

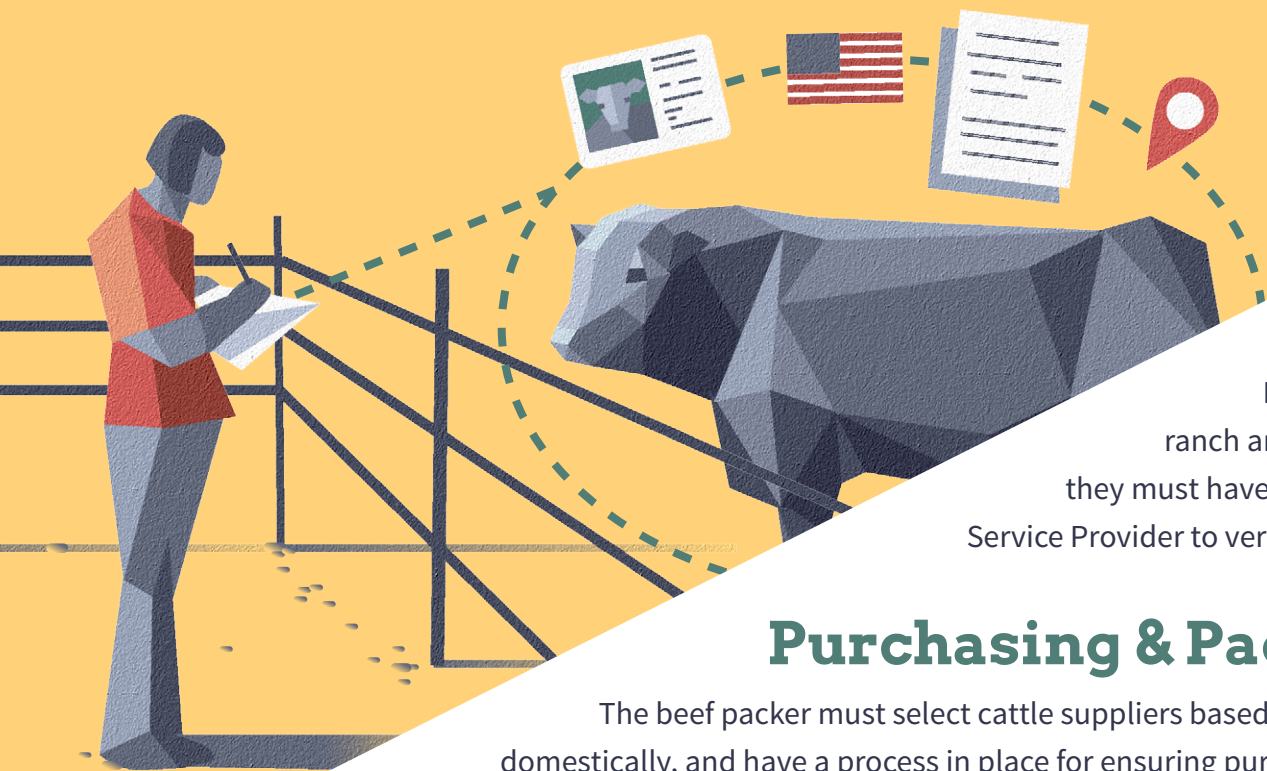
PROCESS VERIFIED PROGRAM

USDA's Process Verified Program (PVP) is a third-party verification service that offers companies a unique way to market their products using clearly defined, implemented, and transparent process points. Process points, often referred to as marketing claims, vary by industry and product, and may cover production practices, services, and factors such as origin, breed, age, and more.



For example, if a beef packer wants to verify a “**Born, Raised, and Processed in the USA**” claim* on their product label, AMS auditors review domestic origin production records and identification, segregation, and traceability procedures through on-site audits at ranches, feedlots, and processing facilities. Auditors confirm domestic cattle and beef are properly labeled and segregated from other product and ensure domestic origin requirements are followed.

**All meat and poultry labels are regulated by USDA's Food Safety and Inspection Service and must adhere to their requirements. AMS verification of claims that may be used on a label is a voluntary service, paid for by user-fees.*



PVP Service Providers

To assist with cattle origin claims, PVP Service Providers ensure domestic origin requirements at the ranch are met. For a beef packer to make a PVP label claim, they must have an approved PVP with AMS even though they use a PVP Service Provider to verify domestic origin claims at a ranch.

Purchasing & Packer Approval

The beef packer must select cattle suppliers based on their ability to provide cattle born and raised domestically, and have a process in place for ensuring purchased cattle meet the domestic origin requirements and maintain records of these reviews.

ID & Traceability

Following this example, the beef packer must also have a documented procedure in place to identify and trace the cattle and beef through all phases of product realization, from **BIRTH** in the U.S. through **PRODUCTION** to **DELIVERY**.



Approval

Once approved to be a part of the program, the beef packer may use the “USDA Process Verified” shield on their products. For new programs, approval lasts for 1 year, but a surveillance audit is conducted within 6 months of the initial on-site audit. After the first year, on-site audits are conducted annually.



For an overview on becoming Process Verified, visit processverified.usda.gov