



Third-Party Verification Services
and Value-Added Programs
YOU CAN TRUST



IMI GLOBAL, A DIVISION OF WHERE FOOD COMES FROM, INC.

IMI GLOBAL HISTORY

SINCE 1996, JOHN AND LEANN SAUNDERS HAVE BEEN INSTRUMENTAL IN CHANGING HOW THE BEEF INDUSTRY AUTHENTICATES LIVESTOCK RAISING CLAIMS TO MEET THE DEMANDS OF CONSUMERS WORLDWIDE.

1996

- Leann worked for PM Beef Group, developing the first-ever USDA Process Verified Program (PVP).
- John launched Integrated Management Information (now known as IMI Global) to build custom cattle information-sharing databases.

DEC
2003

- BSE shut down the US beef export markets.
- Leann joined John at IMI Global, enabling it to provide the industry with animal identification, traceability and verification solutions.
- John introduced Chuteside, a system allowing feedyards to tie individual animal data to an individual animal identifier.
- Leann worked with major packers to create the first USDA QSA Programs to meet Japanese export verification instruction requirements.



2005

The IMI Global team created a third-party umbrella audit and verification system under the USDA Process Verified Program Standard:

- Developed specifically for cow/calf producers, stocker operations and feedlots.
- Provided assurance that met the specified Japanese source and age product requirements for live cattle through the beef supply chain.
- Allowed packers to buy "verified" cattle without auditing/verifying locations themselves, revolutionizing how cattle are marketed for verified and value-added programs.

2006

- IMI Global became a division of Where Food Comes From, Inc. (WFCF), a name chosen to better describe the future of the business.



TODAY

WFCF

- Continues to modernize identification and traceability systems, verification and certification suites and data reporting systems.
- Covers almost every food industry through four additional verification and technology solutions divisions:
 - IMI Global
 - Validus
 - WFCF Organic
 - SureHarvest
 - Postelsia

IMI Global

- Provides an infrastructure that authenticates the claims being made on packages at retail.
- Verifies cattle for beef industry programs, standards and claims including:
 - Traceability
 - Breed Verification
 - Source
 - Age
 - Non-Hormone Treated Cattle (NHTC)
 - Verified Natural Beef (VNB)
 - CARE
 - Verified Grassfed
 - USDA Organic
 - Beef Passport Technology Services



“Verification is important to us because not only does it provide transparency to the consumer, but we also receive a premium for our hard work and dedication to providing the type of beef that consumers demand.

These programs also allow cattle to be eligible for buyers and brands seeking specialty markets that require these specific beef attributes.”

— **JIMMY TAYLOR,**
Taylor Ranch, Oklahoma

“These programs are not scary at all. I would say when we started this, it was really amazing to me that 90% of our customers did everything it took to meet the qualifications to get into these programs. I am almost certain that any one of you ranchers would already qualify for these programs with the stewardship you have and with the record keeping that you have now. This way you can tell the consumers you are part of this program and that you are proud to be in it.”

— **DALE MOORE,**
Cattleman's Choice Feedyard, Oklahoma

“When I first considered going all natural, we weaned between 10,000 and 12,000 head of calves a year, all in the fall, and I was thinking, ‘this is probably going to be a nightmare trying to keep up with all of the rules and regulations and the paperwork,’ but it really surprised me how simple it was and how easy it was to work with IMI.”

— **JOE LEATHERS,**
6666 Ranch, Texas



DO YOUR CATTLE HAVE THEIR PASSPORT?



Beef Passport™ is a confidential, third-party, private industry database that meets the USDA's ADT requirements for animal identification and traceability. It ties in easily with voluntary verification programs including USDA PVPs and also assists in ensuring export compliance.

