

*An introduction to the
Pasturefed Cattle
Assurance System*





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Agenda



- What is PCAS and why Certified Pasturefed?
- The PCAS Standards
- Gaining and maintaining Certification
- Resources to assist  Q&A
- The pathway to Certification
- Meeting the PCAS Standards  Q&A

What is PCAS?



Pasturefed Cattle Assurance System

- An initiative of the Cattle Council of Australia.
- Supported by Meat & Livestock Australia.
- Developed with industry consultation.
- Certifies pasturefed production method claims.
- Voluntary - adoption is a business decision.

What is PCAS?



- An animal raising claim - cattle:
 - Have only been fed pasture their entire lives;
 - Have not been confined for intensive feeding for production;
 - Have been handled consistently with MSA requirements;
 - Are free from hormone growth promotants (HGP); and/or
 - Are free from antibiotics.
 - Lifetime traceability proves eligibility.

Why Certified Pasturefed?



- Market demand.
- Consumers require verifiable assurances.
- Label claim validation.
- USDA and AGA requirements.

Verifying raising claims



- Angus - verified by physical characteristics.
- 100 days grain fed - verified by dates in and out.
- HGP-free - verified by palpation.
- *Never ever* been feed grain - verified by ?
- *Never ever* been confinement fed - verified by ?
- *Never ever* been treated with antibiotics - verified by ?

The PCAS Standards



- Standards and Rules provide requirements.
- Compliance demonstrated with third-party annual audits.
- Independent audits provide integrity.
- Verifiable evidence gives assurance.
- Compliance results in Certification:

“This product is as claimed”

Certified Pasturefed Marks



**CERTIFIED
PASTUREFED**



**CERTIFIED
PASTUREFED**
+ HGP-FREE



**CERTIFIED
PASTUREFED**
+ ANTIBIOTIC-FREE



**CERTIFIED
PASTUREFED**
+ HGP-FREE
+ ANTIBIOTIC-FREE

Steps to gaining Certification



- Visit www.certifiedpasturefed.com.au
- Read the Standards, documents, checklists and guides.
- Register your property online.
- Arrange an on-site audit.
- Have records and documents ready for the audit.

Maintaining Certification



- An on-site audit is required every year.
- You must keep records and evidence for the 12 months between each audit.

What does it cost?



- Annual administration fee: \$200.
- Annual audit costs: Based on complexity and location.
- Typical range is between \$400 and \$800 (could be more).
- Travel costs are over and above audit cost.
- Travel costs can be reduced through “milk-runs”.

(all prices excluding GST)

Resources to assist



- www.certifiedpasturefed.com.au
- PCAS Standards and Rules
- PCAS Producer Guide and Example Templates
- PCAS Audit Checklist
- Online Self-audit
- Usage Guidelines for the Marks



**CERTIFIED
PASTUREFED**

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A standard for certifying Australian pasturefed cattle

REGISTER NOW

Just three easy steps

1. Register an account

Register an online account to access the PCAS program.

2. Register your property

Complete the registration form and pay the application fee online.

3. Have an on-site audit undertaken

Arrange an on-site audit to finish the process and become Certified Pasturefed!



Certified Pasturefed

100% lifetime pasturefed,
traceable and MSA



+ HGP-free

Certified Pasturefed plus
free from HGPs



+ Antibiotic-free

Certified Pasturefed plus
free from antibiotics



Information Sessions

28 June - Emerald, QLD
5 July - Biloela, QLD
11 July - Walcha, NSW
12 July - Guyra, NSW

[Find out more >](#)

Webinar: PCAS - What's Involved?

A webinar is being held in conjunction with FutureBeef and BeefCentral on July 4.

[Full details >](#)

What is PCAS?

Pasturefed Cattle Assurance System

PCAS is an assurance program that enables the industry to prove claims relating to pasturefed or grassfed production methods.

