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AgInfoLink PVP Helps Producers with COOL Compliance

Longmont, CO, August 8, 2008 - US beef producers can meet new recordkeeping requirements for mandatory Country of Origin Labeling through AgInfoLink's Process Verified Program (PVP). Animals enrolled in the AgInfoLink PVP are verified for origin, are uniquely identified, and have auditable records required to meet COOL requirements set to go into effect September 30, 2008.

Livestock producers are not directly regulated by the COOL interim final rule as livestock are not considered covered commodities. However, only producers have first-hand knowledge concerning the origin of their animals. Origin information must be provided to slaughter facilities so that meat covered commodities can be accurately labeled at retail, according to USDA's Agricultural Marketing Service.

"Process verification for source through AgInfoLink USA will meet the auditable records requirement under COOL," said Glenn Smith, AgInfoLink's VP of Global Operations.

"AgInfoLink's PVP is approved by USDA for age and source verification claims. It is the source-verification claim that provides traceability to the ranch of origin that can be used by producers and packers to meet Country of Origin requirements."

AgInfoLink is one of the leading providers of PVP services for the livestock industry. Approved producers can certify animals under several approved claims including age and source verification, as well as Non-Hormone Treated Cattle Program (NHTC). Working through AgInfoLink's program enables a significant number of producers to meet new record keeping requirements.

Cattle buyers in search of qualified animals can access listings on the AgInfoLink Verified Cattle Listing Service at www.aginfoLink.com/vcls. No login is required to view the cattle listings. Producers can list their animals by contacting AgInfoLink or one of AgInfoLink's verification partners (www.aginfoLink.com/partners.asp). Animals conforming status can be viewed at www.aginfoLink.com/pvplookup.

AgInfoLink offers information verification services to the livestock industry. AgInfoLink verification services can provide an auditable information trail to verify a number of industry requirements and marketing claims. Verification specifically for age and source is provided through AgInfoLink's USDA-approved Processed Verification Program (PVP). AgInfoLink delivers these verification services through its approved Verification Partners. These partners, under the training and oversight of AgInfoLink, provide customer enrollment, training, and auditing to verify claims. AgInfoLink's Process Verification Program approval gives customers the opportunity and flexibility to participate in a wide variety of marketing channels. They can collect a number of data points in order to substantiate age and source verification, as well as Non-Hormone Treated Cattle claims. Data collection may occur with any of AgInfoLink's traceability tools and through third party systems. Solutions include animal identification devices like tags and RFID readers, verification services including age and source verification and NHTC through its USDA-approved Processed Verified Program (PVP), software or paper-based data collection methods, and information reporting and analysis tools.

For more information about AgInfoLink's animal identification and traceability solutions, contact AgInfoLink at 800-287-8787 or info@aginfoLink.com.

About AgInfoLink

Traceability Starts Here. Founded in 1997, AgInfoLink designs and develops secure, high quality, traceability solutions for the world's food supply. The company's products provide the food industry with data collection, secure data transmission, data warehousing, reporting and analysis tools for increasing profits and reducing risk. AgInfoLink solutions provide customers increased efficiencies, increased commodity value, and "value traceability" from the farm to the table. The company's headquarters are located in Longmont, CO. (www.aginfoLink.com)

About the USDA Process Verified Program

The USDA Process Verified Program provides suppliers of agricultural products or services the opportunity to assure customers of their ability to provide consistent quality products or services. This is accomplished by having their documented manufacturing or service delivery processes verified through independent, third party audits. (<http://processverified.usda.gov/>)