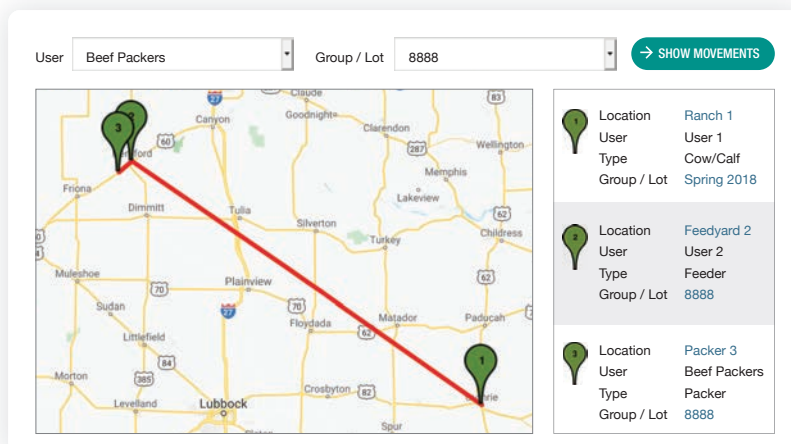
Beef Passport Programs Facilitate:

- Animal Disease Traceability (ADT)
- Source & Age Verification (SAV)
- Non-Hormone Treated Cattle (NHTC)
- Verified Natural Beef (VNB)
- WFCF CARE Certified™
- Low Frequency (LF) and Ultra-High Frequency (UHF)

More
than **5**
MILLION

annual sighting — or **20%** of
the entire U.S. beef supply chain
— are currently in the database
being utilized today.

(U.S.-, Canadian- and Mexican-
sourced animals).



Powered by



E: INFO@IMIGLOBAL.COM

P: 303.895.3002

W: IMIGLOBAL.COM

VALUE-ADDED THIRD-PARTY VERIFICATION PROGRAMS

REQUIREMENTS FOR COW/CALF PRODUCERS

SOURCE & AGE*

- Cattle must have been born and raised on your operation.
- Calving records showing the first and last calf born each season must be kept and submitted for verification.
- EID tags must be applied at the ranch of origin prior to cattle shipping.
- An onsite audit is not required; offsite desk audit only.
- Must have head count support showing cow numbers that meet or exceed the number of head to enroll (pregnancy check numbers, inventories/tallies, vaccine receipts, etc.)

*Ask about adding a Breed Verified program

NON-HORMONE TREATED CATTLE (NHTC)**

SOURCE & AGE REQUIREMENTS +

- Implanted or fed hormone growth promotants (HGP) of any kind are NOT allowed in marketed animals. (implants, Lutalyse, CIDRs, Optaflexx, MGA, etc.)
- Requires an onsite audit prior to shipping and/or marketing in a sale.
- Cattle must move through NHTC-approved locations.
 - Buyer's location must be NHTC-approved for cattle to maintain the NHTC claim — this includes salebarns and backgrounders.

**NHTC qualifies you to export to the EU.

VERIFIED NATURAL BEEF® (VNB)

SOURCE & AGE REQUIREMENTS + NHTC REQUIREMENTS +

- Cattle can never receive, at any time in their life:
 - Beta-agonists (Optaflexx), ionophores (Rumensin, Bovatec, etc.)
 - Antibiotics (injectable, fed or topical)
 - Animal byproducts (animal fat, tallow, feather meal, fish meal, animal protein products, etc.)
- Cattle may receive:
 - Coccidiostats (Corrid, Decoxx, etc.)
- Cattle must move through VNB-approved locations.
 - Buyer's location must be VNB-approved for cattle to maintain the VNB claim — this includes salebarns and backgrounders.
- Requires an onsite audit prior to shipping and/or marketing in a sale.

Ask about Verified Grassfed®, Non-GMO Project, Organic and personalized verification programs.

IMI GLOBAL

BREED PARTNERSHIPS

BREED VERIFIED PROGRAMS MUST BE ADDED ON TO ANY SOURCE & AGE VERIFICATION PROGRAM.

BLACK ANGUS VERIFIED BEEF

As the breed most recognizable to today's beef consumers, it's important to verify and ensure Black Angus genetics beyond black hides alone.

- Black Angus Verified Beef, an exclusive IMI Global genetic verification program, ensures that Black Angus cattle are from, at a minimum, 50% registered Black Angus genetics.
- Added to the Source & Age Verification Program (at minimum).



