

# Quality Assurance Through Producer Education and Certification

As the U.S. livestock industry works to ensure animal wellbeing and a safe food supply, producer education and certification programs hold the key to success.

## Need and Opportunity

Develop an accessible and relevant online education and certification program that would impact the day-to-day performance of farmers, ranchers, animal caretakers, and transporters across the U.S. to help ensure livestock practices meet the expectations of consumers and food suppliers.

This was an opportunity to build on the success of the in-person trainings from National Pork Board, Beef Quality Assurance, and the FARM program and offer an on-demand, self-directed training that saved time and expanded access to the intended audience.



## Vivayic in Action

Vivayic partnered with program leaders and technical experts at livestock organizations to develop education and certification programs with these unique features:

### UNIQUE FEATURES

- **Meet the needs of tactile audience** with meaningful interactivity and creative demonstrations of hands-on procedures.
- **Ensure technical accuracy** by acquiring on-location images and video and working with SMEs to create technically correct illustrations and visuals.
- **Design and localize for audience needs** by reducing the reading load and using translations that sounded like the language used in livestock operations.

## Results

200,000+

currently certified through livestock producer education quality assurance programs

98%

of voluntary site assessments met the benchmarks for animal welfare in operations where animal caretakers were certified in the quality assurance program

100%

of training participants felt the training program was designed for them

“Vivayic has been our training development partner for more than 15 years and has elevated and improved our quality assurance programs with every revision cycle. They listen, bring ideas, and help us continue to get better results – year after year.”

Dinah Peebles  
CERTIFICATION PROGRAMS DIRECTOR, NATIONAL PORK BOARD



### AWARDS



#### Best Certification Program

Beef Quality Assurance Certification Program

2023



#### Best Certification Program

National Pork Board Transport Quality Assurance Program

2022



#### Best Certification Program

Pork Quality Assurance Plus Certification Program

2020

## Schedule a Discovery Call

Let's work together to design and deliver a tailored learning experience that helps meet your strategic needs.

SCHEDULE NOW

### MORE ABOUT VIVAYIC

Vivayic exists to build the capacity of others to do good in the world. For company and organizational leaders who desire a better way to learn, teach and train, we simplify the learning process. With more than 16 years of experience designing and delivering tailored learning experiences, Vivayic is committed to driving deeper alignment and understanding by building better experiences, bringing the strongest team, and applying a holistic approach to learning, teaching, and training.