

ANIMAL RAISING CLAIMS

Title: HEREFORD BREED CONTENT

Date: 27/10/17

1. Purpose

An Animal Raising Claim is a claim made in the Trade Description or export documentation about the animal or supply chain specifically relating to Animal Husbandry conditions, feeding, handling, drug treatments and/or geographical references. An approved program within the QMS must be developed to provide integrity to the Trade Description where Animal Raising Claims are used and must be clearly defined and legally based.

The three core components of the Animal Raising Claim (export purposes):

Program Approval: Approval by AUS-MEAT Limited for the Livestock Sourcing through to the application of final Trade Description, incorporated within the AUS-MEAT approved Quality Management System (QMS).

Approved Arrangement: Approval by the Department of Agriculture based on Program Approval by AUS-MEAT under the MOU between the Parties

Market Access: Pre-conditions for market access or specific operational requirements (including label approval).

2. Scope

This guideline document covers a declared Hereford breed content as defined by Herefords Australia as follows:

Hereford 100 - refers only to straight bred Hereford cattle (both sire and dam)

Hereford 75 – refers to minimum 75% of Hereford parentage

Hereford 50 - refers to 50% of Hereford parentage

3. Definitions

The definition of a particular breed is as described by the relevant recognised Breed Association/ Society. In this case [Herefords Australia](#) (HA)

Hereford originated in Herefordshire in south-west England and is one of the earliest British cattle types to have been systematically improved or upgraded. In early times they were used as work oxen for 6 or 7 years before being fattened for market, those used for ploughing developing into enormous beasts.

The purebred beef strain was not established until the early 1700s, with early cattle ranging in colour from red, with a white head, to grey and light grey. They were first imported into Australia to Hobart in 1826, not reaching the mainland until 1827, with further importations being made in the 1840s.

The Hereford colour is characteristic, with the body colour varying from rust brown to a deep rich red. Face, crest, dewlap, underline, switch and legs below the hocks are characteristically white. The distinctive white face tends to dominate in crosses with all other breeds and may have been a feature in establishing the breed's popularity.

Source: Herefords Australia

4. Background

An Animal Raising Claim is a claim made in the Trade Description or export documentation about the animal or supply chain specifically relating to animal husbandry conditions – in this case Hereford Breed Verification. Breed verification programs are generally based on Genotype information (genetic makeup – hereditary information) or Phenotype assessment (observable physical characteristics) as applicable for the particular

breed e.g. there are clear published guidelines for phenotypic assessment of Hereford Cattle – contact HA for these .

An Approved program within the Enterprise’s QMS must be developed to provide integrity to the Trade Description where a Breed or Breed Content Animal Raising Claim is used. In Export Registered Establishments this program must be included within the Approved Arrangement and receive Department of Agriculture approval which may be based on AUS-MEAT Program Approval.

5. References

Companies requesting verification of breed activities must:

- *Identify the applicable breed association and*
- *Submit the breed association’s requirements for the specific breed*

Herefords Australia have a number of marketing and promotional programs that emphasis the pedigree performance and the commercial value of the Hereford Breed. Services that are available include breed record administration, genetic testing and performance record management.

- Meat Notice MN 2016/02 – AUS-MEAT Responsibilities
- DAWR: [Approved Arrangement Guidelines](#), Meat
- AUS-MEAT / HA Guidelines for assessing Hereford Breed Content in Australia

6. Methodology

The minimum requirement for the inclusion of a Breed description in a Trade Description is for the animal to be ‘predominately’ Hereford. i.e. at least one parent must be full bred. This must be clearly described on relevant Point of Slaughter documentation which may take the form of the livestock description box on the National Vendor Declaration (NVD) or any other suitable form such as a Livestock purchase contract or the like provided sufficient information is available. e.g Hereford X ‘Any Breed cross bred’ (Note: a description of Hereford cross alone would not provide sufficient information. Hereford Australia requires both parents be described.

