

Quality Care Matters

A Column about Dairy Animal Care provided by the Pennsylvania Beef Council



Dairy to Blame for Beef Drug Residues

Cattlemen are none too pleased that these residues continue to bring scrutiny and give beef a bad name. It's not only a public relations issue for the cattle industry but one with very real food safety concerns too.

Drug residues in beef, particularly dairy beef, are receiving additional scrutiny by the Food and Drug Administration (FDA), animal welfare (rights) groups and even the occasional cowboy.

The reason is pretty simple. Drug residues continue to pop up. One might argue that the number of violations is miniscule-404 residues in Arizona, California, Idaho, Oregon and Washington from July 2009 through June 2010. But the numbers also tell this: 83 percent of those violations were found in cull dairy cows and another 11 percent from bob veal calves.

In other words, some 95 percent of Western drug residues are coming from the dairy industry, and the FDA is taking names and publishing this list of offenders. Animal welfare groups are also starting to issue press releases and name names. Cattlemen are also none too pleased that these residues continue to bring scrutiny and give beef a bad name.

Yes, this is a public relations issue for the cattle industry. But it also has very real food safety concerns, said Dale Moore, director of Veterinary Medicine Extension with Washington State University. She spoke at last month's NMC regional meeting in Grand Rapids, Mich.

The two leading drugs found in dairy cows were penicillin (102 of the 337 violations) and Flunixin (Banamine) (65 of the 337 violations). People allergic to penicillin can react with an allergic reaction, particularly difficulty breathing, but also can experience nerve damage, severe inflammation of the large intestine, swelling of the lips, tongue or face, bleeding and diarrhea. Residues of Flunixin can cause fecal blood, ulcers, and death of kidney tissue.

This is serious stuff, folks. Dairy producers have a moral and ethical responsibility to ensure these residues do not occur.

There are financial ramifications as well. "Not only do producers face the lost value of the market cow, but their violation becomes public and they could lose the slaughter route for their removals," said Moore. In other words, you could lose your ability to market cull cows.

So why do residues continue to occur? The reasons vary, but most of it boils down to failure to follow label directions, poor record keeping and failure to observe required withdrawal periods.

Banamine's label requires intravenous injection. "But many people give the drug incorrectly in the muscle," said Moore. "When this happens, a much longer withdrawal time is needed before the tissues no longer have a residue."

For penicillin, higher, extra-label dosages are often (usually) given "without using an extended withdrawal time," she said.

Even drugs that have short or zero milk withhold have meat withhold times that producers might not be aware of or ignore. Examples: Excede has a meat withdrawal of 13 days, Naxcel four days, Excenel three days Spectramast DryCow 16 days and Spectramast Lactating, two days.

Another potential cause of residues is antibiotics in vaccines. The antibiotics are there to prevent microbial growth in the vaccines during storage. But if cattle are shipped immediately after vaccination, residues can pop up in their carcasses. Dairy producers simply need to be aware of this potential.

Everybody (supposedly) knows how to avoid residues. But, just in case, here's a quick review:

1. Have individual animal identification and specifically identify treated animals.
2. Read the drug label.
3. Follow the label dose and administer correctly.
4. Withhold marketing the animal for the number of days specified on the label, or in the case of extra-label use, the days specified by your veterinarian.
5. If the dosage or route of administration is different than on the label, this extra label use requires a valid Veterinary-Client-Patient-Relationship. This means your vet has assumed clinical responsibility for the animal, he/she must have sufficient and direct knowledge of the animal your treating, you agree to follow his/her directions and that the vet is available for follow-up evaluations.

Editors note: reprinted with permission from Jim Dickrell, Dairy Today editor.

Team Beef to Debut at Philadelphia Marathon



BEDFORD, Pa. — Pennsylvania's Team BEEF will debut Sunday, Nov. 21, during Philly Race weekend. Ten team members will participate in the famed Philadelphia Marathon and Half Marathon, with the Philadelphia Museum of Art serving as a backdrop for both the start and finish. More than 23,000 runners will compete in this year's event through the historic city.

Team BEEF runners believe in the power of protein to fuel physical activity, such as endurance running. On race day, spectators will identify Team BEEF runners along the course by finding the jerseys emblazoned with a juicy steak.

