Welcome!
What is BQA?

- Beef industry’s voluntary quality control program
- Collaborative efforts between all beef producers, veterinarians, nutritionists, extension livestock specialists, agronomists, academia, etc.
- Safety, Quality & Wholesomeness of beef
  - Thoughtful, responsible cattle management producing safe, wholesome and healthy beef
Why BQA?

- The certified individual accepts responsibility for actions under which cattle on their production unit are produced.
- To ensure all consumers that all cattle are raised in a responsible manner ensuring safe, wholesome and healthy beef.
- The ranch manager is not the only person who should know about best management practices.
What is BQA’s purpose?

To ensure all consumers that all cattle are raised in a responsible manner ensuring safe, wholesome and healthy beef.
Only that which can be measured can be managed.

An industry-wide scorecard provides direction to key decision makers to improve quality and value of beef supply.

Identifying and correcting quality shortfalls will lead to greater profitability through greater demand.

A roadmap to drive all members of the beef industry forward.
## Audit Timeline

### Ranked Quality Challenges & Changes (1991 - 2011)

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Common Quality Concerns

► #1- Food Safety
► #2- Eating satisfaction (tenderness and flavor)
► Others
  – Cattle welfare
  – Cattle feed
  – Origin of product
  – Hormone and antibiotic use
Suggested Improvements

► The industry does a poor job of telling its story
  – Consumers are disconnected from production agriculture
  – Have little understanding of cattle production
  – Uninformed sources have a way of getting attention

► Increase the use of written protocols

► Balance the needs of all industry segments

► Increase the trust between industry segments

► Improve BQA practices with dairy beef

► Reduce carcass inconsistency

► Develop a common language between segments

► Monitor emerging pathogen issues, *Salmonella*
Solution Lies in Communication

Masters of Beef Advocacy

- Self-directed online training program designed to equip beef producers, industry allies, and youth with the information they need to be everyday advocates for the industry.
- [http://www.beef.org/mastersofbeefadvocacy.aspx](http://www.beef.org/mastersofbeefadvocacy.aspx)
- DVDs available
Sharing Our Story

- Product Integrity
- Eating Satisfaction
- Proactively share the beef story

- Beef Quality Assurance is an industry success story
- Beef producers operate on more than just a profit motive
- Animal welfare has always been a top priority for cattlemen
- There is a terrific story when it comes to food safety, flavor and tenderness
- Our story for an international audience is unique, positive and compelling
- Science is only a part of our story
- The industry must be authentic, honest and transparent
Cows and bulls account for 15-20% of total U.S. beef production

- 22% (CattleFax, Spring 2011)
- Dairy: 25 - 33% ground beef products (J of Dairy Science 2004: 87:1558-1564)
- Concerns of bruising
  - Typically less fat cover & higher incidence of lameness
- Risk of non-ambulatory cattle
  - Public press: Westland Meat Co., California
  - Largest beef recall on record, beef demand hurt
Marketing Management

► ‘Cull’ cow = Market cow
► Ensure ALL marketed animals have cleared withdrawal times
► DO NOT:
  – market animals that pose a public health threat or terminal condition
  – send market animals to slaughter that are disabled and likely to become non-ambulatory
  – market animals with advanced eye lesions
► Market animals BEFORE they become severely emaciated
A Successful On-Farm Program

- Veterinary Client / Patient Relationship (VCPR)
- Preventative herd health program
- Good Nutritional Program
- Environmental Stewardship & Public Health
- Proper record-keeping and management practices
Veterinary Relations

➤ Valid veterinary-client-patient relationship (VCPR):

– Required for prescription drug/s:
  ➤ Vet responsible for diagnosing & treating animals, and farm agrees to follow the veterinarians instructions
    – Over-the-counter (OTC) drugs can be adjusted
  ➤ Vet familiar enough with farm to make diagnosis
  ➤ Vet must be available for follow-up if treatment fails
Non-Ambulatory Animals

- Never use an electric prod
- Never use chains or cables to pick or suspend an animal
- Never let a non-ambulatory animal go without feed, water, and proper shelter
- Never let a non-ambulatory stay in an area where they may get walked on or trampled
- Never send a weak or severely lame animal to an auction market or to slaughter
Prevent disease with best practice management!
- An ounce of treatment = a pound of cure

Castrate male calves BEFORE they reach 300 lbs.
- Working with veterinarian, it is best to castrate cattle before the age of three months or first available handling experience
Treatment and Health Maintenance

► Bent needles
  – Never straighten and reuse bent needles
  – Replace a bent needle immediately and properly discard

► Broken Needles
  – Follow the proper protocol
    ▶ Proper restraint of animals
    ▶ Do not market any animal that contains a broken needle

► Dosage
  – Never administer more than 10 cc per IM/SQ injection site
  – If an animal requires a 10 cc dose, how many injection sites should you administer?

