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## **VeriPrime launches VeriPrime Traceability Assurance System**

VeriPrime, a member-owned federation of cooperatives including producers, processors and retailers, introduced the VeriPrime Traceability Assurance System (VTAS), to provide safer and Certified Traceable food products to American consumers. Certified Traceable food products are tracked from “farm to fork” to ensure accountability throughout the food chain. Food retailers electing to offer consumers Certified Traceable products can immediately start the process to begin delivering Certified Traceable foods to consumers.

The VTAS was introduced as a new industry best practice for farmers, ranchers, food processors and retailers. VTAS is the nation's first and only feed and food chain traceability program via an accredited USDA certifying body. Certified Traceable food will be identified by a VeriPrime seal of approval (or label).

More than one foodborne illness outbreak is reported and investigated by local or state agencies each day and nearly 1,000 Americans are hospitalized every day due to foodborne illnesses. The food chain is complex with over two million farmers and 200,000 retailers in the United States. VTAS ensures food tracking efforts will hence be consolidated under the single label, namely VeriPrime Certified Traceable.

USDA accredited Agri Food Certification of Meade, Kansas as the certifying agent for the VTAS program on December 18. Agri Food extends certification to all elements of the food chain — compliant to USDA ISO Guide 65 Program so that Agri Food operates a third-party certification system in a consistent and reliable manner based on internationally-recognized methods. This facilitates standards of Agri Food's standards nationally and internationally.

[VeriPrime](#)

[Agri Food Certification](#)