



Date July 30, 2018

To: All Atlantic Canada Beef Suppliers to Atlantic Beef Products Inc (ABPI)

I am pleased to announce that ABPI is going to financially recognize all Beef Producers in Atlantic Canada that have a valid Verified Beef Production Plus (VBP+) status in the Industry. ABPI is a strong supporter of VBP+ and their vision of sustainability and on-farm food safety. The industry continues to meet consumer expectations and demands through the key pillars of VBP+ which include animal care, biosecurity, on-farm food safety practices and environmental stewardship.

Starting August 6th, 2018, ABPI will be implementing a \$0.02 per pound rail premium for all cattle that grade AAA or higher and weigh a minimum of 750 lbs (hot dressed rail weight) from VBP+ registered Producers in Atlantic Canada. This premium is over and above all other grade and brand program premiums.

While ABPI is currently only able to recognize feedlots through shipments to ABPI, we do encourage all producers from cow calf, backgrounding and feedlots to consider becoming VBP+. VBP+ adds a level of professionalism to our industry and will assist you in meeting current regulatory requirements and better prepare your operation for future regulation changes.

If you want to learn how to register your operation for VBP+, please contact Amanda Miller at the PEI Cattlemen's – 902-368-2229 or visit www.verifiedbeefproductionplus.ca for more information.

If you have any questions about our premium, feel free to contact me at 902-437-2727.

Sincerely,

Atlantic Beef Products Inc.

Bruce Andrews

Procurement and Logistics Manager

CC:

PEI Cattle Producers Association

NB Cattle Producers Association

NS Cattle Producers Association