► Syringes
  – Label when using multiple products

► Needle Usage
  – Replace every 10 head
Vaccines Success

► Store vaccines so they are cool, but not frozen
  – *At all times keep between 35° F and 45° F

► Protect vaccines & filled syringes from:
  – sunlight and heat

► Mix only as much vaccine that can be used in 1 hr
  – Modified-live virus (MLV) must be used and cannot be stored for later

► Clean syringes with hot water (at least 212° F)
  – Don’t use soap or disinfectant

► Discard bent or broken needles.
  – Change needles often (every 10 animals)
Injections 101

► Stick to on label use
► Observe withdrawal dates
► Intramuscular (IM)
  – Neck region only (Triangle Zone)
  – Synchronization protocols
► Subcutaneous (SQ)
  – Neck
  – Dewlap
  – Elbow pocket
    ► Tenting method
Feedstuffs Management

- Maintain records of pesticide (herbicides, insecticide, etc.) use on pasture crops that could cause a violative residue in grazing or feedlot cattle (required by EPA) – 3 years
- Maintain a quality control program for incoming feed ingredients – 2 years
- Any feed ingredient suspected of contamination should be analyzed at a laboratory prior to usage
  - Federal ruminant ban: meat and bone meal
Medicated Feedstuffs

 ► Use only FDA-approved medicated feedstuffs
 ► Feed only at label approved rates
 ► Follow FDA-approved label instructions
 ► Extra-label use of medicated feedstuffs is illegal
  – NO ONE has the authority to adjust the usage/dose as labeled, including a veterinarian
Weather Stress

► When heat stress is extreme:
  – Ensure adequate drinking water is available
  – Move or process cattle during the cooler part of the day
  – Heat management tools, such as shades and sprinklers, should be considered if sufficient natural shade is not available

► When cold stress is extreme:
  – Adjust feed and energy rations to match performance requirements when cattle reach low critical temperature
  – Provide wind breaks and shelters to reduce wind, moisture, and mud
  – Construct feedlots and buildings in a manner that reduces winter stress due to temperature and moisture
  – Provide bedding in severe conditions to allow cattle to lie down without direct contact with frozen ground
Reasons for Euthanasia

► Make a prompt decision to treat
► Segregate sick or injured animals from the herd
► Fractures of the legs, hip or spine that are not repairable and result in immobility or inability to stand
► Emergency medical conditions that result in excruciating pain that cannot be relieved by treatment
► Animals that are too weak to be transported due to debilitation from disease or injury
► Paralysis from traumatic injuries or disease that result in immobility
► Disease conditions where no effective treatment is known, prognosis is terminal, or a significant threat to human health is present.
Proper Euthanasia Protocols

Target midline, half the distance between the top of the eyes & the pole

Designed to meet AMI 2014 recommendations
Record Keeping

► Records need to follow cattle through the entire production cycle
  - Feedstuffs
  - Feed medications and additives
  - Received, processed with treatments, shipped, & withdrawal dates
  - “Not written down, doesn’t happen!”
    ▶ Easier to have records and not need them, then to need them and not have them
Biosecurity Practices

► Prevent spread of infectious disease from one location to another

► Isolation
  – Minimize commingling and movement of cattle
  – Separate higher risk groups (feedlot) vs. lower risk groups (breeding herd)

► Traffic control
  – Includes traffic, guests/visitors, and wildlife
  – Contaminated material spread indirectly by tires, farm machinery, equipment, and animals

► Sanitation
  – Clean instruments and equipment after use
  – Sick or unhealthy animals vs. healthy animals

► Keep a visitor log

► Communication is essential
Live animal transport = shared by all segments of the supply chain

- Over 530,000 cattle shipped to slaughter plants each week
- Does not include transport of cattle and calves between other segments or on the farm
- Feeder calves might be transported as many as six times
Transportation

► Proper cattle handling - loading/unloading
  – Cattle flight zone
  – Proper loading rates (STOCKING RATES)
    ▶ Always ensure animal safety & comfort

► Checklist for traveling
  – Predetermined routes
  – Emergency weather preparations
    ▶ Weather extremes: heat & cold stress
    ▶ Limiting / increasing air flow
Conclusion