Prior to the race, athletes, their families, and the public, will learn more about beef's nutrition profile at the Health & Fitness Expo, held at the Philadelphia Convention Center. In partnership with the Philadelphia Dietetic Association, Beef Council staff and Registered Dieticians (RD's) will sample lean roast beef wraps and distribute recipes and nutrition information at the Expo. You can follow Team BEEF runners as they prepare for the November race on the Pennsylvania Beef Council Facebook page.

Interested in running for Team BEEF in other races across the Commonwealth this coming year? Visit pabeef.org and download a Team BEEF application.

Stufft Wins National Beef Ambassador Title

BEDFORD, Pa. — Madlynn Ruble, Albert Lea, Minn.; Jessica Sweet, Livermore, Calif.; Austin Joyce, Pearland, Texas; Kelli Fulkerson, Burlington, Mich.; and Kristen Stufft, Lewistown, Pa. were chosen as the 2011 National Beef Ambassador Team winners.

They were selected at the annual competition held Oct. 1-3 in Rapid City, S.D. Contestants were judged in the areas of consumer promotion, classroom presentation, media interview technique and issues response.

Twenty-six contestants from throughout the country vied for a place on this team of agriculture advocates and \$5,000 in cash prizes as well as five educational scholarships totaling \$5,000 given by the American National CattleWomen Foundation, Inc. Additionally, one Beef Ambassador will be chosen for a USDA internship in Washington, D.C.

Kristen Stufft was active in 4-H and is on the board of directors for the Junior Hereford Association. A junior at Penn State, Stufft is majoring in animal science. On campus, she is active in the Penn State Block and Bridle & Poultry Science Clubs, and Collegiate Cattlewomen. She also plays the French Horn in the Penn State Marching Blue Band. Stufft enjoys telling everyone she meets about the importance of beef as part of a heart healthy diet and the true beef production story.

While preparing for this national beef promotion and education competition, youth across the nation



Kristen Stufft

learn about beef and the beef industry within their family and with support from state CattleWomen, Cattlemen's associations and state beef councils. The preparation highlights industry issues of current consumer interest. Winners of the state competitions compete at the national level receiving

additional media training. After the event, as youth ambassadors, they speak to industry issues and misconceptions, while educating peers and others about food safety, nutrition and the Beef Checkoff Program at consumer events, in the classroom and online.

Beef Checkoff is Funding Italy Trip to Celebrate Veal

If turkey is the official dish of Thanksgiving, what's the official dish of Columbus Day? Veal, of course! That's the idea behind a new promotion funded by The Beef Checkoff that will motivate home cooks to prepare veal on this Italian-themed holiday.

"Columbus Day is a time to celebrate Italian heritage, and serving Italian food is a great way to enjoy the holiday," said Clayton Harnish, Joint Veal Committee member from Pennsylvania. Italian food has long been one of the most popular

cuisines in America. "We are trying to start a new trend, by encouraging consumers to celebrate Columbus Day with a home-cooked meal for friends and family, featuring Italian favorites such as Veal Parmigiana, Veal Saltimbocca, and Veal Piccata," said Harnish.

To generate awareness for this idea, humorous TV spots will air in top markets. The ads feature a couple in the kitchen cooking and arguing about which veal dish is the best choice for Columbus Day. Consumers are asked to visit VealMadeEasy.com, vote for

their favorite Italian veal dish, and enter to win a Perillo Trip for two to Italy.

The website will also feature several easy-to-prepare recipes featuring classic Italian dishes, and step-by-step videos to help home cooks create an Italian masterpiece. The initiative will be supported in 2,744 grocery stores, with feature ads and recipe labels that also include a marketing partner, Colavita Extra Virgin Olive Oil. Downloadable ad slicks and other marketing support are available to retailers.

Make Plans to Attend BQA Training

The next set of Beef Quality Assurance (BQA) have been scheduled for several locations across the state. Dates, time and location are as follows.

- Oct. 12, Bedford County Ex-

tension Office, 6-7 p.m. BQA Recertification, 7-9 p.m. classroom training for new producers.

- Nov. 15, Lancaster County, 6-8 p.m., BQA Chute Side Training.
- Nov. 18, Susquehanna County,

6-8 p.m., BQA Chute Side Training.

Please visit www.pa-bqa.org for more details on these fall trainings or contact Paul Slayton at pslayton@pabeef.org or 888-4BEEFPA.