

Quality Care Matters

A Column about Beef & Dairy Animal Care



BQA Close-Up

Logan Bower, 2011 Pa. Dairy Beef Quality Assurance Award Winner

Logan Bower, Pleasant View Farms, received the 2011 Dairy Beef Quality Assurance Award from the Pennsylvania Beef Council on March 24, at the Pennsylvania Cattlemen's Association annual meeting. During this June Dairy Month, we shine the Quality Care Matters' spotlight on Bower, and the practices that make him a leader in dairy animal care.

Pleasant View Farms, Blain, Perry County, is comprised of 550 milk cows which produce in excess of 13 million pounds of milk annually. Bower raises 550 herd replacements to support the milking herd. The forage needs for the 1,100 head of dairy animals are raised on 750 acres of cropland of which 150 are owned and 600 are rented. The crop rotation consists of 450 acres of corn for silage, 100 acres of alfalfa hay, 50 acres of small grain and 150 acres in grass and pasture.

Bower embarked on two expansion projects since purchasing the farm from his parents in 1997. In addition to boosting cow numbers, the expansion allowed Pleasant View Farms to enhance cow comfort by replacing older, smaller free stalls with larger, better designed stalls with a soft surface for the cows to rest. He also constructed housing which allowed for grouping of animals according to their lactation. A new transition barn was built in 2000 which gave Bower's close up dry cows a better environment to prepare for calving and transition into the milking herd. Pleasant View Farms continues to implement management changes with the goal of enhancing cow comfort such as feed bunk sprinklers and fans, to keep cows cool in the summer heat.

Prior to the expansions, the herd average was approximately 18,000 pounds per cow. With the improvements to cow comfort, feeding and nutrition, and careful attention to forage quality, the herd average, at Pleasant View Farms, now exceeds 25,000 pounds per cow.

In addition to the expansion project, Bower credits two changes with impacting animal care and quality assurance at his farm — proper injection sites and low stress cattle handling.

"We are consciously concerned



Paul Slayton, Pennsylvania Beef Council Executive Director, left, and Logan Bower.

about where we give injections," Bower said. "I've visited Cargill Wyalusing and I've witnessed what improper injections can do to the meat." He said he's "become much more aware of the consequences and more discriminate about where we give shots."

As for cattle handling, Bower thinks dairy stockmanship is more than merely "getting the cows." "It's positioning yourself to help the cows get where they need to go; there's a low stress way to help cows handle everyday routines," he explained. Bower learned many of his cattle handling techniques from Bud Williams, "an amazing Texas cowboy, who can really work and handle cows." Over the course of a busy day, Bower said that he thinks dairymen can become so focused on ventilation, flooring, bedding and feed rations, "we can forget about the cow herself and how we handle her."

Bower also was an early leader in dairy quality assurance in Pennsylvania, explaining that he "was in the right place, at the right time." Participating in many producer organizations, including the Professional Dairy Managers of Pennsylvania (PDMP), the Professional Dairy Producers of Wisconsin (PDPW) and the Pennsylvania Beef Council, Bower realized that all three organizations were concerned about animal care guidelines.

"It was a no brainer to see what could happen, and it all fell together," he said. Bower connected Paul Slayton, Pennsylvania Beef Council executive director, with the dairy leaders working on National Dairy Animal Well-Being Initiative, and together, with industry partners, they developed a new manual for dairy farmers called Dairy Animal Care & Quality Assurance (DACQA). Bower

hosted the first revamped DACQA seminar at his farm on Oct. 15, 2008.

"I was surprised at the attendance at that meeting," Logan recalls. "We had 15 - 20 dairymen, including my neighbors. In the dairy industry, we are usually skeptical, when we hold another program and ask farmers to change practices," he said. "I think the animal welfare issue is flying under the radar, sub-clinical, but at any moment, it can become clinical. When it does, we have to be prepared with programs such as DACQA."

In reflecting on Bower's quality assurance collaboration between the beef and dairy industry, Slayton said, "Logan Bower is a great industry leader and was blessed with the vision to see where the industry needed to go — ahead of time."

"Logan knew DACQA was necessary, that the dairy farm was in the crosshairs of the animal activists long before producers realized it," Slayton continued. "A best management practice quality assurance program was of paramount importance to educate and equip every producer with the tools to enhance the value of the market dairy cow prior to slaughter. He was the right leader, at the right time," he noted.

Bower is a humble award recipient. "If you are going to promote a program, you better start with yourself. Set the example, and others will follow," said Bower.

To learn more about upcoming quality assurance meetings, visit www.pa-bqa.org or contact Paul Slayton or Nichole Hockenberry at 888-4BEEFPA.

