

Prince Edward Island Certified Beef

is produced by those who are committed to quality and flavour. The premium beef attracts a competitive price at retail and food service. The premium paid to producers reflects the extra care and attention that goes into animals produced under this brand. Producers enrolled in this program are committed to meet the certification requirements.



Producers wishing to be enrolled in the brand must...

- sign a licensing agreement
- maintain a valid Environmental Farm Planning certificate
- attend a Humane Handling workshop

All cattle for the brand must ...

- be born and raised on PEI farms
- be Age Verified and under 30 months of age
- be fed a ration where 40% of DM during the last 100 days comes from grain
- be fed 500 IU/head/day of Vitamin E during the last 100 days
- have no synthetic hormones
- have no antibiotics, including Rumensin and Bovatec, during the last 100 days
- have a tag score of 3 or less
- grade AA or higher
- dress between 700 - 900 lbs
- be marketed to the Atlantic Beef Products Inc. (ABP).



Producer activities recommended but not required...

- to be registered under the Verified Beef Production Program
- to have a vaccination and prevention program for the herd

All producers marketing under the Prince Edward Island Certified brand will be audited annually.

Brand Premium

The premium for the brand has been negotiated and will be paid by the Distributor on a per carcass basis. This will be divided as follows: 30% to ABP, 30% for brand marketing, 30% to the feedlot producer and 10% to the cow/calf producer.

For additional information on the certified program, please contact:

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