

# Quality Care Matters

A Column about Beef & Dairy Animal Care



## BQA Close-Up



Les and Nancy Midla were honored as the 2011 Pennsylvania BQA award winners. Pictured here with their family from left are, Mike Lupichuk holding Matthew; Kim Lupichuk holding David; Les Midla; Nancy Midla; Jennifer Midla holding Ryan; Brendan holding Allie. Not pictured Anna Lupichuk.

## Les and Nancy Midla, 2011 Pa. BQA Award Winners

In this month's Quality Care Matters, we learn more about beef quality assurance (BQA) leaders, Dr. Les and Nancy Midla, Marianna, Washington County. The Midlas were honored with the 2011 Pennsylvania BQA Award at the Pennsylvania Cattlemen's Association (PCA) annual banquet on March 24.

Flat Stone Lick Farm is a seedstock operation, raising Polled Hereford cattle for more than 50 years. The business was started by Les's grandfather, continued by his father, and is now in the hands of Les and Nancy with their two adult children, Brendan and Kim.

In addition to selling breeding females and bulls, the Midlas have a small feedlot and freezer beef market that enables them to monitor both their beef genetics and their stockmanship. Today, the farm spans 500 acres, with 60 cows calving this year.

Early adopters of best management techniques, the Midlas administered cattle neck injections before it was a BQA best practice. When sending cattle to a sale in the Gettysburg area, more than 20 years ago, Nancy remembers that "we had to justify to potential buyers why there were lumps in our cattle's neck," she said. "Now, people are aware of neck injections and it's an accepted practice promoted through the BQA program."

Nancy also recalls the first BQA chute side training held at Flat Stone Lick Farm and the reaction of producers while viewing the necropsy of a euthanized calf that had received antibiotics and vaccines from a veterinarian

a few days earlier. "Farmers were in awe of the damage those shots had done," she said. "I think it put it all in perspective for them."

Fellow producers also like visiting the Midla's farm for their common sense, and inexpensive, approach to facility management. While Nancy notes their facilities aren't fancy, "they help us handle livestock quietly and efficiently and people like it because they see that it works."

The Midlas keep schedules of vaccinating and deworming which they term, "The Life of a Bovine." "From prenatal through calving, weaning, yearling and all stages of breeding and gestation, we have worked out, in conjunction with our veterinarian what is optimum to administer, when to administer, and how to administer, with all protocols in accordance with BQA guidelines," Nancy said. The cattle also are maintained in a stress-free environment, establishing comfort for the animals, including fly control.

Those practices result in associated input costs that are more than balanced by the virtual elimination of calf scours, pink-eye, respiratory disease, and other common diseases, plus a high weaning percentage of cows exposed. The Midlas test for BVD, TB, Brucellosis, and Johnes annually to maintain a healthy herd and provide a wholesome, dependable product.

Involved in several cattle organizations, including the Pennsylvania Hereford Association and the Washington County Cattlemen, the Midlas con-

tinually remind their fellow producers about the benefits of BQA. "We are all part of the food industry chain. We need to do what's best for the animals and ultimately, that's what's best for our consumers," Nancy said. "BQA has a wealth of information — the workshops and training is readily available to help both new, and experienced, beef farmers become better managers."

Nancy also previously served on the Pennsylvania Beef Council Board of Directors and represented Pennsylvania at the annual beef checkoff meetings, giving her additional training to advocate for beef. The farm has hosted tours for government officials, school children, and teachers.

In addition to beef farmer, Les also is a dentist. "It's an interesting mix," explained Nancy. She said that the two professions complement each other because they are so different. And it's not unusual for Les to talk beef with his patients — or his fellow dentists.

Honored to be named this year's BQA award recipient, Nancy said it validates what she and Les have been trying to do with their cattle on Flat Stone Lick farm for many years. "It's nice to be recognized for our efforts," she said. "The more visibility for the importance of BQA on our farms, the better."

For more information about the BQA program, including upcoming trainings as mentioned in this article, visit [www.pa-bqa.org](http://www.pa-bqa.org) or contact Nichole Hockenberry at 888-4BEEFPA.

## Northeast Lean Beef Sweepstakes Winner from Connecticut

The checkoff's Northeast Beef Promotion Initiative (NEBPI) is pleased to announce the winner of the "Lean Beef for a Lean You" sweepstakes: Kim Karanian from Amston, Conn. Karanian will receive a \$250 Spa gift card and a \$250 grocery shopping spree to Geissler's Supermarkets.

