



From the farmers and ranchers of Kansas Farm Bureau
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KFB's BEEF VERIFICATION SOLUTION PARTNERS WITH COLORADO 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 Colorado cattle producers, since Kansas Farm Bureau's *Agriculture Solutions* has partnered with the Colorado Farm Bureau to expand the *Beef Verification Solution* into Colorado.

"We are very pleased to expand the *Beef Verification Solution* into Colorado," said Mark Nelson, BVS team leader. "Colorado is a progressive beef cattle state and combined with Kansas, Nebraska, Oklahoma 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 (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, all while complying with the National Animal Identification System (NAIS).

"Our goal is to connect Colorado 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 Alan Foutz, a farmer who lives near Akron and serves as president of the Colorado Farm Bureau. "From our producers' perspective, we accomplish all 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."

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.