[Read more >](#)

Already-registered? Login

Username

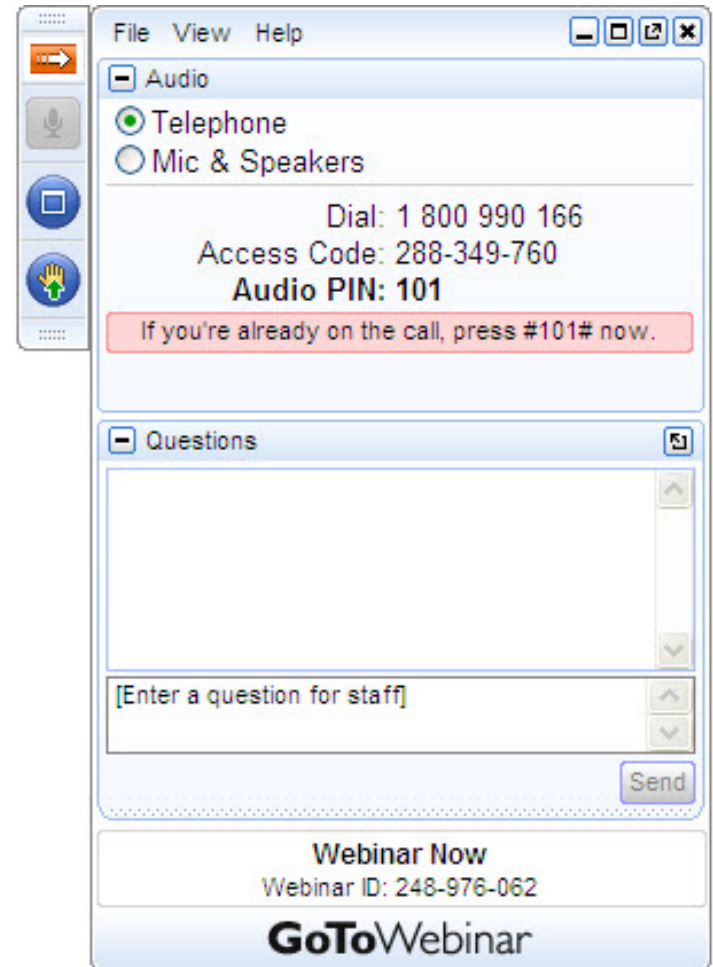
Password

[Log in](#)

[Lost password?](#) | [Register account](#)

Questions?

Type your questions
here anytime →



www.certifiedpasturefed.com.au





The pathway to Certification

Prepare for the audit



- Read the Standards, checklists and guides.
- Assess your own property against these documents.
- Complete the Pre-Audit Application Form.
- Contact either or both PCAS Certification Bodies.
- Provide them with the Pre-Audit Application Form.
- They will provide a quote for audit.

On the day of the audit



- Make sure the person responsible for the following is on-site for the audit:
 - The management of the cattle.
 - The record keeping and management.
- Have a property map available.
- The auditor will want to see features on your property.
- Have appropriate records in an auditable format.

Understanding audit outcomes



- *Demonstrated* compliance is required for Certification.
- There is no pass or fail.
- The auditor may identify areas that need attention.
- Take appropriate action to rectify non-conformances.
- Submit evidence of actions taken.
- Evidence can include a “close-out” plan.

Pasturefed Cattle Assurance System



[Company name]

has been assessed and found to be compliant with the requirements set forth by the Pasturefed Cattle Assurance System Standards.

Scope of Certification

This operation may be considered to be:

Certified Pasturefed

Property Identification Code [ABCD9999]

FACILITIES

Located at

[Physical Address]
[Place, State, Postcode]

[Physical Address]
[Place, State, Postcode]

[Physical Address]
[Place, State, Postcode]

[Physical Address]
[Place, State, Postcode]

[Physical Address]
[Place, State, Postcode]

CERTIFIED BY

[Name]
CERTIFIER

PCAS ID: [##]
Certificate Number: [##]
Issue Date: [##]
Expiration Date: [##]

The Pasturefed Cattle Assurance System is an initiative of the Cattle Council of Australia Inc
ABN 35 551 267 326 | NFF House, 14-16 Brisbane Avenue, Barton ACT 2600 | Ph: +61 2 6269 5500



First Certified Pasturefed producer:
Ross Rolfe (L) with Greg Hardgrave (C) and Jed Matz (R)

Meeting the PCAS Standards



- **Element 1:**
Identification and Lifetime Traceability
- **Outcome:**
On-farm systems have been implemented to ensure that cattle are individually identified and that they retain a Lifetime Traceable (LT) status on the National Livestock Identification System (NLIS) Database.
- **Cattle must be identifiable and traceable throughout their entire life from birth (weaning) to slaughter.**

