Beef Quality Assurance

Monterey County Cattlemen's Association
February 18, 2016

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.

Pillars of Success - BQA Audit

- 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)				
1991	1995	2000	2005	2011
External fat Seam fat Palatability Tenderness Cutability Marbling	Uniformity Palatability Marbling Tenderness External/seam fat Weights	Uniformity Carcass weight Tenderness Marbling Effects of implants External fat	Traceability Uniformity Instrument grading Market signals Segmentation Carcass weight	Food safety Eating satisfaction How and where cattle were raised Lean, fat and bone Weight and size Genetics

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

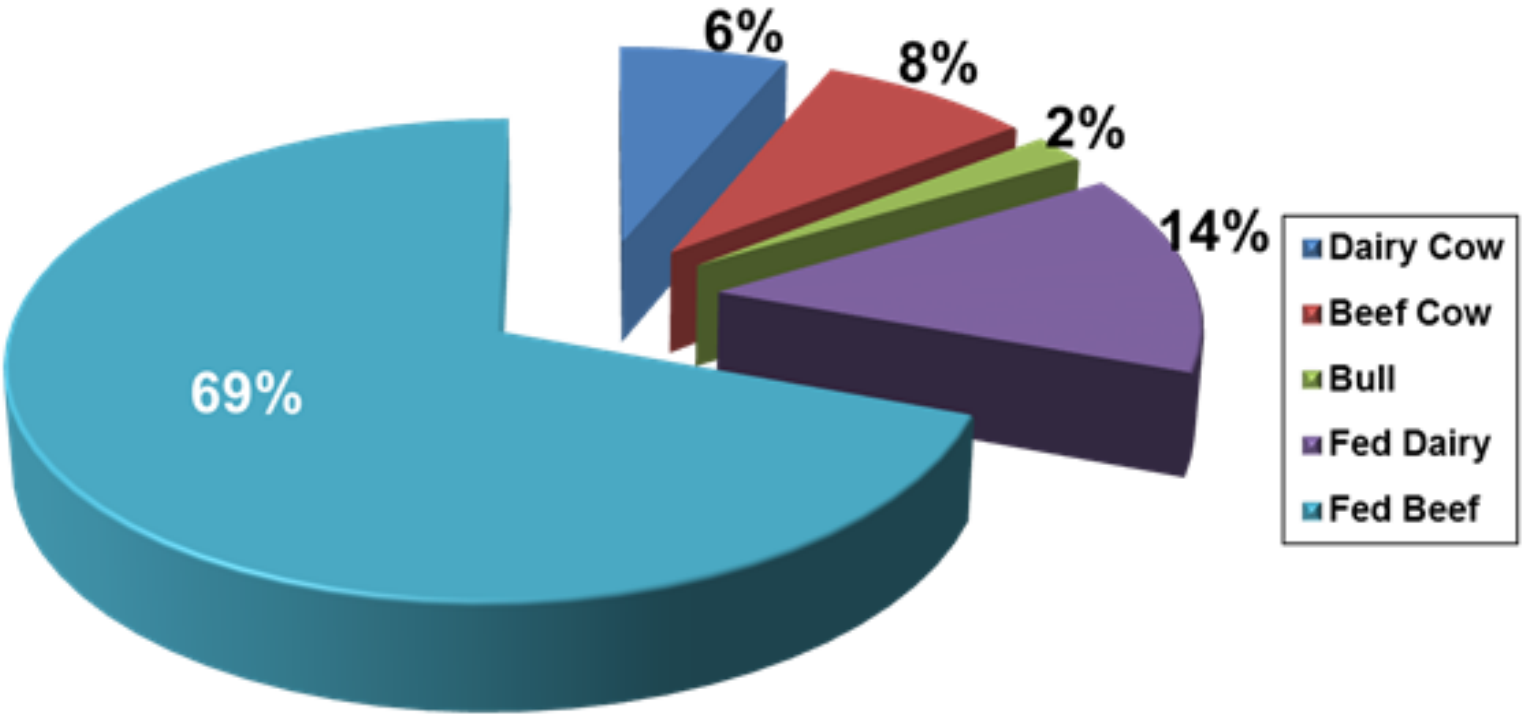
- **Masters of Beef Advocacy**
  - **Self-directed online training program designed to equip beef producers, industry allies, and youth with the information they need to be everyday advocates for the industry.**
  - **http://www.beef.org/mastersofbeefadvocacy.aspx**
  - **DVDs available**

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**

U.S. Beef Production Breakdown

2009-2013 Avg



BEEF
Funded by the Beef Checkoff.