First Party Declaration (Self Attestation)

Livestock Sourcing Program

- To include Vendor Declaration of breed content and/or claimed level of breed content
- May include Livestock Contract documentation with defined breed and or breed content verification standards
- May include genetic validation as applicable e.g. recognised Breed Association (Breedplan), Herd Book Registers, DNA testing - lifetime traceability

Second Party Verification - Establishment (on plant) Systems

Point of Slaughter Certification

- Verification (phenotypic assessment) using prescribed standards or Industry codes of practice
- Point of Slaughter Certification (records of phenotypic assessment) may require counter signing by the Department of Agriculture
- Separation program (identification and traceability)
- Trade Description is accurate and complete
- Compliance with importing country requirements (Label approval etc)

Third Party Certification

Each component along the supply chain may be subject to verification by an accredited Certification body (such as Herefords Australia) with provision of 3rd party audits on a risk basis. Development and maintenance of approved supplier lists and producer registration programs would assist the supply chain verification process

Livestock Breeders (direct consignment)

- Vendor declarations (livestock buying contracts, declarations including NVD's)
- Breeding program – sire / dam breeding stock
- Breed Association verification programs
- Production and turnoff records
- Lifetime traceability
- Introduced livestock purchases (outside stock)

Feedlot

- Induction records for breed eligibility including Vendor declarations
- Identification and phenotypic verification
- Traceability through to processing (Abattoir)

Saleyard Procurement

- Traceable sales documentation supported by completed Vendor declarations including required Breed content information

Approved Arrangement

An approved program with specific coverage:

- Livestock Sourcing program including Vendor declaration of breed content
- Point of Slaughter verification (phenotypic assessment)
- Point of Slaughter certification (records of phenotypic assessment) may require countersigning by Department of Agriculture
- Defined breed content standards (Herefords Australia criteria)
- Separation program (identification and traceability)
- Genetic validation (Hereford breed record administration, DNA testing, Ear tag identification)
- Trade Description compliance (accurate and complete)
- Compliance with importing country requirements (Label approval etc)

7. Monitoring

All approved programs are audited at least once per year, however more frequent audits may be required:

- The monitoring method(s), monitoring frequency and how the monitoring is recorded need to be described with any measurements or observations to assess whether the program is operating within defined limits (how is it done, when is it done, how often is it done). This must be specific and state the pass/fail criteria. The frequency of monitoring must be defined:
 - If required by the program owner.
 - All Approved Programs are subject to a detailed verification audit by AUS-MEAT at least twice per year, however more frequent audits may be required

8. Market Access

[US Label Approval](#) – All raising claim labels and labels including a language other than English on the label or on the carton or packaging must be approved by the Food Safety and Inspection Service (FSIS) prior to use. A copy of the relevant section of the Approved Arrangement (AA) endorsed by the Department of Agriculture may be provided to FSIS with the draft label approval submission to demonstrate justification for label claim (Reference: MICOR – US Entry)

[EC Regulation No. 1760/2000](#) – establishing a system for the identification and registration of bovine animals and regarding the labelling of beef and beef products.

Canada: CFIA [Food Labelling for Industry](#)

NOTE: Refer MICOR for any other importing country requirements and further information.

9. Records

The approved program (part of the Approved Arrangement) will identify any records that need to be maintained for verification purposes.

10. Industry Standards / Recognised Programs

[Herefords Australia](#): licensing, implementation and verification of Hereford verification programs

11. Responsibility and Verification

- **Department of Agriculture:** ensures the legislative requirements for trade description are met by the verification of the trade description system and relevant functions
- **AUS-MEAT limited** performs verification processes whereby AUS-MEAT takes day to day operational responsibility, including that for corrective action, for all trade description other than those basic descriptions that importing country authorities may require the Department of Agriculture, as the government regulating authority, to oversight.

Note: AUS-MEAT's role is to verify the 'implementation of the Raising Claim program'. AUS-MEAT does NOT directly certify the actual Breed content of individual animals through any approved Animal Raising Claim program – this is the Enterprises' responsibility through the various checks and balances of programs within the Approved Arrangement or in conjunction with a Breed society such as Herefords Australia.