

# Beef Verification Solution Update

## Ag Advisory Committee Meetings

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Several exciting things have been happening with the Beef Verification Solution in the last few months! Here are some highlights:

- Tag sales continue to be increasing. Our year end report shows that sales were up 30.39% this year from last. This means that producers are seeing the importance of adding value to their product, especially now!
- We have recently added Tennessee Livestock Producers to our program. This means we are now working in SEVEN states to provide producers with animal identification and data management solutions. Take pride in the fact that this Kansas born program has expanded so much!
- The number of animals in our database showed an increase of 20.72%. At the end of fiscal year 2009 there were a total of 46,564 animals enrolled in the database.

Here are some specifics about the program and news about the Beef Verification Solution in Kansas!

- As always, we are more than willing to do meetings in your counties. As harvest winds down and calving season is quickly approaching, now is a good time to get some winter beef meetings scheduled.
- Additionally we are always looking for new Verification Centers to add to the program. These Verification Centers are truly the heart of the BVS program. They provide front line customer service, and for their efforts, nearly half of the data fees stay with them.
- We appreciate all the work that everyone puts into growing the program and the BVS team is always willing to help with questions regarding the program.
- For opportunities to hold meetings, please don't hesitate to contact a BVS team member. We look forward to working with you in the upcoming year!



**Beef Verification Solution** - BVS is a confidential livestock information program providing practical, farm level solutions for livestock data collection, management and communication. Solutions range from source and age verification to assistance in complying with USDA's COOL and voluntary National Animal Identification System, to most importantly, providing the ability to manage and analyze animal data for better decisions and increased income opportunities.