Farm-level practices keep beef at the center of the plate

We all know the classic “Beef. It’s What’s For Dinner.” slogan and believe that beef is the best choice for the center of our plate. However, we sometimes take beef and beef quality for granted.

Having recently returned from a 10-day Extension training program in Pakistan, I have a fuller appreciation of our eating opportunities. After nine days of chicken, the goat stew was a welcome change but still did not satisfy my appetite. After returning to the U.S., a steak sandwich and a cup of real coffee at the airport were the first items on my agenda.

For most U.S. consumers, there are ample opportunities to select a variety of protein sources.

In the beef industry, particularly through the support of the beef checkoff, a tremendous job of promoting beef as a safe wholesome product for our consumers has been accomplished. That’s been achieved as many beef producers (and most of those in Iowa) have attended a BQA (Bee Quality Assurance) training at some point in the past 20 years and try to adhere to good management practices.

There have been changes

If it’s been more than a few years since you went through BQA, I would encourage you to attend a BQA training again. Many things discussed today are different than just three to five years ago. Additional resources are available through the BQA program and your Beef Industry Council besides BQA certification to assist you in producing and marketing the best choice for dinner for consumers everywhere.

We usually think of injection sites when someone mentions BQA, but quality assurance is more than just injection sites. BQA began many years ago to address residue issues in meat and has evolved over time to meet new challenges and will continue to change in the future.

As cattle farmers are anticipating a fresh crop of new calves this spring keep good management practices in mind to ensure that what you market will be desirable by consumers. It is important to make sure that injections are given in front of the shoulder as you vaccinate or treat calves.

Additionally, farmers should keep track of all treatments given and make sure that slaughter withdrawals are being followed. BQA guidelines require a valid veterinary-client patient relationship, so discuss your animal health plans with your veterinarian. The FDA has changed some rules regarding use of some classes of antibiotics so what was legal a year or two ago may not be legal now.

Feed ingredients can also be important to producing a wholesome quality product. Many of us are being creative with feed ingredients due to the drought and cost of traditional feeds. Make sure that any chemicals that were used in production of these ingredients are safe for cattle and any label requirements for herbicides and pesticides have been followed.
Finally, think about what the consumer desires not only for the quality of the steak but the quality of the calf’s life. We are the stewards for these animals and we need to live up to the license plate many of us have: “Cattlemen Care.”

The consumer wants to know you care not just about the beef you provide them, or your bottom line, but that you care about the life of that calf. It is important for the health of the calf that it is in a dry, clean environment, not in a muddy lot. It is also important for the consumer that we care enough about the calf that when it is wet and storming that we provide shelter for cow and if necessary we will carry the calf indoors to keep it safe.

Cattle farmers need positive media opportunities and what seems like little everyday things to us, can turn into big things for the consumer. All of us working together can promote our industry so that ‘Beef’ remains ‘What’s for dinner?’ for a long time.

BQA Certification free until Mar. 15
By Doug Bear, Director of Industry Relations

Are you doing your part for the industry by getting Beef Quality Assurance (BQA) certified? Well, if you haven’t, do I have a deal for you!

The checkoff-funded BQA program is giving you the chance to become online BQA certified for free thanks to a partnership with Boehringer Ingelheim Vetmedica, Inc. and the Beef Cattle Institute housed at Kansas State University. The cost of BQA certification is normally $25-$50; however, until March 15, 2013, Boehringer Ingelheim will cover the cost of the certification, making the online modules free for all beef and dairy producers.

The BQA program provides cattlemen with the tools they need to produce the safest, highest quality beef in the world while also looking at ways to make their operations more efficient and productive. Beef Quality Assurance is the gold standard of livestock handling and animal welfare programs. It demonstrates the industry’s commitment to continually improve the production practices most cattlemen use daily.

At the Iowa Beef Industry Council, we think this program is instrumental to building beef demand.

The online BQA program has customized programs specific to cow/calf, stocker, feedlot or dairy operations. These easy-to-use modules teach sound management techniques. The cattle industry has embraced BQA because it is the right thing to do; and it also helps cattle operations tell their story to consumers who might not understand all the safety measures cattlemen take in producing the food on the table.

To get started on your free online certification, start at http://www.animalcateraining.org/Packagedetail.aspx. Select one of the sixteen categories available, register and enter code: BIVIBQA for your payment method. After all videos within a specific category have been observed and the quizzes are passed successfully, you will become BQA certified.

In addition, in-person training is also always available for free, as part of your beef checkoff investment, for all beef and dairy producers. For more information, contact Doug Bear, Iowa’s BQA Coordinator at doug@iabeef.org or 515-296-2305.

www.iacattlemen.org