CattleFax | THE DECIDING FACTOR

Marketing Management

- 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

Treatment and Health Maintenance

- **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

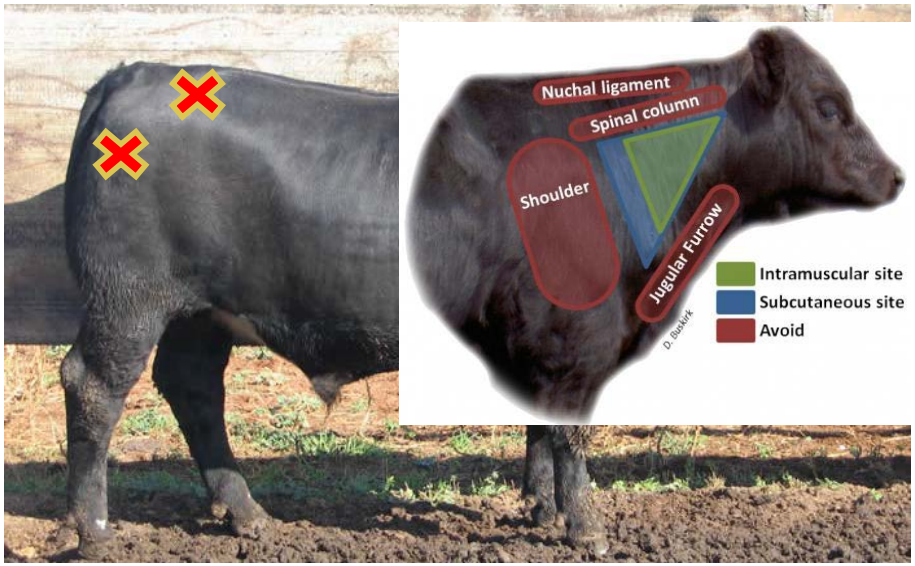
- **Bent needles**
  - **Never straighten and reuse bent needles**
  - **Replace a bent needle immediately and properly discard**
- **Broken Needles**
  - **Follow the proper protocol**
    - **Proper restraint of animals**
    - **Do not market any animal that contains a broken needle**
- **Dosage**
  - **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

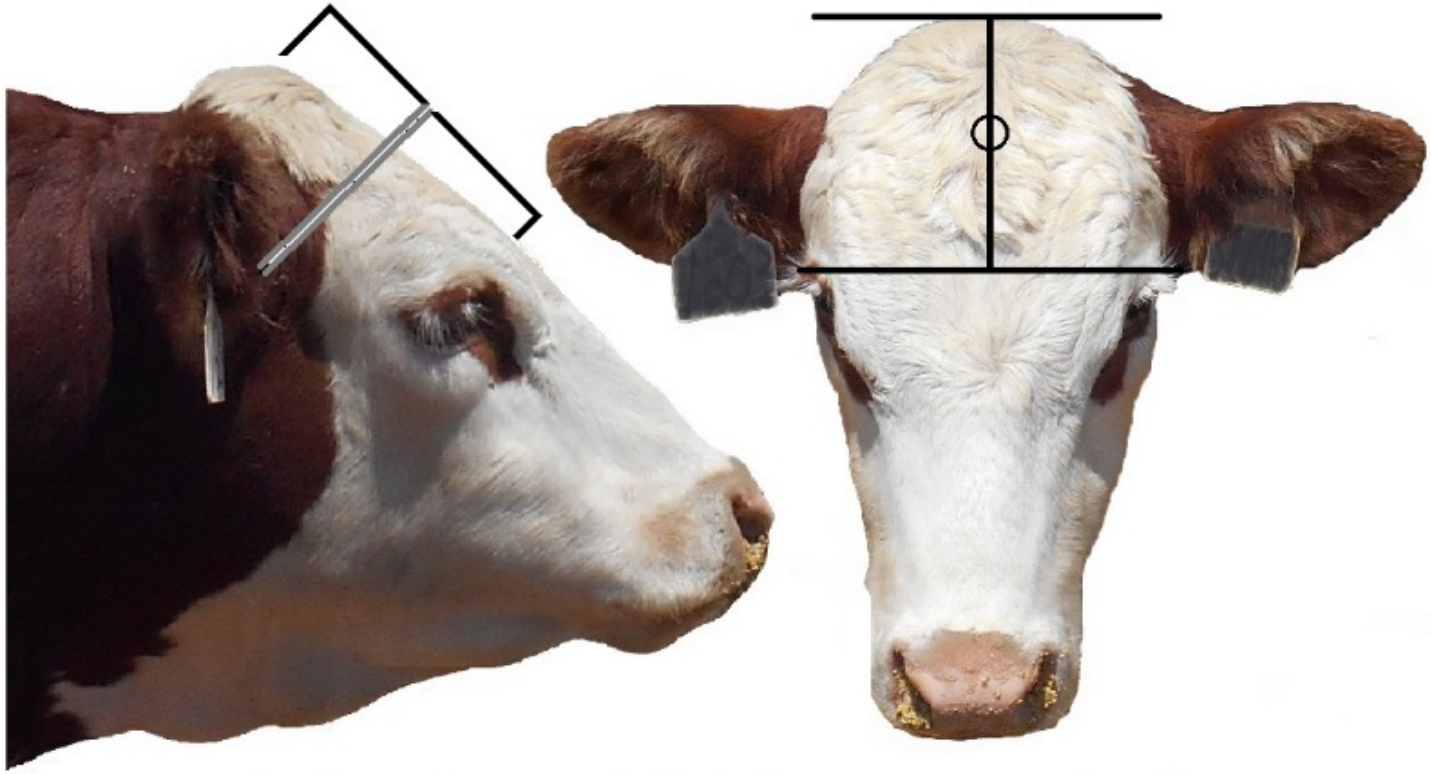
- **When heat stress is extreme:**
  - **Ensure adequate drinking water is available**
  - **Move or process cattle during the cooler part of the day**
  - **Heat management tools, such as shades and sprinklers, should be considered if sufficient natural shade is not available**
- **When cold stress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

Transportation Considerations

- **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