

What's in it for you?

CHALLENGE	MICRO PVP SOLUTION
Providing a unique service to my feeding customers	The MICRO PVP allows feedyards to offer additional services to their customer base. <i>Your operation</i> becomes the customer's connection to age verification services.
Qualifying customer cattle before arrival at my location	Micro Beef conducts phone or on-site audits before cattle leave the ranch
EID tagging at the ranch is impossible	Cattle may be tagged on arrival at a secondary location
Ensure that arriving cattle are age-verified	Automated EID lookup verifies enrollment and age of the oldest animal in group
Purchasing and enrolling cattle which have been age-verified through other PVP or QSA programs	Cattle from other PVP and QSA age verification programs may be enrolled in the MICRO PVP at the feedyard
Maintaining and tracking a separate inventory of visual program tags	There is no separate inventory of visual program tags
Approving cattle after they arrive at the feedyard	Cattle arriving directly from the ranch of origin may be back verified
Matching visual tags from the ranch with calving records	Matching visual tags with calving records is not required at the feedyard
Building and maintaining my own PVP or QSA	Feedyards do not need their own PVP or QSA—the MICRO PVP provides complete USDA approval for age verification
Constant audits interrupt my operation	After an initial audit, no audits are required for a full year
Justifying the cost of an age verification program	The MICRO PVP uses scaled per-head pricing, allowing cost-effective implementation
Ensuring packers will accept my cattle	Enrolled cattle are accepted by all major packers
Preparing for potential COOL requirements	Enrolled MICRO PVP cattle meet USDA requirements for COOL by linking age verification and origin processes
Customer service after the sale	Micro Beef maintains the largest field service staff in the industry and are available 24 x 7 x 365 to personally answer your questions

MICRO PVP™

800-858-4330 | www.micropvp.com

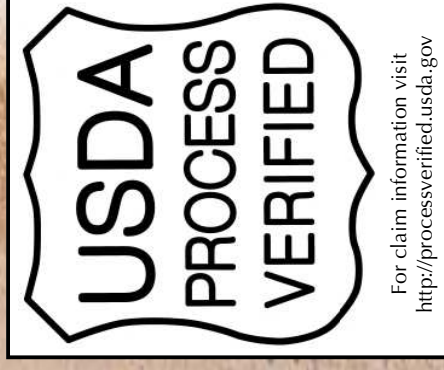
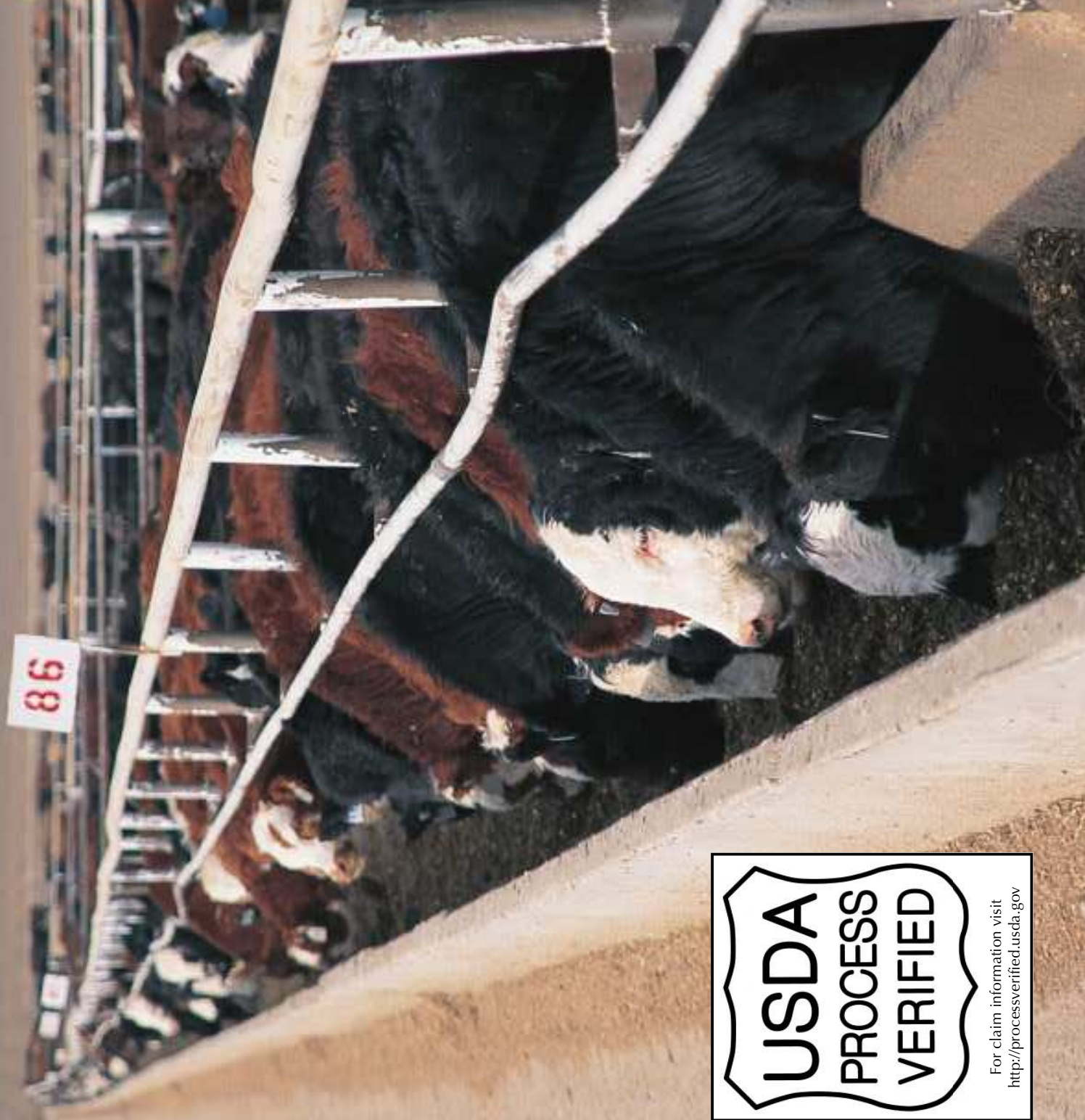


