

Manning Family Farm

FALMOUTH, NS



Describe your operations and any other information you would like to share

We are a cow/calf operation in Falmouth, NS. We have been certified since November 14, 2017. Our 80 head herd is a commercial herd with a Red Angus base of cows. We have about 30 registered Red Angus females and the rest of the herd is Angus, Simmental and Limo cross. We market the majority of our feeder calves at Atlantic Stockyards but have also marketed them directly to local feedlots in NS and PEI. We also have greenhouses and a farm market where we have an online store where we market freezer beef. We calve in late spring and fall, avoiding the extreme cold months and optimizing the grass season. Calves are marketed in April and November. We have always believed being a diverse operation benefits us as it spreads risk and workload out over the calendar year.

#myvbpstory

How has or will being VBP+ certified positively affect your business and the Canadian Beef Industry?

We feel that consumer confidence is key to the success of the beef industry. A program such as VBP+ is proof of beef producers' commitment to meeting and exceeding the standards set by the industry. It also provides an avenue for consumers and stakeholders to understand our industry practices.



Why did you become VBP+ certified and how was the certification process?

We first learned of the VBP+ program at the Maritime beef conference. It seemed like a suitable program for our farm beliefs - our goal has always been to produce a top end product and confidently stand behind it. By participating in VBP+ we felt the brand seemed like an excellent marketing tool to have both for marketing animals and promoting public trust in the beef products we sell. Once we signed up, the process to become certified was very simple. We have always kept a lot of records in every aspect of the herd so we simply compiled them for this program. Many of the standards that we must keep in VBP+ were ones that we already had in place. Other standards were ones that we had not considered but easily adopted them. We liked the fact that the program is very comprehensive and holds producers accountable with the audits.