



## Testimonials

“This was my first year of doing age and source verification. I was skeptical at first as to whether this would work or not. I feel anything is worth trying once, and I have been very happy with this choice! I received a nice premium for my cattle and this was during a volatile market. My steers actually topped the market on that sale date. Even though there is more paperwork involved, you can bet I will definitely be doing age and source verification again this year on my calves.”

**Chris Beebe  
Bruce, Wisconsin**

“I think the ASV program will make my feeders more marketable. The cost of the program is minimal and I feel the ASV program may help my feeders bring a higher price. More importantly, it provides the buyer with feeders that can be traced to their origin and are eligible for export.”

**Daniel Byrnes  
Waukon, Iowa**



To learn more about this program,  
or how you can benefit by  
participating, please contact:

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# Age & Source Verification Program



*Equity Cooperative Livestock  
Sales Association*

**(800) 362-3989**  
**[www.equitycoop.com](http://www.equitycoop.com)**

### What is Age & Source Verification (ASV)?

It is a process to verify the age and place of birth of cattle.

### Why is Equity Livestock promoting the program?

Our cooperative recognizes the demand for ASV cattle is growing and is required by more countries importing cattle. This process will support the ASV claim and can add value to producer's cattle.

### Where did this program come from?

This is a USDA Quality System Assessment Program (QSAP). Equity is approved as a supplier and third party verifier of ASV cattle from approved suppliers. Our program meets Export Verification for Japan (EVJ) requirements and other countries.

### Who can participate in the program?

Verification activities are conducted at the producer, backgrounder, feedlot and marketing levels. Cattle must be traceable to their birth records at the farm, ranch or dairy.

### What is required for a producer to participate in the ASV program?

- 1** The producer will complete a Supplier Profile to provide an overview of their operation and answer questions regarding their procedures and record keeping practices.
- 2** An Equity representative trains producers regarding program requirements.
- 3** An Equity representative will conduct an evaluation and audit before approval is granted.
- 4** Equity Approved Program Compliant Tags (PCT) must be applied before their cattle leave the operation.

### How the Equity ASV program can work for you:

- Service provided by Equity—your cooperative.
- Only marketing agency in the United States with their own QSAP.
- Your cattle will meet ASV requirements for export.
- Your cattle will be eligible for premiums.
- Your cattle will be identified to qualify for other value added claims.
- Your cattle will be source verified for possible domestic premiums.
- Your cattle will be tagged with Official USDA NAIS compliant tags.
- Your cattle will meet COOL (country-of-origin labeling) requirements.
- You can enhance or computerize your record keeping with EID tags.
- You can track feed records with the EID tags.
- You can easily segregate your ASV cattle from non-ASV cattle with EID tags.



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