

Producer Management Plan & Handbook

2014





roducer:		
☐ MNA Only	☐ MNA and MNFC (US supplier to Canada)	☐ MNA and GAI

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Introduction to the Meyer Natural Angus (MNA) Program

MNA History and Brand

In 1994, Robert E. Meyer set out to prove that quality and flavor go hand in hand. In other words, the more natural the beef, the better the taste. One may say that we market beef raised the old fashioned way, the natural way. Since then, MNF has become the leading Natural Beef Company in the US and we still do things just like we did in the beginning!

Meyer Natural Angus, LLC specializes in high quality branded beef products that are produced, distributed and sold under the Meyer Natural Angus brand and private label brands to retail, foodservice and export customers. Meyer Natural Angus works with some of the top cattle producers from across the country that are utilizing Angus genetics and management practices in concert to produce an outstanding product.

MNA Cattle Suppliers

It is through these relationships that Meyer can accomplish its goal of producing the very best beef eating experience available to the consumer. In fact, Meyer Natural Angus beef is delicious enough to have won the Best of Show Award from the American Tasting Institute.

It is because of you, our live cattle supplier, we can uniquely market Meyer Natural Angus beef. The production methods you practice and affirm when you sign a MNA affidavit are the very claims we market your beef under our MNA label. This entire process has been submitted to and approved by USDA-FSIS.

MNA Handbook

The purpose of this Producer Handbook is to further define the requirements listed on the MNA 300 Affidavit. When you sign an MNA 300 you are stating your cattle comply with all MNA Brand Requirements. This Program Handbook can be used by you as a resource to better understand and also show compliance with MNA requirements listed on the MNA 300. To evaluate your program for compliance:

- Complete the Evaluation/Audit tools included in this manual.
- Attach or insert copies of all feed/mineral/tub/etc tags, ration sheets, and ingredient lists of bulk feed.
- Complete Key Management Dates Form as they occur each year, or ensure all records are maintained elsewhere and are accessible. The Form is provided in this Handbook.

MNA Onsite Reviews

In today's world our customers are asking for additional confirmation that the beef under the MNA label is exactly what it says it is. In our effort to keep a strong demand for your cattle and our brand, every year MNA reviews a set percentage of Producers who have signed the MNA Affidavit (see last bullet point on MNA Affidavit). Should an onsite review be requested, a well maintained manual will simplify review. Keep this Handbook for your reference onsite at your location.



Meyer Natural Angus LLC Cattle Affidavit

4850 Hahns Peak Dr., Suite 240 Loveland, CO 80538 Phone: 970-292-5006 • Fax: 970-292-5542

All producers must sign and complete in full their appropriate segment of this affidavit. Completed affidavit must be provided to a MNA Representative and a copy kept for the producers' records.

MNA#

Contract #

For Office use only:

Before completing and signing, read this section carefully to ensure your cattle uphold MNA Standards.

Producers are subject to on-site evaluations on all Standards Included on this affidavit.

- 50% Red Angus or Black Angus Genetics.
- Never received ionophores, antibiotics, or beta-agonists.
- Never been administered any growth implants or hormones.
- 100% Vegetarian Fed-No Mammalian, Fish, or Avian By-Products, with the exception of milk or milk derived products.
- Raised in accordance with MNF Humanely Handled Standards. Management records kept for minimum of 3 years.
- No Dairy influence. • No bulls or stags.
- Have been fed a MNF Approved Direct Fed Microbial (DFM) during the finishing phase.
- Born and Raised in the USA.
- Less than 30 months of age at slaughter.

