolph says Samson has met their expectations and continues to do so. He talks about how Samson has made a difference in their business. “It has given us the opportunity to offer source and age premiums to our customer base.”

Hi Gain started custom feeding cattle in 1978 near Cozad, NE and expanded to a second location near Farnam in 1992. Today, the two yards feed anywhere from 25,000 to 30,000 head and Rudolph says the company works hard at staying current. “We try to provide a service to our customer base at a competitive price and try to stay up with the technological advances as they come whether it be implants, feed additives or premium programs.”

He also says knowing what you can and cannot do is important. “We have had to say, are we really going to try to run a natural yard inside of a commercial yard? At some point you have to say maybe I can’t be all things to all people.”

Looking forward, Rudolph believes the cattle business will continue to be challenged to create margin opportunities. “We should expect that as more source and age cattle become available the premiums are subject to shrink.” He adds, “Depending on how our export markets view moving to an international 30 month standard versus a 21 month standard we could certainly see that whole environment change from a premium standpoint.”

