



USDA Onsite Audit Enhanced Program For Use of the PVP Shield

1 Purpose

This document provides the requirements that must be met to allow for the use the Process Verified Program (PVP) shield by clients with an approved Quality System Assessment (QSA) Program to identify product produced from animals with marketing claims verified through a USDA Approved Live Animal Audit Program.

2 Scope

The provisions of this document apply to companies that have an approved Grading and Verification Division (GVD) QSA program that process animals or products from animals with marketing claims that are verified through a USDA Approved Live Animal Audit Program. These verified marketing claims may include, but are not limited to: age verified; source verified; non-hormone treated cattle (NTHC), grass (forage) fed; livestock feeding claims; and Never Ever 3.

3 References

GVD 1000 Procedure, Quality Systems Verification Programs General Policies and Procedures
GVD 1001 Procedure USDA Process Verified Program
GVD 1002 Procedure USDA Quality System Assessment (QSA) Program
GVD 1050 Procedure USDA Verified Operations Registry Official Listing
GU7309CCA Additional Requirements for USDA PVP and QSA Program

4 Responsibilities

Companies must meet all applicable policies and procedures outlined in this Procedure, *GVD 1000 Procedure, Quality Systems Verification Programs General Policies and Procedures* and *GVD 1002 Procedure, USDA Quality System Assessment (QSA) Program*.

The GVD must meet all applicable policies and procedures outlined in this document and *GVD 1000 Procedure, Quality Systems Verification Program General Policies and Procedures*.

5 Audit Frequency

All approved programs are audited at least twice per fiscal year (October 1 to September 30). However, more frequent audits may be conducted (1) if either numerous major or minor non-conformances are identified during an audit; (2) if customer complaints indicate an ongoing problem; (3) to satisfy specific requests as declared by customers, trading partners or other financial interested parties' or (4) as directed by the GVD Deputy Director.

6 Listing of Approved Programs

Approved programs will be listed on the *Official Listing of Verified Operations Registry* in accordance with GVD 1050 Procedure Section 5.

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7 Enhancements to the USDA Audit Program Requirements

The specified product requirements listed in Section 8 of this Procedure must be met through an approved Onsite Audit Enhanced Program. The Onsite Audit Enhanced Program ensures that the specified product requirements are supported by a documented quality management system. In addition to the requirements listed in *GVD 1002 Procedure, Section 7, Program Requirements*, companies must also incorporate the following requirements into their QSA Program:

7.1 Internal Audit

The company must conduct internal audits at planned intervals.

The internal audits must determine whether the QMS:

- a) Conforms to the planned arrangements, to the requirements of this Procedure, and to the QMS requirements established by the company; and
- b) Is effectively implemented and maintained.

The company must have a documented procedure which defines:

- a) The planning of an audit program, which must consider the status and importance of the processes and areas to be audited, as well as the results of the previous audit;
- b) The audit criteria, scope, frequency, and methods;
- c) The selection criteria of the auditors and conduct of auditors which must ensure objectivity and impartiality of the audit process (Auditors must not audit their own work.);
- d) The responsibilities for planning and conducting audits;
- e) The reporting of results;
- f) The follow-up activities (Follow-up activities must include the verification of the actions taken and the reporting of the verification results.); and
- g) The maintenance of records.

Within the area being audited, management must ensure that actions are taken without undue delay to eliminate detected non-conformances and their causes.

The company must maintain records of the internal audits.

7.2 Company's Suppliers Listing

The company must maintain a listing of approved suppliers which must:

- a) Identify the supplier's name, address, certifying agent; marketing claim and approval date; and
- b) Be available to the USDA for review.

The company must also maintain the date that suppliers were removed from the suppliers listing.

7.3 Promotional Materials

7.3.1 Control of Promotional Materials

The company may use the "USDA Process Verified" shield or the term "USDA Process Verified" in promotional and advertising materials, which includes all labels, packaging, and other marketing materials. The "USDA Process Verified" shield or term must be used in conjunction with a description of the marketing claims adjacent to the shield or term.



The company must request the use of the shield or term within the QMS.

When applicable, the company must establish a documented procedure for promotional and advertising materials that:

- a) Addresses the development of the materials;
- b) Ensures the verified marketing claims are accurately represented in the materials;
- c) Ensures the use of the “USDA Process Verified” shield or the term “USDA Process Verified” is in direct association with a clear description of the specified marketing claims in the materials;
- d) Provides for the proper control and use of the shield or term on labels, packaging, and other marketing material on which it may appear.

All materials must be reviewed by the GVD prior to use.

8 Specified Product Requirements for use of PVP Shield for product with marketing claims verified through a USDA Approved Live Animal Audit Program

8.1 Eligible products must be derived from animals with verified marketing claims that are traceable to live animal production records through a USDA Approved Live Animal Audit Program.

8.1.1 The supplier’s USDA Approved Audit Program must include the marketing claims as a process verified point or a claim as defined in 8.1.

8.1.2 All animals must be individually identified

8.2 Companies must declare the marketing claims that they are using the PVP shield for.

8.3 Identification Requirements

8.3.1 All carcasses complying with 8.1 must be uniquely identified. These identification marks must remain with the product through processing, packaging, storage, and shipping to insure the integrity of the process and the product.

8.3.2 Labels, packaging and other marketing materials for product from carcasses complying with 8.3.1 may contain the USDA Process Verified Shield with the marketing claims listed adjacent to the PVP Shield.

8.3.3 The company must provide a list of products produced and labeled under this program. The product list must include the product name, product code, and description of the product to indicate the marketing claim that is verified. (IMPS item number or NAMP Meat Buyers Guide item number, or other detailed description.)