COW/CALF PRODUCER: (Please print) Name / Ramch:	
Address:	Date of First Calf Born:
City: State: Zip:	Sex (dircle one): Steer Heifer Mixed
Form of ID (circle all that apply): //isual Tag / EID Tag / Brand Describe other:	
If Producer finished cattle at home, Direct Fed Microbial (DFM) used :	☐ Not Applicable
Print Name:	Phone:
Signature:	Date signed:
BACKGROUNDER: (Please Print) Were calves grown at a local Name / Company:	tion other than home ranch or feedlot? ☐ Yes ☐ No If Yes, complete this section:
Address: City	: State: Zip:
Print Name:	Phone:
Signature:	Date signed:
FEEDLOT: (Please Print) Were calves finished at home ranch?	☐ Yes ☐ No If No, complete this section:
Name / Company:	Lot # (if applicable):
Address:	Approved Direct Fed Microbial (DFM) used :
City: State: Zip:	(DFM)
Print Name:	Phone:
Signature:	Date signed:



PROGRAM REQUIREMENTS

Affidavit

In order to document that all MNA requirements have been met, the Meyer Affidavit (MNA300) must accompany the animals from birth to harvest. By reading and signing the affidavit, each producer attests that the requirements were met and that MNF, USDA, or MNA customers may audit records to verify compliance. All parties that were involved with the raising and care of MNA harvested cattle must read and sign the Affidavit (MNA300).

Source and Age

MNA requires that each animal is born and raised in the USA and that each animal is under 30 months of age at harvest. Due to those requirements, all parties that were involved with the raising and care of MNA harvested cattle must be known to MNA. Each party must be identified and attest that they raised the animals according to MNA requirements. In addition, the ranch of origin must supply the birth date of the oldest calf. The source and age information is communicated via the MNA Affidavit (MNA300).

Genetics

MNA requires cattle to be no less than 50% Red or Black Angus. Each animal must be at least 50% Angus, not just the average of the group. MNA does not allow dairy influence. Verification of lack of dairy influence will be made by a trained MNA field person prior to contracting. Producers are required to document the genetic claim on the MNA Affidavit (MNA300).

Sex

MNA accepts only steers and heifers for slaughter. Bulls and/or stags are not eligible for the program and may not be shipped to the packing plant for slaughter.

Records

Producer should keep records to verify claims for three years.



Antibiotics (Feed or Treat)

MNF does not allow the use of antibiotics in cattle, whether in the form of injection, bolus or an ingredient in feed or water. The following are examples, but is not an all inclusive list, of antibiotics not allowed for use:

- Penicillin: Penicilin, Pen G, Combiotic, etc.
- Cephalosporin: Naxel, Excenel and Excede
- Aminoglycosides: Neomycin, Streptomycin, Gentamicin, Amakacin, Spectinomycin
- Sulfonamides: Sulfa's, Albon, Sustain Bolus, DI-Methox
- Fluoroquinolones: Florfenicol, Nuflor
- Macrolides: Tylan, Micocil, Erythromycin
- ◆ Tetracycline: LA200, Oxytet 200, Oxybiotic 200, Duramycin 200, Procure 200, Oxyshot 200 and other generics Oxytetracyclines, and Aureomycin
- Chlorotetracyclines
- Ionophores: Rumensin, Bovatec, Cattlyst

MNF does not want producers to allow their cattle to die or suffer due to lack of treatment with antibiotics, but instead they must be marked when treated so that MNF will not receive the animal.

Identification, Control, and Segregation of non-conforming animals/product

Any cattle fed or administered non conforming substances, or cattle not complying with any other of MNF's brand claims outlined on the MNA300 affidavit must provide proper segregation. Producers may utilize a variety of methods to identify treated/non conforming animals, as long as it is consistent or documented, and auditable. These methods may include:

- Ear tagging the treated animal with a treat tag and removing or notching existing tag
- Notching an existing ear tag
- Electronic ear tag with records on the individual animal
- Removal of animal from designated Natural pens or pastures. This method is required on any lots of cattle which are not ear tagged.

Any animal that has lost its tag must be classified as treated, unless adequate records exist to determine that the animal was not treated.

Hormones

MNF does not allow the use of growth hormones or implants.

MNF strongly recommends all Feedyards palpate both ears for Hormone Implants on all Natural Cattle prior to them being contracted to MNF. Any cattle found by MNF, through Ranch, Backgrounder or Feedyard audit, or plant ear palpation, will be ineligible for MNF brands and as contract requirements were broken, any written contract will become invalid. Records verifying any ear palpations which have been completed by the Feedyard will be requested by MNF representatives during MNF visits or evaluations, or Third Party Audits. Random harvest dates of Natural cattle will have ear palpations done at the packing plant to validate cattle are hormone implant free.



