Beef Quality Assurance
A Vital Program for the Cattle Industry

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National Cattlemen’s Beef Association
1. Industry priorities + BQA purpose & structure

2. A look at consumers

3. BQA engagement opportunities
Core Strategies & Strategic Initiatives

**Drive Growth in Beef Exports**

- Increase Market Access - Advocate for international trade and ultimately gain increased access to key export markets.

**Protect and Enhance the Business and Political Climate for Beef**

- Manage the Political and Regulatory Environment - Protect the business climate for beef against legislative policies and/or agency regulations that have a negative impact on the economic health of the beef community while supporting public policy that can improve the overall business climate for the beef community.

- Execute Beef’s Long Range Plan - Continue its mission in District Recommendations to develop a comprehensive strategy for effectively positioning beef as part of a healthy diet in future dietary guidelines.

- Meet and Engage with Stakeholders - Engage in Policy Issues - Foster expertise in areas such as sustainability, supply chain management, and other areas critical to the success of the beef industry.

**Grow Consumer Trust in Beef and Beef Production**

- Ensure Animal Stewardship - Emphasize animal welfare, animal health, and sustainable practices in all phases of beef production from the farm to the table.

- Develop Beef’s Business Plan - Work closely with the beef industry to develop strategies and tactics that ensure the success of the beef industry into the future.

**Promote and Strengthen Beef’s Value Proposition**

- Promote Beef’s Nutritional Benefits - Emphasize the nutritional benefits of beef, such as high protein, low saturated fat, and beneficial vitamins and minerals.

- Bridge the Gap Between Beef and Beef Production - Connect consumers with the beef industry to build trust and credibility.

**2020 STRATEGIC OBJECTIVE**

Increase Beef Demand

Index measure by at least 5% annually over the next five years.

Vision

To responsibly produce the most trusted and preferred protein in the world.

Mission

A beef community dedicated to growing beef demand by producing and marketing the safest, healthiest, most delicious beef that satisfies the desires of an increasing global population, while responsibly managing our livestock and natural resources.
LRP Core Strategies

• Certify and Verify Production Practices - …certify and verify production practices to address consumer concerns.

• Ensure Antibiotic Stewardship - … to safeguard human and animal health and well-being, while committing to the development and use of alternative technologies and practices.
Mission Statement

The Beef Quality Assurance Program’s mission is to maximize consumer confidence in and acceptance of beef by focusing the producer’s attention to daily production practices that influence the safety, wholesomeness and quality of beef and beef products through the use of science, research and education initiatives.
BQA Advisory Board Structure

- Veterinarians
- Animal Scientists
- Meat Scientists
- Packer Representatives
- Association Representative
- Beef Producers
- Dairy Farmers
- Livestock Marketers
- Retail and Foodservice
- BQA State Coordinator
BQA Network of Trainers

- Covers 40 + States
- 100+ State Coordinators
- Hundreds of trainers that work with producers to implement BQA
- More recently – on-line training through animalcaretraining.org
BQA GUIDELINES

Feedstuffs and Sources
Feed Additives and Medications
Processing/Treatment and Records
Injectable Animal Health Products
Care and Husbandry Practices
Transportation
BQA Code of Conduct
Let’s talk about consumers
**CBI - Overall Consumer Perceptions of Beef**

**Bucket 1:** Positives strongly outweigh negatives
- **2007:** 26% Positives, 23% Negatives
- **2014:** 26% Positives, 23% Negatives

**Bucket 2:** Positives somewhat outweigh negatives
- **2007:** 45% Positives, 46% Negatives
- **2014:** 47% Positives, 51% Negatives

**Bucket 3:** Negatives somewhat outweigh positives
- **2007:** 20% Positives, 20% Negatives
- **2014:** 18% Positives, 17% Negatives

**Bucket 4:** Negatives strongly outweigh positives
- **2007:** 8% Positives, 10% Negatives
- **2014:** 8% Positives, 9% Negatives

Base: Total (N = 1,000+ per wave)

Q.35: Considering all you know about beef, would you say the positives of beef outweigh the negatives or do the negatives of beef outweigh the positives? Q.36: Considering all you know about chicken, would you say the positives of chicken outweigh the negatives or do the negatives of chicken outweigh the positives?

Source: Consumer Beef Index, July 2014
Q.12/13: Considering all you know about beef, would you say...? Q.21/22: Thinking specifically about how cattle are raised for food in the U.S., do you believe that...?
Concerned About

Familiar with

% Point Gap
54%

Support or oppose the use of antibiotics in raising animals for food?

- To treat a sick animal: 37% Somewhat support, 41% Strongly Support
- To control or prevent illness and disease: 33% Somewhat support, 33% Strongly Support
- For growth purposes: 14% Somewhat support, 6% Strongly Support

What stories do consumers equate positively with sustainability?

- Reduced negative impacts on water quality by 10% (69%)
- Reduced worker occupational illness and accidents by 32 percent (69%)
- Increased the number of cattle that meet Beef Quality Assurance requirements by 4 percent (64%)
- Reduced solid waste generation by 7 percent (59%)
- Reduced water consumption by 3 percent (55%)
- Reduced use of natural resources by 2 percent (54%)
- Reduced energy use by 2 percent (54%)
- Reduced nitrogen emissions to air by 3 percent (54%)
- Reduced greenhouse gas emissions by 1 percent (51%)
- Reduced land use by 4 percent (46%)
**WHAT IS SUSTAINABILITY?**

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BQA Update

Initiatives & Priorities
Training & Certification

• Local Training opportunities available in virtually every state – visit www.BQA.org or your state BQA coordinator

FALL ONLINE CAMPAIGN ENDS
NOV. 20, 2015

BQA.org
• Assessments – download and print from web. Includes: assessment forms, Standard Operating Procedures (SOPs), and Best Management Practices (BMPs)

www.feedyardassessment.org
Cattle Transportation Focus

• Symposium at CSU
  – Working group to evaluate training/certification
BQA IS MY STORY. WHAT’S YOURS?

Ira Brackett
Brackett Ranches
2015 BQA Cow/Calf Award Winner

Beef Quality Assurance (BQA) is my consumer-friendly story to tell. Becoming BQA-certified allows us to share our story and ensure consumers that we are responsibly raising a safe, wholesome and healthy beef supply. The checkoff’s BQA program gives us the best management practices for handling cattle, tending to their health and taking care of the environment.

Now, thanks to a partnership with Boehringer Ingelheim Vetmedica, Inc., you - and your employees - can earn a FREE BQA certification online from Sept. 15 through Nov. 20, 2015.

Visit bqa.org/team to sign up today!
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