



NEWS RELEASE

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STAFF HIRED TO COORDINATE QUALITY STARTS HERE⁴ PROGRAM

Guelph, October 31, 2002 – Paul Stiles and Dan Ferguson have been hired as on-farm food safety coordinators for the Quality Starts Here⁴ Verified Beef Production Program.

Stiles, of Guelph, comes to the program from the Ontario Veal Association where he worked as OVA's Quality Assurance Project Manager.

Ferguson, is a beef producer who farms near Warkworth, Ontario who has worked in the retail sector at the Warkworth Cooperative. Both have strong ties to the beef industry and exceptional teaching skills. They will begin their new careers in November.

As on-farm food safety coordinators for the QSH program, Stiles and Ferguson will promote the new food safety program and will begin offering training workshops this winter to beef producers across Ontario. They will assist producers in the development of on-farm standard operating procedures, records and documentation. They will also help producers to prepare for on-farm audits prior to being certified under the new program.

Isabel Dopta, Assistant Manager of the Ontario Cattlemen's Association, said that she is confident that the two program coordinators bring with them the skills needed to advocate and implement the new program. Said Dopta, "Paul and Dan bring an excellent blend of beef industry experience and working knowledge of on-farm food safety programs. They will also be of great assistance in keeping OCA members current on industry issues."

The Quality Starts Here⁴ program is being introduced by provincial cattlemen's associations, to beef producers across Canada. The intent of this voluntary, industry-lead initiative is to promote good production practices on the farm that help to ensure food safety, while providing consumers with the assurance that they can have confidence in beef.

The program is being delivered in a collaborative manner by the Ontario Cattlemen's Association, Beef Improvement Ontario and the Ontario Ministry of Agriculture and Food.

Courses under the new program will be offered across the province, later this fall. For more information on the course dates and details of the program, visit the QSH website at www.qualitystartshere.on.ca or call the OCA office at (519) 824-0334.

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For further information contact:

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