Feed/Vegetarian Fed: No Animal or Avian by products

Cattle may receive only natural feed and rations such as grass pasture, legume pasture, hay, grain silage, grains, distiller's by-products and pellets made from grains or grasses. A strong natural vitamin and mineral program is also recommended.

No Animal (Mammalian or Fish) or Avian by-products are allowed in the feed (which includes mineral and supplements). The following products are some products not allowed:

- Bone and bone meal
- Blood and blood products
- ♦ Gelatin
- Fat and tallow
- Fish oil or fish meal
- Chicken crop and feather meal

Beta Agonists

Beta Agonists are not allowed. Examples include: Optaflexx, Zilmax, and Clenbuterol.



HUMANE HANDLING

MNF requires cattle be managed per the Meyer Natural Foods Humanely Handled Standards. As a supplier to MNF, you are subject to review by MNF or Audit by a third party to verify compliance with these Standards. In general the Standards require good stockmanship in the caretaking of your cattle. A complete copy of the standards are included in this manual.

Global Animal Partnership (GAP)

Producers who contract cattle to MNF for the GAP Program must be GAP Certified. Not all MNA cattle are required to be a part of this program. For information on GAP requirements, refer to the GAP Producer Appendix if provided in this Manual.

Canadian Program

MNF Canadian customers have requirements which are in addition to those listed above. Not all MNA cattle are required to be a part of this program. For information on requirements refer to the Canadian Appendix if provided in this Manual.

Feed/Pre-Harvest Food Safety-Direct Fed Microbial

All cattle must be fed a MNA approved Direct Fed Microbial (DFM) during the finishing phase (see next page). This will provide a pre-harvest food safety practice through the reduction of fecal shedding of E. coli. DFM Manufacturer Dosage, Storage, Handling, and Mixing recommendations become MNF Requirements for proper and effective DFM use.



Approved Direct Fed Microbial Products









Beginning in the fall of 2008, Meyer Natural Foods (MNF) took an aggressive move towards addressing the issue of pre-harvest food safety by establishing a requirement that cattle must receive an MNF approved DFM during the finishing phase. Through the continued development and testing of feed additive products by the industry, MNF has identified products that when fed prior to slaughter have been documented to provide a very positive impact on reducing the presence of E. Coli. As a result, MNF has approved the following products to fulfill the requirement of all cattle being fed an MNF approved DFM during the finishing phase prior to slaughter. Producers must feed one of the products listed below during the finishing phase per the feeding recommendations referenced by said company.



Nutrition Physiology Company, LLC

Guymon, OK 877-780-6300 www.bovamine.com Products: Defend (High Dose) (Micro Machine and Mixers) (Low Dose) (Micro Machines only)



Lallemand Animal Nutrition

414-464-6440 www.lallemandbeef.com/meyersbeef/ Products: Micro Cell LA - Farm Pack (Mixers) Micro Cell LA - One Gram Package (Mixers) Micro Cell Gold (Micro Machines and Mixers) Proternative - Self Feeders



Natur's Way, Inc.

Milwaukee, WI

Horton, KS - 866-615-0299 Jim Dinklage - 402-655-2222 • 785-548-5840 Product: MSE (Mixers)



Vigortone

Provimi North America, Inc., Brookville, OH 45309 Product: DigestaMax Concentrate (Micro Machines only)





APPROVED PROGRAMS/ PRODUCTS:

GENETIC VERIFICATION:

- **→** AngusSource®
- → Certified Red Angus
- + CCIA

FEED ADDITIVES:

- **→** Corid (Amprolium)
 - (Allowed in US Domestic Program)
- **→** Bovamine®
- **→** Bio-Mos®
- **→** Deccox

(Allowed in US Domestic Program)

- → MicroCell Gold Or MicroCell LA
- → Natur's Way MSE
- **→** Oregain
- **→** ProTernativeTM
- **→** RumatecTM
- → LevuCell SC
- **→** Cinnegar

HEALTH PROTOCOL:

- **→** Respiratory viral (Modified Live preferred)
 - ♦ IBR, PI3, BVD, BRSV
- → Clostridial/blackleg (7-way)
- **→** Haemophilus somnus
- **→** Pasturella
- **→** Mycoplasma
- **→** Pink Eye Prevention
- **→** Parasite Control
- **→** Mineral
- Check label to ensure no antibiotics or animal by products.

