



KANSAS FARM BUREAU
The Voice of Agriculture

From the farmers and ranchers of Kansas Farm Bureau
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February 1, 2007

BEEF VERIFICATION SOLUTION PARTNERS WITH NEBRASKA FARM BUREAU

MANHATTAN – The benefits of age and source verification, animal data management and voluntary NAIS compliance will be conveniently available to Nebraska Ranchers now that Agriculture Solutions has partnered with the Nebraska Farm Bureau to expand the *Beef Verification Solution* Program into Nebraska.

“We are very pleased to be expanding the BVS Program into Nebraska,” Mark Nelson, BVS team leader, said. “Nebraska is a progressive beef cattle state and combined with Kansas and Mississippi, gives us a solid base to effectively deliver the most flexible, comprehensive and competitively priced animal identification program in the industry.”

The *Beef Verification Solution* is a member driven, confidential and comprehensive livestock information management program utilizing ISO compliant, USDA approved radio frequency identification (RFID) technology and a privately managed database. The BVS goal is simple, to provide practical, ranch-level animal identification solutions for data collection, management and communication. Solutions available to members include source and age verification, the ability to manage and analyze animal data such as gain and carcass information for better decisions and increased income opportunities, and National Animal Identification System (NAIS) compliance.

“Our goal is to connect our farmers and ranchers with a service provider that not only can assist them with national animal identification system compliance but can also provide them opportunities to add value to their animals and obtain better information,” said Keith Olsen, a farmer who lives near Grant and serves as president of the Nebraska Farm Bureau. “From our producer’s perspective, we accomplish all of that with the *Beef Verification Solution*. We can help them comply with the voluntary NAIS but more importantly, we’re providing our members the opportunity to make animal ID pay.”

“Agriculture Solutions is doing it right,” says Glenn Smith, USA Country Manager for AgInfoLink, USA. “Through the *Beef Verification Solution* Program, they’re creating localized networks and providing unique animal ID solutions that best fit the needs of each operation.”

The BVS private data-base was developed by Agriculture Solutions in conjunction with AgInfoLink, USA, a leading animal identification service provider in the United States and around the world.

Interested producers should contact their nearest *Beef Verification Solution* Verification Center by calling 1-800-406-3053 ext. 6141 or going to www.agsolusa.com/bvs.

Agriculture Solutions is a division of Kansas Farm Bureau. Established in 1919, Kansas Farm Bureau is a non-profit advocacy organization, representing grassroots agriculture and supporting farm families who earn their living in a changing industry.

Nebraska FB Version

February 1, 2007

BEEF VERIFICATION SOLUTION TECHNOLOGY DEMONSTRATED IN COLUMBUS NEBRASKA FARM BUREAU BRINGS ANIMAL ID SOLUTIONS TO MEMBERS

LINCOLN – The Nebraska Farm Bureau has launched a new member service for animal identification and information management. *Beef Verification Solution* will provide the benefits of age and source verification, animal data management and voluntary NAIS compliance to Nebraska farmers and ranchers.

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Farmer-rancher members of Farm Bureau in Nebraska were treated to a hands-on demonstration of the technology during the Nebraska Young Farmers and Ranchers Leaders Conference in Columbus.

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