

Beef: Fuel for the Finish at Gary W. Redner Memorial Race

On Sunday, June 6, Redner's Warehouse Markets hosted the second Annual Gary W. Redner Memorial 5K Race at the Gring's Mill in Wyomissing, Pa. The Beef Checkoff, through The Northeast Beef Promotion Initiative (NEBPI), teamed up with Redner's as a race sponsor.

Runners were offered beef informational materials and recipes found in The Healthy Beef Cookbook as they registered for the race. Nearly 180 runners participated in the 5K race that morning and each were provided with a race t-shirt with the "Beef: Fuel for the Finish" logo on the back.

"Endurance runners and other athletes need to hear the positive nutritional attributes beef has to offer as they prepare and compete in physical activities," said Christie Molinaro, Director of Retail and Foodservice for the NEBPI.

Three beef runners wore either the BEEF jerseys or I LOVE Beef pins during the race, with two placing in the top three within their age division at the race. "There is no doubt that these runners were indeed 'Powered by Beef,'" said Molinaro. The NEBPI has worked with Redner's Warehouse Markets on various beef promotions throughout the year.



"Beef Runner" Kimberly Molinaro from McClure, Pa. placed third in her age division at the Gary W. Redner Memorial Race.

Redner's is currently participating in the "Stay Home. Grill Out." summer grilling beef promotion, funded in part by The Beef Checkoff. Shoppers have the opportunity to enter

to win \$500 in free grocers and a Weber Grill by entering online at www.StayHomeGrillOut.com. This summer grilling beef promotion is running now through Sept. 7.

'Stay Home. Grill Out' Summer Grilling Beef Promotion



Funded by America's
beef producers

Brush the dust off your grills because it's summer grilling season. The Beef Checkoff, through the Northeast Beef Promotion Initiative (NEBPI) and the Pennsylvania Beef Council, partnered with 17 retailers throughout the Northeast to launch the 2010 summer grilling beef promotion. "Stay Home. Grill Out" will be in-store from May 17-Sept. 7 in 367 store locations. Pennsylvania retailers include Weis Markets, Redner's Warehouse Markets, Boyer's Food Markets, and The Fresh Grocer. In-store materials include recipe booklets, shelf wobblers, and meat department posters. Participating retailers were also asked to include artwork on their websites and in their weekly circular ads to call out the promotion.

Shoppers can enter-to-win a grand prize of \$500 in free groceries plus a Weber Grill by at [www.StayHome-](http://www.StayHome-GrillOut.com)



GrillOut.com. Runner-up prizes include professional BBQ tool sets and The Healthy Beef Cookbook.

"The NEBPI partnered with eight new retailers throughout MA, CT, NY, and MD for the 2010 summer grilling promotion this year; it is exciting to see retail participation increase each year that we offer these Checkoff

funded promotions," said Christie Molinaro, NEBPI Director of Retail and Foodservice. "The more shoppers throughout the Northeast receive these sizzling beef recipes, grilling tips, and nutritional information, the more we influence their summer beef purchases," she said.

Upcoming BQA Trainings Announced

Beef Quality Assurance (BQA) has become even more important for producers throughout the United States over the past several years in order to implement the best management practices on your farm. The beef and dairy industries have a duty to use good animal care and handling practices to ensure a safe and wholesome beef product 100% of the time. As a way to educate producers in Best Management Practices on your farm the Pennsylvania Beef Council will conduct two BQA trainings in the month of July.

The first training will be a BQA Chute Side Training being held at the Middleburg Livestock Auction in Middleburg, Pa. This training is

scheduled for July 8. The training will start at 7 p.m.

The second training will be a BQA Classroom and Recertification training that will be held at the Lehigh County Extension Office located at 4184 Dorney Park Road Allentown, PA. This training will be on July 28. The BQA Recertification training will start at 6 p.m. and the BQA Classroom training will start at 7 p.m.

BQA Training consists of two levels, those being Classroom Training and Chute Side Training. During the Chute Side Training producers see the effects of shots in the muscle through a necropsy on a calf done by a Penn State veterinarian. Discussions will also be held on handling, vaccines,

antibiotics, BVD, SQ shots, and participants will have time to ask the vet questions. This is a hands-on training.

Becoming a BQA Certified Producer will provide producers with benefits. They will have access to sell cattle through Weis Market's Pennsylvania Proud label, access to market calves in calf pools, free certified producer farm sign, opportunity to purchase BQA Allflex tags, free PA Preferred/BQA Beef labels to label freezer beef, free BVD PI Test Kits, a monthly e-newsletter, and more.

For questions or to register for one of these trainings please contact Nichole Hockenberry at the Pennsylvania Beef Council, 888-423-3372.