WEANING RECOMMENDATIONS:

→ Calves weaned at ranch of origin for a minimum of 45 days, along with a sound vaccination program, provide the greatest value to MNF feedlots due to the increased immune system that is allowed to develop.

DISQUALIFYING PRODUCTS:

GROWTH HORMONES/IMPLANTS:

- **→** MGA
- **→** Synchronization products
- + Compudose
- + Ralgro & Ralgro Magnum
- → Snyovex C, S, H, Plus, Choice
- + Finaplix H, S
- **→** Revalor H, S, G, 200
- **→** Component E-S, E-H, E-C, T-S, T-H
- **♦** Encore

FEED ADDITIVES:

→ Corid (Amprolium)

(Not Allowed in Canadian Program)

→ Deccox

(Not Allowed in Canadian Program)

BETA AGONISTS

- **→** Optaflexx
- **→** Zilmax
- **→** Clenbuterol

COMPOUNDS (Injection, bolus or feed):

- → Penicillin: Penicillin, Pen G, Combiotic
- **→** Cesphalosporin: Excede, Naxel
- → Aminoglycosides: Gentamicin, Neomycin
- → Sulfonamides: Sulfa's, Albon
- → Fluoroquinolones: Nuflor, Florfenicol
- ★ Acrolides: Tylan, Micotil, Erythromycin
- → Tetracycline: LA200, Oxytet 200
- → Ionophores: Rumensin, Bovatec, Cattlyst

ANIMAL/AVIAN BY-PRODUCTS:

- **→** Bone and bone meal
- **→** Blood and blood products
- **→** Gelatin
- **→** Fat and tallow (any species)
- **→** Fish oil or fish meal
- **→** Chicken crop and feather meal

Programs and products listed are examples only. This does not represent an all encompassing list of programs or products. Producer should contact a Meyer representative before use with any questions.



ALLOWABLE FEEDS AND MEDICINES:

VITAMINS AND MINERALS:

- Bicarbonate of Soda
- ♦ Biotin
- Calcium
- Calcium Carbonate
- Calcium Chloride
- Calcium Phosphates
- Calcium Sulfate
- ◆ Choline Chloride
- ◆ Cobalt
- ♦ Cobalt Sulfate
- Copper Sulfate
- Deflourinated Phosphate
- Dicalcium Phosphate
- ♦ Ferrous Sulfate
- ♦ Folic Acid
- ♦ Iodine
- ◆ Iron Oxide
- ◆ Iron Sulfate
- Magnesium Carbonate
- Magnesium Sulfate
- Manganese Proteinate
- Manganese Sulfate
- Menadione Sodium Bisulfite
- Niacin
- Phosphorus
- Potassium Chloride
- Polysaccaride Complex Minerals
- Pot-Mag-Sulfate
- Riboflavin
- ♦ Salt
- Selenium
- Sodium Phosphate
- **♦** Thiamine
- ♦ Urea NPN
- Vitamin A
- ♦ Vitamin B-12
- ♦ Vitamin D3
- ♦ Vitamin E
- ◆ Zinc Oxide
- Zinc Proteinate

FEEDS:

