

ANR FIELD SUCCESS STORY

(POW 2007-2011)

Name: Dennis L. DeWitt

Position/Title: Livestock Field Specialist

Administrative Area: Northwest

Fiscal Year Accomplished: July 1, 2007 – June 30, 2008

POW Title and Number: 140 Iowa Beef Center

Title of Success Story: V.I.P.-Verified Iowa Preconditioned Adds Beef Value

Problem Statement: The USDA process verified program (PVP) age and source verified cattle are receiving \$25-\$35 per head from the harvest facilities if they qualify for shipment into the export market. The calves need to be enrolled in a PVP program prior to moving from the original producer to qualify for age and source verification. In most cases feedlots need to be pre-enrolled in a PVP in order to be listed on the 'Approved Feedlot Providers' list prior to delivering cattle to the harvest facility. Currently very few farmers know how to become VIP or PVP approved.

Programmatic Response: The Iowa Cattlemen's Association, Northwest Iowa Beef Precondition Committee, Iowa Beef Industry Council, Iowa Beef Center and Spencer Livestock Sales barn formed a committee to study and to provide a way to add value to Iowa beef.

Impact/Outcome: Spencer Livestock Sales became a service provider for the Iowa Cattlemen's Association PVP program under the umbrella of AgInfoLink. Education was determined to be extremely important. Two demonstrations at the Spencer Livestock Sales Barn, two class room meetings and 4 veterinarian sponsored meetings have been held with more than 500 persons attending and over 3000 head of cattle have been enrolled into a PVP program. The initial success was presented to the Iowa Cattlemen's Association annual meeting and the V.I.P. program was formally approved by the membership as a value added program benefiting all segments of the Iowa beef industry. The growth of the PVP program under the Iowa Cattlemen's Association AgInfoLink umbrella has already grown to now having 24 service providers assisting the Iowa beef producers with adding value to their beef operation.

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