



**KANSAS FARM BUREAU**  
The Voice of Agriculture

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From the farmers and ranchers of Kansas Farm Bureau  
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## **KFB's *BEEF VERIFICATION SOLUTION* PARTNERS WITH IOWA CATTLEMEN'S ASSOCIATION**

MANHATTAN – The quest to provide the most comprehensive and competitively priced animal identification and data management program available is behind the recent partnering of Kansas Farm Bureau's *Beef Verification Solution* and the Iowa Cattlemen's Association's *Data Management and Animal Identification* Programs.

"We're very pleased to be partnering with the Iowa Cattlemen's Association," said Mark Nelson, BVS team leader. "Iowa is a progressive beef cattle state and ICA's *Data Management and Animal Identification Program* is one of the best in the business. Together, we can continue to create the economies of scale needed to deliver maximum value for beef producers."

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 be as efficient as possible in providing animal identification solutions to Iowa Cattlemen," said Bruce Berven, ICA Executive Vice-President. "This partnership allows both our programs and our producers' to benefit."

At the ranch and feedyard level there will be few changes, as both programs work with AgInfoLink, USA, a leading animal identification service provider in the United States and around the world.

"Kansas Farm Bureau and the Iowa Cattlemen's Association are doing it right," says Glenn Smith, USA Country Manager for AgInfoLink, USA. "By combining their efforts, they're making both programs more efficient, yet continue to provide unique animal ID solutions for their producers."

The *Beef Verification Solution* is one of several programs available through *Agriculture Solutions*, a division of Kansas Farm Bureau. The *Beef Verification Solution* is now active in six states, including Kansas, Iowa, Nebraska, Colorado, Oklahoma and Mississippi. Interested producers should contact their nearest *BVS* Verification Center by calling 1-800-406-3053 ext. 6141 or visiting [www.agsolusa.com/bvs](http://www.agsolusa.com/bvs).

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.