- ♦ Alfalfa Hay
- Alfalfa Meal
- ♦ Anise
- Barley Grain
- Beet Pulp
- Brewers Grains
- Buckwheat Grain
- Cane Molasses
- Canola Meal
- ◆ Citrus Pulp
- ◆ Corn Gluten
- Corn Gluten Meal
- ◆ Corn Grain
- Corn Grain Meal
- Corn Silage
- Corn Stalks
- Cotton SeedCotton Seed Meal
- Cotton Seed Oil
- Distillers Grains
- ◆ Enzymes
- ♦ Grain
- Grain By Products
- Grain Oils
- Grass Hays
- Grass Silage
- ♦ Ground Ear Corn
- ◆ Legume Hays
- ◆ Legume Silage
- Linseed Meal
- Molasses
- Oat Straw
- Oats
- Oats Grain
- Oil Seeds
- Oil Seed Meal
- Pasture-Range Grasses
- Pasture-Range
- Legumes
- Peanut Hulls

- Sorghum Grain, Milo
- Sorghum Grain Silage
- Soybean Meal
- Soybeans
- Sunflower Meal
- Vegetable Oils
- Wheat Grain
- Wheat Straw
- Wheatlage
- Yeast

MEDICINES:

- All Disease Vaccines
- ♦ Aspirin
- Banamine (NSAIDs)
- ♦ Corid*
- ♦ Deccox*
- External Parasite Control
- External Parasite Control
- ♦ Internal Parasite Control
- Internal Parasite Control
- * Not allowed in any case when cattle are designated for Canadian Programs.

DFM's:

- Boyamine
- Microcell Gold, LA, or Proternative
- ◆ MSE
- ◆ Digestamax



Recommended Practices - Ranch

- 1. Tag calf at birth and record birth date. Maintain birth records for minimum of 3 years.
- 2. Calves must be at least 50% Red or Black Angus. Keep bull pedigrees and purchase records for a minimum of 3 years.
- 3. Permanently identify calves treated with antibiotics by recording the tag number, notching the calf tag and/or applying a new treatment tag.
- 4. Examine mineral and supplement ingredient tag for presence of antibiotic (CTC, Bovatec, etc.) or animal/avian products. None are allowed.
- 5. Bio-Mos® has been used by several ranchers to control calf scours. It can be added to the mineral and fed prior to calving. Consult with your local feed or mineral supplier.
- 6. Dehorn and castrate in compliance with MNF Humane Standards. University research shows that earlier is more beneficial for weight gain and that bull calves do not circulate natural hormones until puberty (9 to 10 months of age). Bulls or staggy steers will not be purchased by MNA.
- 7. Comply with all MNF Humane Handling Standards.
- 8. Evaluate your operation for Bio-security. Your Veterinarian or Extension personnel are good resources.
- 9. Have herd on a high quality vitamin and mineral program to boost effect of vaccinations.
- 10. Vaccination with biologicals (IBR, BVD, PI3, and BRSV) are allowed and highly recommended. Modified Live Vaccine is recommended but only after consulting with your veterinarian
- 11. Clostridial (7 Way) vaccine is allowed and recommended, especially the 2ml products.
- 12. All other preventative vaccines are allowed (pasturella, lepto, etc).
- 13. De-wormers and pour-ons are allowed for the control of parasites.
- 14. Follow BQA guidelines and place all shots in the neck. Use the Sub Q application when ever possible.
- 15. Maintain control of needles by inspecting the syringe after injection. Discard bent needles immediately. If the needle is missing and can not be found, the animal must be marked as treated and not sold to MNF.
- 16. Ideal vaccination timing is:
 - * First round at branding or prior to breeding.
 - * Second round 2 to 4 weeks prior to weaning or at weaning.
 - * Third round at weaning or 2 to 3 weeks after weaning.
- 18. Wean calves for a minimum of 45 days prior to shipment.
- 19. Deccox and Amprolium are allowed as prevention for coccidiosis in cattle except those approved for Canada Program.
- 20. Pull off treated animals prior to shipping so they are not delivered to MNF. If due to identification, there is doubt whether an animal has been treated, do not ship as natural.
- 21. Complete and sign the Affidavit (MNA300).
- 22. Health recommendations are to be used as a guide only except those which are Natural Requirements. Consult a Veterinarian to receive the best recommendations to reduce health problems and build a strong immune system.