Quality Care Matters

A Column about Dairy Animal Care provided by the Pennsylvania Beef Council and the Center for Dairy Excellence.



How Important Is Record Keeping?

Some dairymen might question why they need to document antibiotic use and other medical treatments on their farm. Some will say it's not that important and they just don't have the time or resources it takes to keep good records.

But with food safety issues at the forefront of consumer concerns, it's more important than ever for dairymen to keep accurate records on their farms, according to Dr. Ernest Hovingh, Penn State field investigator and dairy extension veterinarian.

"I think dairymen need to document all antibiotic usage on the farm," Hovingh said. "It's very important, especially when it involves food safety and product quality."

Dairymen need to be responsible and accountable for what they should be keeping records of on the dairy, of things that matter. "Some producers keep very good records and some keep almost no records," he said. "Dairy record systems make it easier to keep records today and we must stress the importance of good record keeping. Dairymen often don't realize the importance of doing so until there's been evidence of a residue violation in milk or meat."

Hovingh believes that the answer could be dairymen influencing other dairymen. "I can stand up at a meeting and stress the importance of good record-keeping," he explained, "but I think we really need producers who have always kept good records, or who have had a problem and are now keeping better records, to educate their peers."

Penn State Director of Field Investigations and Extension Veterinarian Dr. Dave Wolfgang said in the current consumer climate it is important for food producers to ensure consumers that the food they buy is produced in a safe and wholesome manner.

"Good records are one of the best ways to document successes or failure of treatment protocols," he said. "Properly used, records can help producers make better and more cost effective decisions."

According to Wolfgang, in a vast majority of cases, records are not used nor evaluated so they are seen as a waste of time and effort. Records are also important for farmers to confidently share with officials if a food safety issue comes into question. "Keeping records is not a total insurance policy, but without records, there is no protection," Wolfgang said.

Hovingh suggested the following list as the top best dairy practices for record keeping on the farm.

1. Keep it simple.
 - Designate specific persons on the farm to administer all antibiotics and provide appropriate training, and training on record-keeping.
 - Use up-to-date protocols to reference common treatment regimes, including withdrawal times.
 - All protocols, especially extra-label treatments, should be developed in consultation with a veterinarian in a valid VCPR, and include milk and meat withdrawal times.
 - Only rarely use 'non-protocol treatments' and make sure they are recorded along with the withdrawal time.
 - Only permit designated person(s) to make decision about going 'out of protocol.'
 - Record the name of the person administering the protocol, as well as the date and identity of the individual animals receiving the treatments.
2. Don't assume anything. ("I don't need to write down this shot — there's no chance this heifer will be going to slaughter." "I don't have



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time to write it down, but I won't forget I treated Elsie!")

3. Use a simple, efficient, effective record-keeping system — paper or electronic.

- Should be easy to record, at the time of treatment, what was done by who, to who, when.

- Should be easy to find out who was treated with what, by who, six months ago.

4. Be redundant — besides the written or electronic treatment record, use at least one other method of recording/marketing treated animals (crayon or leg band on animal, note on 'whiteboard', etc.)

5. Keep it meaningful

- Keep records of ALL antibiotic treatments, including dry cow therapy, and anything else that has a withdrawal time, such as vaccines.

- Don't feel the need to keep records of everything, such as oxytocin injections.

- Make sure everyone involved understands why good records are important.

6. Have a system in place for verifying that EVERY animal that leaves the farm has had its record checked to make sure adequate withdrawal times have been observed.

- Assign someone the responsibility for making sure 6.0 is carried out before any cow gets on a truck, and record the fact that this was done.

- Have a system in place to test an animal for residues prior to shipment if in doubt, and record all test results.

Wolfgang agreed that following best dairy record keeping practices will make a difference.

"Usually these need to be based on useful outcome measures," he said. "Timely review of records can be a win-win-win. Animal health can be improved, product quality and consumer confidence can be increased, and producers can better use their time and resources to get the biggest bang for their bucks."

Producers can find more information and specific record keeping tools through their DHIA program, AI provider, and local and state Extension specialists. Help is available to design a record keeping system for individual operations that will assure dairymen are following the best animal care practices that result in good dairy herd management.

For more information visit one of these web sites: www.pa-bqa.org and www.centerfordairyexcellence.org and www.bqa.org.

Editor's Note: "This is the eighth in a series of articles focusing on the dairy and beef quality assurance programs available throughout the United States. These articles will provide information for dairy and beef producers to better manage the quality care of their animals."

Rebecca Long Chaney wrote this as a special to the Pennsylvania Beef Council and Center for Dairy Excellence.