📞 (303) 895-3002 🌐 blackangusverifiedbeef.com
 ✉ info@imiglobal.com 🌐 imiglobal.com

CHAROLAIS ADVANTAGE

This age, source and genetic verification program allows producers to enroll feeder cattle to help find more marketing opportunities for Charolais-influenced cattle.

- Gathers relevant industry information within the cattle such as health protocol, BQA certification, growth, efficiency and carcass-quality genetic merit indicators Promotes Charolais attributes to a list of buyers across the country.



📞 Colt Keffer, (765) 376-8784 🌐 charolaisUSA.com

ABS INFOCUS GENETICS

- The only product specifically developed and tested for performance on dairy breeds.
- Delivers proven and reliable beef genetics for the dairy producer to maximize calf crop value while driving beef supply chain efficiency.
- Powered by NuEra Genetics.
 - Tailored beef genetics created for whole-chain performance.
 - Delivered to dairies through the ABS Beef InFocus product line.



📞 1-800-ABS-STUD 🌐 absglobal.com

GELBVIEH BALANCER® EDGE

- Provides producers using Gelbvieh and Balancer® bulls with an opportunity to participate in a breed-identified feeder calf marketing program.
- Gives producers the flexibility to choose additional value added programs.
- Allows access to more markets to generate additional value for their feeder calves.



📞 (303) 465-2333 🌐 www.gelbvieh.org

AMERICAN ABERDEEN PREMIUM BEEF

- Easy-calving, good-natured cattle that are very feed-efficient and maintain themselves on grass.
- Offer excellent taste, texture and tenderness beef characteristics and exceptional ribeye area per hundred pounds of body weight — provides very high-yielding, high-quality, high-value beef carcasses.
- Answers the challenges of the large-scale rancher and small-acreage farmers.
- IMI Global will verify calves are sired by registered Full Blood or Moderator Aberdeen bulls with DNA on-file with the American Aberdeen Association.



📞 IMI Global directly (303) 895-3002 ✉ info@imiglobal.com

THE HEREFORD ADVANTAGE PROGRAM

The Hereford Advantage program, from the American Hereford Association, allows producers using Hereford bulls to add value and set themselves apart in a competitive market. With this program, IMI Global verifies genetic merit, vaccination program, BQA certification along with source & age for enrolled cattle. Participating producers will also have added market exposure to a growing network of buyers looking for high-performing, healthy cattle with proper management identified through this program.



📞 Trey Befort, (816) 842-3757 🌐 hereford.org
 ✉ tbefort@hereford.com

CERTIFIED PIEDMONTESE

- DNA-tested to confirm their unique heritage and that they are never given antibiotics or steroids.
- Raised through a ranch-to-fork approach that ensures traceability, environmental sustainability, humane animal handling, and responsible resource management at every step.
- IMI Global confirms the genetic testing as well as other verification programs to ensure transparency to the end consumer.



📞 Thad Robertson, (402) 458-4504
 ✉ thad-robertson@piedmontese.com

RED ANGUS FCCP & ALLIED ACCESS

- Provides age, source and genetic verification for Red Angus-sired calves.
- The yellow FCCP tag opens access to international markets, exclusive grids, and returns premiums to the commercial rancher.
- Allied Access tags provide age and source verification for commercial producers utilizing crossbreeding programs.
- FCCP and Allied Access tags may be used as IMI programs identifiers, streamlining the utilization of both added-value options.



📞 (940) 226-4762 🌐 redangus.org

WHERE FOOD COMES FROM

CARE CERTIFIED™

THE CARE STANDARD FOR THE BEEF INDUSTRY IS OFFERED
TO COW/CALF AND STOCKER/BACKGROUNDER OPERATIONS.



COMPONENTS:

ANIMAL HUSBANDRY

- Handler training/stockmanship
- Herd health plan
- Antibiotic stewardship
- Safe transportation

ENVIRONMENTAL STEWARDSHIP

- Grazing management to ensure water, land and air quality
- Waste reduction
- Efficient cattle production

PEOPLE & COMMUNITY

- Worker safety
- Succession planning
- Emergency preparedness
- Local community support

WHY CARE?