Recommended Practices Feedlot

Receiving

- 1. All cattle must have a MNA Affidavit (MNA300) that has the cow/calf section and, if applicable, the backgrounder/stocker section completed and signed. Feedlot manager must receive this document ensuring all Meyer requirements have been met at the ranch level. Upon receipt, the feedlot manager should complete the feedlot section of this document, make copy for feedlot records and provide a copy original to MNF representative at the time the cattle are contracted into the program.
- 2. Do not mix new cattle until they have been processed and tagged.
- 3. Lot tags are preferable with the feedlot having control of which lot numbers to use.
- 4. When feeding in the same pen, maintain separate identity on cattle from different sources.
- 5. Ideally, process the new cattle after arrival, resting long haul cattle for 24 to 48 hours.
- 6. Do not cut out ranch tags; instead cross reference them to the feedlot tag.
- 7. Follow BQA guidelines and give all injections in the neck.
- 8. Use products approved for Sub Q administration when possible.
- 9. Palpate the ears for evidence of calf implants. If any are found, notify MNF, as the lot of cattle will not be eligible for harvest by MNF.
- 10. Palpate the scrotum on steers for missed testicles. Bulls or stags are not eligible for sale to MNF.
- 11. All preventive biologicals, clostridials, and de-wormers are allowed.
- 12. Maintain control of needles by inspecting the syringe after each injection. If the needle is missing and can not be found, the animal must be marked as treated and not sold to MNF.
- 13. Antibiotics at processing are not allowed.
- 14. Comply with MNF Humane Handling Standards.
- 15. Maintain receiving and processing records for a minimum of 3 years.

Feeding

- 1. Read labels to insure that animal products and antibiotics are not included in minerals or supplements.
- 2. Yeast and live microbial products are a benefit in starting and feeding natural cattle.
- 3. Feed 500 IU of Vitamin E the last 100 days on feed.
- 4. Deccox and Amprolium are allowed as prevention for coccidiosis except in cattle designated to be boxed for Canadian Sale.
- 5. If the feedlot also grows or finishes conventional cattle and feeds Ionophores (Rumensin) and/or antibiotics (AS700, Tylan), or Beta Agonists (Optiflexx or Zilapateral) make sure the conventional feed does not come in contact with the natural rations. Different feed wagons or flushing the conventional feed from the feed box with wet distillers or silage is recommended.
- 6. Maintain feed records for a minimum of 3 years.
- 7. MNF may collect ration samples periodically to test for compliance.



Recommended Practices Ranch and Feedlot

Treatment

- 1. In certain cases, treatment with aspirin or similar products will bring the calf back to good health without disqualification.
- 2. If the use of an antibiotic is necessary, the animal must be identified with either a treatment tag or the feedlot tag must be marked. The animal cannot be shipped to MNF. Ideally, treated animals are not returned to the home pen.
- 3. Treatment records must be kept.

Shipping

- 1. Prior to shipping, inspect each animal for proper identification. Remove animals from other lots if present.
- 2. Remove treated animals if they are returned to the home pen from the treatment area.
- 3. Verify that head counts are correct.
- 4. Complete and sign the Affidavit (MNA300), fax to MNA, and send with the truck. If due to identification, there is doubt that an animal has been treated, do not ship the animal to MNF.
- 5. Shipping Contact information should be accumulated prior to shipping in case of emergency. An Emergency Contact Transport Form is available upon request should producer need a method for doing this.
- 6. Producers are recommended to reference the Master Transporter Guide and make it available to all Livestock Transporters. This is available upon request.

Bio-Security

- 1. Bio-security should be evaluated by each operation. Veterinarians and Extension personnel are good resources.
- 2. All visitors should check in with management prior to entering the operation.
- 3. Visitors should not be allowed direct access to livestock.
- 4. Any equipment used around livestock should be properly cleaned and sanitized prior to handling feed.
- 5. A list of Emergency Contacts and their contact information must be completed and kept available.
- 6. A visitor log should be maintained.
- 7. A Bio-Security plan should be completed.