



Canadian Angus Association
292140 Wagon Wheel Blvd
Rocky View County, AB T4A 0E2

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chazenberg@cdnangus.ca

**Canadian Angus Rancher Endorsed
Application Form**

Name: _____

Address: _____

Telephone Number: _____ Fax: _____

Cell Number: _____ Email: _____

Web Site: _____

Authorized Representative (if applicable)

Name: _____ Phone: _____

Email: _____ Organization: _____

Canadian Angus Rancher Endorsed Program Participation:

I hereby declare that the terms of this declaration shall govern my participation in the Canadian Angus Rancher Endorsed program, as they appear:

General Program Criteria

1. Programs will be assigned to corresponding divisions and accountable to specific criteria of that designation:
 - a. Division 1: Angus branded beef program with over 5000 head per year
 - b. Division 2: Angus branded beef program with between 250 and 4999 head per year
 - c. Division 3: Angus branded beef program with under 249 head per year
 - d. Retail/Foodservice Division

2. Participants will provide and allow the use of their name and logo for public relations purposes with the Canadian Angus Association and their affiliates in the promotion of the Canadian Angus Rancher Endorsed program.

3. An annual application fee of \$250 (plus applicable taxes) is due and payable to the Canadian Angus Association upon acceptance into the Canadian Angus Rancher Endorsed program.

4. Participants will adhere to the brand standards and guidelines of logo use in connection to the protocol and program standards set out by the Canadian Angus Association as they relate to the Canadian Angus Rancher Endorsed program. A digital copy of the logo will be made available to participants and a set of logo standards is available on request.
5. Participants are encouraged to use the Canadian Angus Rancher Endorsed logo on product packaging and marketing material provided that logo standards are followed.
6. Participants will allow Canadian Angus Rancher Endorsed program representatives to conduct “on the spot” inspections as well as random audit(s) of mutually agreed upon specifications.
7. The Canadian Angus Rancher Endorsed program will provide a ‘Certificate of Participation’ on request to members in good standing.

Applicant Signature: _____

Printed Name: _____

Date: _____

Cheryl Hazenberg – Director of Technical Services, Canadian Angus Association: _____

Date: _____

Brian Good – Director of Field Services, Canadian Angus Association: _____

Date: _____

Canadian Angus Association

The Canadian Angus Association is a not-for-profit organization that was incorporated in 1905 under the Animal Pedigree Act of Canada. It is the largest beef breed in Canada representing over 50% of all purebred beef cattle registrations and serves almost 3000 members. It serves to maintain all pedigree and breeding information for Angus cattle in Canada. Both red and black Angus are recorded in the herd-book, although there are some differences as to how they are recorded. The registry operates under a closed herd-book system, which means that no other breeds are allowed in for ‘breeding-up’ purposes. International Angus pedigrees can be imported into our herd-book so long as they are from countries that are members of the World Angus Secretariat and meet specified criteria. The Association also tracks statistical information on cattle that are used to generate Expected Progeny Differences (EPDs). This is accomplished in conjunction with the Red Angus Association of America and the American Angus Association. The Association also markets and promotes Angus cattle domestically and internationally. Funding for the Association is derived from membership sales, animal registration and animal transfer fees.



Canadian Angus Rancher Endorsed

The Canadian Angus Rancher Endorsed program was launched in 2009. It was in response to demand from packing plants, retail, producers, and consumers who wanted a method to genetically identify Canadian Angus beef products. It was their belief that the most appropriate agency to monitor this process was the Canadian Angus Association. The logo for the Canadian Angus Rancher Endorsed program is a registered certification mark. Any

product or program that has met our protocol is then permitted to use the logo on websites, print advertising, and on products. The Canadian Angus Association owns and monitors the Canadian Angus Rancher Endorsed program and logo exclusively. The Canadian Angus Association does not own the cattle or Canadian Angus Rancher Endorsed product, only the Canadian Angus Rancher Endorsed certification mark.



Additional services provided by the Canadian Angus Association:

- Canadian Angus Rancher Endorsed-Feeder Calf listing
- Canadian Angus Rancher Endorsed- Feeder Calf Sales
- Support at events
- Promotional support at www.rancherendorsed.com

Division 1 Criteria

1. Angus cattle /genetics will be identified by a Canadian Angus Rancher Endorsed Tag (Angus Tag). This includes only the Canadian Cattle Identification Agency (CCIA) or Agri-Traceability Quebec (ATQ) compliant radio frequency identification tag (RFID).
2. The use of a minimum of 5000 Canadian Angus Rancher Endorsed tagged animals per year.
3. All endorsed product must be processed in a federally or provincially inspected facility. Provincial plants must be HACCP compliant and will be subject to regular audits to ensure high food safety standards are being followed.
4. Product must be graded and grade monitored by the Canadian Beef Grading Agency (CBGA).
5. The Canadian Angus Rancher Endorsed program will endorse CBGA "AA and higher" graded products and further processed meats (such as Angus burgers).
6. A phase in period will be structured with agreed upon deadlines and targets for usage compliance of Canadian Angus Rancher Endorsed tags. Program expansion will be taken into consideration when setting targets and other goals.
 - a. Example compliance Targets:
 - 2013 –25% compliant
 - 2014 –50% compliant
 - 2015 –100% compliant

Division 2 Criteria

1. Angus cattle /genetics will be identified by a Canadian Angus Rancher Endorsed Tag (Angus Tag). This includes only the Canadian Cattle Identification Agency (CCIA) or Agri-Traceability Quebec (ATQ) compliant radio frequency identification tag (RFID).
2. The use of between 250 and 4999 Canadian Angus Rancher Endorsed tagged animals per year.
3. All endorsed product must be processed in a federally or provincially inspected facility. Provincial plants must be HACCP compliant and will be subject to regular audits to ensure high food safety standards are being followed.
4. Product must be graded and grade monitored by the Canadian Beef Grading Agency (CBGA).
5. The Canadian Angus Rancher Endorsed program will endorse CBGA "AA and higher" graded products and further processed meats (such as Angus burgers).
6. A phase in period will be structured with agreed upon deadlines and targets for usage compliance of Canadian Angus Rancher Endorsed tags.
 - a. Example compliance Targets:
 - 2013 –25% compliant
 - 2014 –50% compliant
 - 2015 –100% compliant

Division 3 Criteria

1. Angus cattle /genetics will be identified by a Canadian Angus Rancher Endorsed Tag (Angus Tag). This includes only the Canadian Cattle Identification Agency (CCIA) or Agri-Traceability Quebec (ATQ) compliant radio frequency identification tag (RFID).
2. All CCIA or ATQ Angus tag numbers must be submitted to the Canadian Angus Association.
3. The use of between 1 and 249 Canadian Angus Rancher Endorsed tagged animals per year.
4. All endorsed product must be processed in a federally or provincially inspected facility. Provincial plants must be HACCP compliant and will be subject to regular audits to ensure high food safety standards are being followed.
5. There will be a two year phase in period to allow for a program to achieve 100% compliance.
 - Year 1 – must be 50% compliant
 - Year 2 – must be 100% compliant
6. Canadian Angus Rancher Endorsed product identification merchandise and materials (such as stickers) will be provided at an additional cost.

Retail and Foodservice Criteria

1. Must have a minimum of one menu item available at all times from a licensed participant in the Canadian Angus Rancher Endorsed program.
2. Identify source of product (eg: Branded beef program, slaughter facility, distributor).
3. Identify method for segregating Rancher Endorsed product from non-Rancher Endorsed product (in order to avoid consumer confusion).