- Promotes sustainable beef production.
- Complements existing marketing programs like NHTC and Verified Natural Beef without being exclusive to certain raising claims, but can also be added on its own without bundling with other claims.
- Provides assurance to feedyards, packers, retailers and consumers of the CARE provided to cattle, the environment, people and the community.
- Supports continuous improvement on your operation.
- Helps farmers and ranchers tell their story.
- Provides assurances through third-party verification.

Dairy beef cattle can also qualify for the CARE Standard.

COMMUNITY OF AGRICULTURALISTS WHO RESPECT THE EARTH

RANCH RECORDS NEEDED FOR ONSITE AUDIT

IMI GLOBAL WILL NEED TO REVIEW THE FOLLOWING DOCUMENTS DURING YOUR ONSITE EVALUATION.



CALVING RECORDS

- To qualify for the Age claim:
 - Keep calving records showing the first and last calf born each season.
- If you have multiple seasons:
 - Provide records for each season.
 - Know the ID difference between the seasons.
 - The first calf record must show the actual first calf born date, not an estimation based on bull turnout or other ranch activity.
 - A branding, processing, or weaning date record may be used for the last calf born date record.
- If your operation does not pull out bulls and calves year-round:
 - All calves must have individual IDs and dates of birth.



ANIMAL TREATMENT RECORDS (VNB-APPROVED CATTLE)

- Maintain records on any program calves that require antibiotic treatment.
- If an animal is treated with antibiotics:
 - It may still be eligible for the SAV/NHTC programs, as long as it was not given any hormone growth promotants, maintains an eligible PCT and has an ID difference.
 - Use the treatment record template in the manual or create your own record.



TAG MANIFEST

- If you purchase EID tags from IMI Global — a tag manifest showing all EID tags ordered will arrive in the box when the tags are shipped.
- Once your calf crop is approved:
 - You will receive an electronic copy of the tag manifest.
 - A copy of the tag manifest must be sent with the approved cattle at shipping.



HGP INVENTORY

- You are required to maintain an inventory of any hormone growth promotants (implants, synchronization products, beta-agonists, etc.) used onsite at any time throughout the year — use the template in the manual or create your own inventory system.
- IMI will verify onsite that the inventory during the year is being kept and the current inventory is up to date.



HEAD COUNT RECORDS

During onsite verification, head count showing cow numbers that support the number of head to enroll must be available (pregnancy check numbers, inventories, calving book data, vaccine receipts, etc.)



FEEDS

- Keep a list of all feeds used onsite at your operation during the year and whether they are fed to program calves or cattle onsite
 - use the Feed List template in the program manual or create your own list.
- Provide the labels (showing ingredients) for all manufactured feeds used onsite during the year.
- Submit NHTC Letters of Guarantee from all feed manufacturers during the year (This letter can be obtained from the manufacturer — your Customer Verification Specialist (CVS) can explain in more detail).



TRAINING RECORDS

- At the first onsite evaluation, all key people on the operation are required to be trained by the auditor over the program in which you are enrolling.
- If this is a renewal verification (not your first year in the program):
 - Keep records showing that all individuals responsible for approved cattle are trained on the program requirements.
 - Use the training log template in the manual or create your own list.



TAG INVENTORY

- Tags left over from the previous year can only be used in the current year if the EID numbers are reported to IMI Global
- Complete the Tag Inventory Record template or call the IMI office to report leftover EID numbers.
- Cattle arriving at the feedlot with leftover tags indicating the wrong date of birth may not be able to be approved.



RANCH SHIPPING CERTIFICATE

- This group certificate has a new look and now serves as your group approval certificate and your shipment record for all claims.
- Call IMI if you are ready to ship but do not have that calving season's Ranch Shipping Certificate.
- When shipping, send a copy of your Ranch Shipping Certificate with the cattle to the next approved location.
- Keep a copy of the completed certificate for your records.

CATTLE FEEDER PREFERRED

A CATTLE HEALTH & MANAGEMENT PROGRAM



WHAT IS THE CATTLE FEEDER PREFERRED PROGRAM?

The Cattle Feeder Preferred Health & Management Program was designed to improve the overall health and performance of calves at both the ranch and feedlot levels.