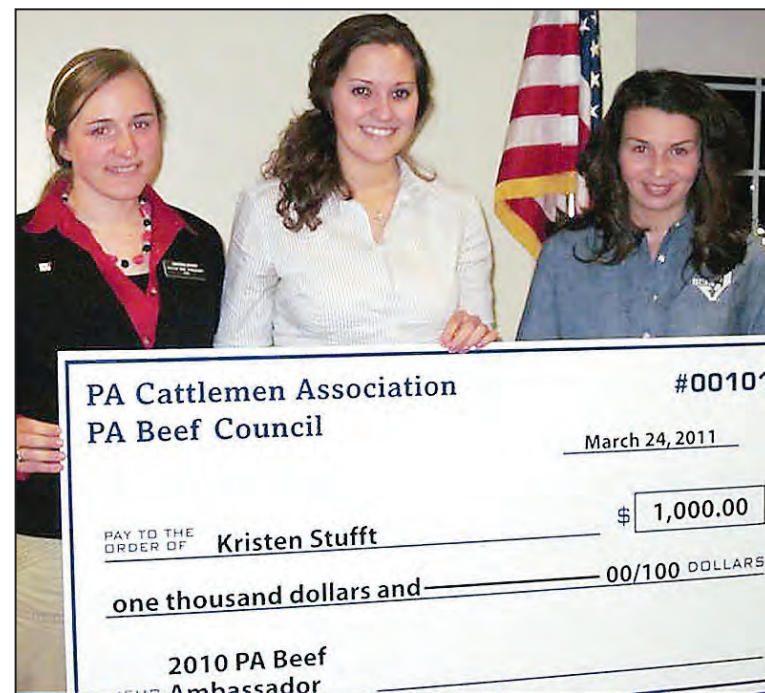
Karanian's online sweepstakes entry was one of more than 10,900 entries on LeanBeef-Sweepstakes.com, a surprising increase of 46 percent compared to the entries received from the 2010 New Year's promotion. The promotion ran from Jan. 10 through Feb. 28 in 117 grocery stores throughout the Northeast and five store locations in Kentucky. Karanian said she was enticed to enter the sweepstakes through an online search of the Geissler's Supermarket website.

"We are excited that one of our customers has won this promotion for the second year in a row. This shows that Geissler's customers are embracing healthy eating habits. The timing of this promotion is great as many peo-

ple start their New Year's resolutions to eat healthier and this promotion brings attention to some of the leaner cuts of beef," said Ryan Nilsson, meat department supervisor at Geissler's Supermarkets. "Shoppers are utilizing online tools to enhance their shopping experience, become educated on their food choices and to become engaged with our store and our products. We appreciate contests such as this that help us to build some excitement within the store."

The checkoff's NEBPI is preparing to launch into the summer grilling season when a similar promotion will be offered with a grand prize of a \$500 shopping spree and a professional BBQ tool set. Runner-up prizes will include engraved 10-piece kitchen knife sets and copies of The Healthy Beef Cookbook.

For more information about your beef checkoff investment, visit [MyBeefCheckoff.com](http://MyBeefCheckoff.com).



Arika Snyder, center, was selected as the 2011 Pennsylvania Beef Ambassador. At left is Kristen Stufft, 2010 Beef Ambassador. At right is Nichole Hockenberry, Pennsylvania Beef Council director of industry relations.

## Snyder Wins 2011 Pa. Beef Ambassador Contest

BEDFORD, Pa. — Arkia Snyder, a Penn State student studying animal science, won the 2011 Pennsylvania Beef Ambassador title at the annual competition held March 25 at Penn State. Organized by the Pennsylvania Beef Council on behalf of cattle producers, the program is co-funded by the Pennsylvania Cattlemen's Association.

The daughter of Ryan and Candace Snyder, Lewistown, Arika, a freshman, is active on the Penn State Altoona campus, participating in Ag Club, THON, intramural volleyball and soccer, gospel choir, and the Lion Ambassadors. She also was in 4-H, showing beef, lamb, hog, and dairy feeder projects.

Arika hopes to attend veterinary school, to become a nutri-

tion animal veterinarian, focusing on companion animals.

The Pennsylvania Beef Ambassador will represent the Pennsylvania Beef Council, Pennsylvania Cattlemen's Association, and affiliate cattlemen's organizations at both agricultural and consumer events across the state as Pennsylvania's beef industry youth spokesperson. At the end of her one-year reign, Arika will receive a \$1,000 combination award and scholarship. She also will represent the state at the National Beef Ambassador Competition in October.

To schedule a visit by Arika, contact the Pennsylvania Beef Council office at 888-4BEEFPA(423-3372). To learn more about the beef ambassador program, visit [www.nationalbeefambassador.org](http://www.nationalbeefambassador.org).

## Upcoming BQA Trainings

Please visit [www.pa-bqa.org](http://www.pa-bqa.org) for more details on these upcoming trainings, contact Nichole Hockenberry at [nhockenberry@pabeef.org](mailto:nhockenberry@pabeef.org) or 888-4BEEFPA.

The training dates are as follows:

### April 19

Dairy Producer Education Meeting, Blair County, Morrison Cove; Memorial Park and Then Transition to Kulp Family Dairy 10-3 p.m. Meeting will focus on Antibiotic Usage and a Calf Necropsy to evaluate commonly used Animal Health products.

### April 20

York County Chute Side Training, York County 4-H Center, 771 Stovertown Road, York, PA 17408, 6 - 8 p.m.

### April 25

Lebanon County Recertification and Classroom

Training, 2120 Cornwall Rd., Suite 1, Lebanon Pa. 17042; Recertification: 6 - 7 p.m.; Classroom Training: 7 - 9 p.m.

### April 28

Bedford County Chute Side, Deana Jak Farms (Doug Howe), 337 Guyer Corner Road, New Enterprise, PA 16664 Chute Side: 6 - 8 p.m.

### May 5

Delaware Valley College (Youth Program)

### May 10, 19

W. B. Saul High School (Youth Program)

### May 17

Westmoreland County Recertification and Classroom Training, 214 Donohoe Road, Suite E, Donohoe Center, Greensburg, PA 15601; Recertification: 6 - 7 p.m.; Classroom Training: 7 - 9 p.m.