Meeting the PCAS Standards



- **Element 2:**
No Confinement for the Purpose of Intensive Feeding for Production
- **Outcome:**
On-farm systems have been implemented to ensure that cattle are not confined for the purpose of intensive feeding for production.
- **Cattle cannot be confined.**

Meeting the PCAS Standards



- **Element 3:**
Pasturefed Only
- **Outcome:**
On-farm systems have been implemented to ensure that cattle have never been fed separated grain or grain by-products and have access to graze pasture with an Eligible Diet.
- **Cattle can be fed a range of items and supplements but not cereal grain.**

Meeting the PCAS Standards



- **Element 4:**
Minimum Eating Quality Standards (On-farm)
- **Outcome:**
On-farm systems have been implemented to ensure that cattle consigned to slaughter are eligible to be accompanied by a Meat Standards Australia (MSA) Vendor Declaration.
- MSA specifications set by processor.

Meeting the PCAS Standards



- **Element 5 (optional):**
Lifetime Free from Hormonal Growth Promotants
- **Outcome:**
On-farm systems have been implemented to ensure that cattle have never been treated with hormonal growth promotants (HGPs).
- **Never ever treated with HGPs.**

Meeting the PCAS Standards



- **Element 6 (optional):**
Lifetime Free from Antibiotics
- **Outcome:**
On-farm systems have been implemented to ensure that cattle have never been treated with antibiotics including; low-level (sub-therapeutic) or therapeutic level doses; sulphonamides, ionophores, coccidiostats; or any other synthetic antimicrobials.
- **“Treatment” by Injection or ingestion.**

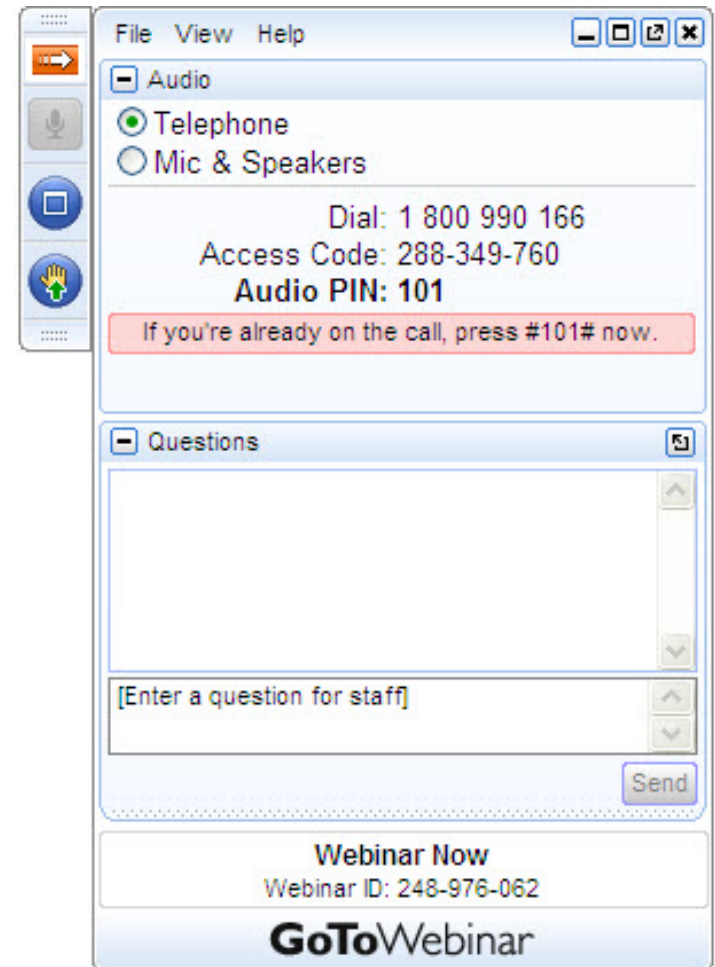
Summary



- A program for certifying production methods.
- A program to provide customer assurances.
- Conformance to Standards is required for certification.
- Integrity through third-party annual on-site audits.
- On-farm records and practices key.
- Online resource: www.certifiedpasturefed.com.au

Questions?

Type your questions
here anytime →



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