THIS PROGRAM FEATURES:

- Cow herd and calf vaccination requirements to create an optimum immune system that prepares calves for the health challenges of weaning, shipping and the environment at the feedlot.
- Management requirements that further enhance the immune system of the calves.
- Buyers can rest assured that the calves purchased have undergone additional health and management protocols, which creates added value for producers.

LEVELS OF PARTICIPATION

Base Level

- Two rounds of vaccinations with calves pre-weaning
- Fall vaccination program with cows

Base Plus Level

- Two rounds of vaccinations with calves pre-weaning
- Fall and Spring vaccination program with cows

Premier Level

- Two rounds of vaccinations with calves preweaning
- Minimum 60-day weaning program with additional vaccination post-weaning
- Fall vaccination program with cows

VACCINATION, DEWORMING & MANAGEMENT REQUIREMENTS FOR ALL LEVELS

CALVES

Round 1 (Branding or grazing turn-out)

- 3- or 5-way respiratory modified live vaccine (examples: Inforce 3 or Bovi-Shield Gold 5)
- 8- or 9-way clostridial (examples: Covexin 8 or Calvary 9)
- Bulls castrated or banded

Round 2 (3–4 weeks prior to weaning)

- 5-way respiratory modified live vaccine (examples: Bovi-Shield Gold One Shot)
- 7-way clostridial with Histophilus (examples: Vision 7/Somnus, Ultrabac/Somnubac)
- Dewormer (examples: Dectomax, Cydectin, Synanthic or Ivomec)

Post Weaning (1–2 weeks after weaning)

- 5-way respiratory modified live with Mannheimia (examples: Bovi-Shield Gold One Shot)
- Dewormer (examples: Dectomax, Cydectin, Synanthic or Ivomec)

COWS

Spring Program (after calving and a minimum of 4 weeks prior to breeding)

- 3- or 5-way modified live vaccine with Vibrio & Lepto (examples: Vista 3 V/L5, Bovi-Shield 5 FP V/L5)
- Dewormer (examples: Long Range, Synanthic or Ivomec)

Fall or Winter Program (at weaning or pregnancy checking)

- 5- or 6-way killed vaccine with Vibrio & Lepto (example: ViraShield 6V/L5)
- 7-way clostridial administered every odd numbered year (examples: Caliber 7, Vision 7, UltraChoice7)
- Dewormer (examples: Dectomax, Cydectin or Ivomec)
- Lice Control – pour-on required if utilized with injectable dewormer (examples: Standguard, Cyence)

OVERALL PROTOCOLS FOR COW HERD HEALTH & MANAGEMENT

- Vet Client Patient Relationship (VCPR) in place.
- Implement a deworming strategy appropriate for your area.
- Utilize a mineral supplementation program that addresses any known deficiencies in your area.
- Implement low-stress handling procedures.
- Focus on a nutrition regimen that helps maintain a body condition score of 3 or greater during calving and weaning.
- Develop culling protocols for cows that fail to maintain a body condition score of 3 or greater.
- Implement a protocol in which udder health and structure are evaluated to maximize passive transfer of colostrum.

OVERALL PROTOCOLS FOR CALF HEALTH & MANAGEMENT

- Immunize calves as their maternal antibody protection begins to decline (2–4 months old).
- Implement a deworming strategy appropriate for your area.
- Identification requirements: Brands, EID, UHF or ranch tags are permitted.
- Implement a dehorning procedure
 - Calves must be dehorned prior to permanent transfer from the ranch.
 - Tipping is allowed if horns are too large to remove without causing undue stress to the animal.
 - Please consult a veterinarian to determine if any nerve blocker is advised.

GETTING STARTED

PROGRAM CATTLE MUST MOVE THROUGH APPROVED LOCATIONS TO MAINTAIN THEIR APPROVED STATUS.



COMPLETE APPLICATION

Whether someone bought and wants your cattle approved or you're ready to see the premiums everyone is talking about, you'll need to complete an application prior to approval:

- Download the application at imiglobal.com
- Call 303.895.3002 and a Customer Verification Specialist (CVS) will work through the application with you.
- Once submitted, your CVS will review the application.