Corporate Headquarters
 Micro Beef Technologies
 720 South Tyler, Suite 300
 Amarillo, TX 79105
 T 806-372-2369
 TF 800-858-4330
 F 806-378-5512

© 2008 Micro Beef Technologies, Ltd.
 PVP-BR-08.01

MICRO PVP™

Age and Source Verification



Age verification that works in your feeding operation.

If you find it difficult to get your arms around age verification, that's understandable. It's a complex process. Fortunately, Micro Beef has developed a simple, practical approach to put age verification within easy reach: the MICRO PVP.

The **MICRO PVP Supplier Program** is for feedyards and farmer-feeders who want to ship age-verified cattle to a packer. This program enables Suppliers to receive or enroll verified cattle, feed the animals, and ship approved cattle to a packer to receive age verification premiums.

The MICRO PVP is built around the verification of age and identification at three critical points: at arrival, retagging, and during shipping.

Approved feeders have three ways to build an age-verified inventory:

1. Qualify cattle at the ranch
2. Purchase age-verified cattle
3. Enroll cattle upon arrival

Each option uses the same basic steps and enrollment criteria. We have worked with USDA to simplify this process so you can focus on feeding your cattle, not paperwork.

And, we back the MICRO PVP with our commitment to personal service, available to help you or your feeding customers answer important age verification questions.

Age Verification Cost Calculator

	<u>MICRO PVP</u>	<u>Alternative</u>
Setup Charge	\$ _____	\$ _____
Travel for Setup	\$ _____	\$ _____
Semi-Annual Audit	\$ _____	\$ _____
Travel for Audit	\$ _____	\$ _____
Per Head Charges	\$ _____	\$ _____
Back Verification Charges	\$ _____	\$ _____
Employee Time	\$ _____	\$ _____
Total	\$ _____	\$ _____
Number of Age Verified Cattle Annually:	_____	
Cost Per Head	\$ _____	\$ _____

Here's how it works:

Step 1: Arrival

All cattle:

- Check for EID tags and upload EID numbers
- Submit Receiving Form

If cattle are from another PVP/QSA, then:

- Obtain age verification documents
- If not EID tagged, apply new EID tags

If using back verification, then:

- Ensure cattle shipped from ranch of origin
- If not EID tagged, apply new EID tags
- Submit Back Verification Audit Request



Step 2: Feeding Cattle

- Lost lot or EID tags must be replaced prior to shipping from the feedyard
- If an animal loses a lot or EID tag, submit a Retagging Document



Step 3: Shipping

- Count cattle approximately 10 days before shipping from the feedyard
- Ensure all cattle have lot and EID tags
- Complete Shipping Document or Packer Manifest



MICRO PVP is a USDA-approved Process Verified Program, approved for the following claims:

- Age & Source Verification
- Born in USA
- Born and Raised in USA

For full claim information visit <http://processverified.usda.gov>