

2008 Cattle Industry Annual Convention & Trade Show

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Age-, Source-Verification Services Expand Producer Options

News release provided by **ABS Global Inc.**

VALE, Ore. (Feb. 5) – Cattle producers in the Northwest now have more options for age and source verification of their calves following the signing of an agreement between Sterling Solutions and ABS Global Inc.

Sterling Solutions is the primary provider of age- and source-verification programs in Northwest feedyards. ABS Global is the market leader in beef cattle genetics and breeding services, and is also approved through the U.S. Department of Agriculture (USDA) to offer age and source verification.


Under the agreement, calves that are verified at the ranch level by ABS Global can enter any feedyard that utilizes the Sterling Solutions programs and the age- and source-verification status will remain intact, thus giving feedyards and their retained ownership customers additional marketing opportunities.

“The lucrative Japanese export market demands that beef come from cattle that are age- and source-verified through a USDA-approved program,” stated John Nalivka, president of Sterling Solutions. “Export volume to Japan continues to increase, creating a need for a larger volume of verified cattle. The ABS network of cow-calf

producers is extensive, which should make more verified cattle available to feedyards in the Northwest.”

“ABS recognizes Sterling Solutions as a leader in the cattle-verification movement. We are very pleased to be working with them as we all strive to create more marketing opportunities for progressive producers,” said Darrell Wilkes, U.S. beef supply systems

manager for ABS Global Inc. “It is becoming more obvious every day that if producers are going to gain access to premium markets, they must provide more documentation

on their cattle, including age, source, genetics and health background.” 

Editor's Note: Headquartered in DeForest, Wis., ABS Global is the world-leading provider of bovine genetics, reproduction services and technologies. Marketing in more than 70 countries around the globe, ABS has been at the forefront of animal genetics and technology since its founding in 1941. ABS Global is a division of Genus plc.

Headquartered in Vale, Ore., Sterling Solutions LLC is a U.S. Department of Agriculture (USDA)-approved provider of process-verified services for cattle identification (ID), source and age verification, and traceability from birth through harvest.

**Sterling Solutions and ABS
Global expand age- and
source-verification services.**



Editor's Note: This release is adapted from a news release distributed by ABS Global Inc. For more information contact Robin Starkenburg at 608-846-6219 or rostarkenburg@absglobal.com.