CUSTOMER VERIFICATION SPECIALIST (CVS) REVIEWS YOUR APPLICATION & CREATES CONTRACT

- After reviewing your application, your CVS may need additional information such as feed labels or dates.
- Once your CVS understands how your operation runs, they will provide a contract for you to sign.
- Once the contract is signed, the CVS will confirm your onsite audit with one of our regional auditors.



AUDIT SCHEDULED

- The CVS will choose and confirm the auditor that will visit your operation.
- We try to bundle your audit visit with other ranches in your area to minimize travel costs.
- Once the CVS confirms your audit arrangements, the auditor will call you to schedule a specific date.
- The audit must be completed prior to your sale date.

CVS REVIEWS AUDIT REPORT

- Once your audit is complete, the auditor will submit their final report to your CVS.
- The CVS will review the report, work with you on any non-conformance issues, then issue your approval certificate.

SHIPPING

As soon as you're ready to ship your cattle, contact your CVS to receive a shipping certificate — **this certificate must move with the cattle.**



RENEWAL

- Your CVS will contact you prior to your anniversary date to ensure we have everything to proceed with your renewal audit.
- The audit process will remain the same.
- The costs associated with your programs will decrease.

YOU'VE BEEN APPROVED — NOW WHAT?

PROGRAM CATTLE MUST MOVE THROUGH APPROVED LOCATIONS TO MAINTAIN PROGRAM STATUS.

VIDEO SALES

- Cattle Country Video
- Northern Livestock
- Superior Livestock Auction
- Western Video Market

APPROVED SALE BARNs

Check imiglobal.com to view the most up-to-date list of approved sale barns throughout the country.

PROMOTION

IMI Global sends email notifications for every sale featuring IMI Global-approved cattle — this means the cattle you are selling are seen by our entire cattle buyer's list, which is updated regularly.



IMI GLOBAL - 2018-2020 VERIFICATION PROGRAM COSTS & PREMIUM COMPARISON

NUMBERS PROVIDED BY SUPERIOR LIVESTOCK AUCTION & WESTERN VIDEO MARKET

SOURCE & AGE PROGRAM

Headcount	Audit costs / hd.	Tag & enrollment costs / hd.	Total costs / hd.	Total premiums / hd.	Net return / hd.
50	\$0.00	\$3.50	\$5.00	\$9.54	\$4.54
100	\$0.00	\$3.40	\$4.25	\$9.54	\$5.29
250	\$0.00	\$3.25	\$3.75	\$9.54	\$5.79
350	\$0.00	\$3.25	\$3.75	\$9.54	\$5.79
500	\$0.00	\$3.00	\$3.50	\$9.54	\$6.04

SOURCE & AGE / NHTC / VERIFIED NATURAL BEEF PROGRAMS

Headcount	Audit costs / hd.	Tag & enrollment costs / hd.	Total costs / hd.	Total premiums / hd.	Net return / hd.
50	\$15.00	\$3.50	\$18.50	\$56.64	\$38.14
100	\$7.50	\$3.40	\$10.90	\$56.64	\$45.74
250	\$3.00	\$3.25	\$6.25	\$56.64	\$50.39
350	\$2.14	\$3.25	\$5.39	\$56.64	\$51.25
500	\$1.50	\$3.00	\$4.50	\$56.64	\$52.14

Note: Premiums based on 2018-2020 average premium prices from Superior and Western video sales on base weight of 600#

Premiums based on 2017-2019 average premium prices from Superior and Western video sales on base weight of 600#

Source & Age: \$1.59/cwt., \$9.54/hd.

NHTC/VNB: \$9.44/cwt., \$56.64/hd.

VERIFICATION MATTERS. START TODAY.

Programs include:

- Black Angus Verified Beef and other Breed-Verified Programs
- Source & Age
- Non-Hormone Treated Cattle (NHTC)
- Verified Natural Beef (VNB)
- WFCF CARE Standard
- Verified Grassfed
- USDA Organic
- Non-GMO Project
- & many more

**DO YOU HAVE A CUSTOM
PROGRAM IN MIND?**

LET US CREATE IT FOR YOU.



IMI GLOBAL IS A DIVISION OF WHERE FOOD COMES FROM, INC.

303.895.3002

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