



KANSAS FARM BUREAU
The Voice of Agriculture

From the farmers and ranchers of Kansas Farm Bureau
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July 24, 2007

KFB's *BEEF VERIFICATION SOLUTION* PARTNERS WITH OKLAHOMA FARM BUREAU

ANIMAL DATA MANAGEMENT EFFORT OFFERS ONE SYSTEM – MULTIPLE SOLUTIONS

MANHATTAN – The benefits of age and source verification, animal data management and voluntary animal identification compliance is now conveniently available to Oklahoma cattle producers, since Kansas Farm Bureau's *Agriculture Solutions* has partnered with the Oklahoma Farm Bureau to expand the *Beef Verification Solution* into the Sooner State.

"We are very pleased to expand the *Beef Verification Solution* into Oklahoma," said Mark Nelson, BVS team leader. "Oklahoma is a progressive beef cattle state and combined with Kansas, Nebraska 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 Farm Bureau member-driven, confidential and comprehensive livestock information management program utilizing International Standards Organization-compliant, U.S. Department of Agriculture-approved radio frequency identification 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, all while complying with the National Animal Identification System.

"It's exciting to bring the benefits of animal age and source verification, data management and voluntary animal identification compliance to Oklahoma ranchers," said Steve Kouplen, a Beggs, Oklahoma rancher who serves as president of Oklahoma Farm Bureau. "This system adds value to our members' herds and gives them a great tool to efficiently manage them."

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

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

Interested producers should contact their nearest *BVS* Verification Center by calling 1-800-406-3053 ext. 6141 or visiting 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.