The Beef Checkoff Spice Up the 2011 Wine & Food Festival



The National Beef Ambassador Team at the National Harbor Wine & Food Festival.

Granville Moore's Chef de Cuisine Crowned Grand Winner of Spice My Steak Contest



Chef Dave Zino, representing The Beef Checkoff, at the National Harbor Wine & Food Festival.

BEDFORD, Pa. — May was National Beef Month, and the crowds that descended on the shores of the Potomac at the National Harbor Wine and Food Festival last month were quick to declare their love for beef as they lined up at The Beef Checkoff tent to sample grilled meat provided by ranchers, Roseda Beef (www.rosedabeef.com).

Festival goers sampled more than 7,000 bites of Roseda beef brisket and flank steak over the course of the two days, and took home bags of the vibrant spice rub that had been applied to the brisket along with its recipe to enjoy.

Some visitors also put their beef knowledge to the test, identifying five out of eight different cuts on the "Name that Lean Cut" game for a chance to win a coveted "I Love Beef" t-shirt.

Patty Melt, the organization's hamburger mascot, made her way through the crowd, taking pictures with kids and vegetarians alike, while a team of National Beef Ambassadors shared their knowledge and answered questions for those who had them.

val, the Beef Checkoff Program Executive Chef Dave Zino took to the Viking Cooking Stage to demonstrate two delicious and nutritious recipes featuring lean beef — just in time for grilling season.

The highlight of the Wine & Food Festival culminated in The Beef Checkoff tent on Sunday with the Spice My Steak cook-off.

Chef Jorge Pimentel from Sabor's Street food truck, Granville Moore's Chef de Cuisine Maria Evans, and chef instructor Brian Patterson from L'Academie de Cuisine each were given one hour and 10 pounds of Roseda flank steak seasoned with their own unique rubs to grill and offer to the crowd for sampling and judging.

At the end of the day, Chef Evans' juniper berry and sage rubbed flank steak with tomato jam and grilled pita bread earned her the coveted Spice My Steak pepper mill trophy among other prizes.

The Beef Checkoff Program was established as part of the 1985 Farm Bill to promote beef education and sales. \$1 from the sale of every live domestic and imported cattle, in addition to imported beef and beef products, is levied and then split between the state in which it is sold and the Cattlemen's Beef Promotion and Research Board, which administers the national Beef Checkoff program, subject to USDA approval.

The Northeast Beef Promotion Initiative (NEBPI) was created to extend The Beef Checkoff programs to small chains and independent retailers throughout the populous Northeast United States — from Maryland to Maine. The NEBPI provides opportunities for retailers located in states without full time beef council support staff to interact with the beef industry and participate in programs designed to increase beef demand and sales.

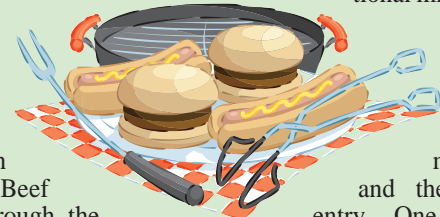
Summer Grilling: 'Stay Home. Grill Out.'

BEDFORD, Pa. — As temperatures soar and grills fire up at backyard parties, don't forget the beef.

The 2011 Northeast summer grilling beef promotion, funded in part by The Beef Checkoff, through the Northeast Beef Promotion Initiative (NEBPI), and the Pennsylvania Beef Council, launched in more than 321 retail stores on May 23.

Promotional elements for this

"Stay Home. Grill Out." campaign include recipe booklets, posters, shelf wobblers, and an informational micro-site (www.stayhomegrill-out.com) directing consumers to beef information, recipes, and the sweepstakes entry. One grand prize winner will receive a \$500 shopping spree. Runner-up prize winners will receive a 10-piece kitchen knife set and Healthy Beef Cookbooks. The promotion concludes Sept. 6.



Cowden Interns with Beef Council

BEDFORD Pa. — Courtney Cowden, a senior agricultural sciences student at Penn State, will intern with the Pennsylvania Beef Council this summer.

Cowden grew up on her family's 115 acre diversified livestock operation in Prosperity, Washington County. She started showing livestock at a young age, exhibiting at county fairs, statewide jackpot shows and the Pennsylvania Farm Show.

Cowden is an active student leader at Penn State, serving as an Ag Advocate and the 95th Little International Show Manager. She also is a member of the Block and Bridle Club, Coaly Society, the meats and livestock judging teams and the meat science quiz bowl team. In addition to her college experiences, she has interned with the Pennsylvania Department of Agriculture Press Office serving at the All-American Dairy Show and the Pennsylvania Farm Show.



Courtney Cowden