

Quality Care Matters

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



The Bottom Line in BQA

In previous Quality Care Matters columns, Rebecca Long Chaney discussed the importance of beef quality assurance (BQA) management principles as it relates to animal care and consumer confidence. This Quality Care Matters article, with the help of Dr. John Comerford, associate professor of dairy and animal science, Penn State University, and the Montana Stockgrowers Association, will consider the potential economic gain of applying BQA practices on the farm. While BQA certification leads to better care for beef and dairy cattle, it also can lead to a stronger bottom line for producers.

By practicing BQA management techniques on farm, a producer might expect the following returns on their calves with no significant cash outlay:

- 5 pounds of extra gain/calf because calves were handled quietly at \$1.10/pound. Market price is \$5.50/head.
- 20 percent reduction in morbidity (\$8 gain/head in extra value because of additional weight gain and reduced treatment costs) because vaccine was handled and administered properly.
- 5 percent reduction in mortality (\$30 gain/head, assuming \$1.10 market price, in a group of 20 marketed calves. Losing one calf is a \$600 loss; extrapolated over 20 calves - \$30) because vaccine was handled and administered properly.
- 15 cents/pound improvement in price on a 1,200-pound cull cow that was marketed at the proper time, rather than crippled beyond recovery or in very poor condition.
- \$77/head BQA advantage over the state graded feeder price, according to a 12-year summary of receipts from the Morgantown calf pool where Pennsylvania producers previously marketed preconditioned BQA calves.*

When the group marketed its first calves, there was very little difference from the average, in price and pounds of calves marketed. With some established goals and BQA objectives, cattle uniformity improved over time with respect to confirmation and performance. The average weight marketed is now nearly 100 pounds above the state average, and producers still realize a price advantage above the state average of the graded sales.

Total potential income increase/per BQA calf: \$120.50.

To further experience incremental profit gains, the following is a vaccination checklist presented by Tahnee Szymanski, DVM, field veterinarian with the Montana Department of Livestock:

- Be sure your vaccines are fresh and have been shipped and stored properly.
- Keep all vaccines cool and out of the sunlight - this includes filled syringes.
- Have plenty of health products and equipment on hand.
- Clean syringes with a brush and hot water - do not use disinfectants.
- Never use left-over modified-live vaccines - even if they are from "just yesterday."
- Conduct a five-minute vaccination training or "refresher" for everyone.
- Mix only enough modified-live vaccine that can be used within one hour.
- Check the calibration of syringes regularly to be sure of the proper dose. Inject all vaccines and other drugs in the neck in front of the shoulders.
- Change needles and check syringe calibration frequently.
- Vaccinate only healthy animals and do not treat cattle with antibiotics at the same time as vaccinating.
- Keep accurate group or individual vaccination records and treatment records.

If you'd like to learn more about how the BQA program can help you, consider becoming certified this fall. Trainings are scheduled in the following counties, with complete details published on the BQA website, www.pa-bqa.org.

- October 12: Bedford County
- November 16: Lancaster County
- November 18: Susquehanna County

*Study first published by Phil Osborne, 2002.

Editor's Note: Special thank you to the Montana Stockgrowers Association (mtbeef.org) for sharing content and story idea for this Quality Care Matters. To learn more about the BQA program in Pennsylvania, visit pa-bqa.org or contact the Beef Council office at 1-888-4BEEFPA.

Northeast Retailers Launch Beef Tailgating Promotion



Funded by the Beef Checkoff

BEDFORD, Pa. — The Beef Checkoff, through the Northeast Beef Promotion Initiative (NEBPI), will launch the program's first full-scale fall tailgating beef promotion to regional retailers. Reminding northeast consumers to "Invite the MVP (Most Valuable Protein) to their tailgating party and enjoy the value of protein-packed beef," the promotion kicks off Sept. 13 and runs until Oct. 31.

"For many people, fall is synonymous football tailgates and parties," said Chris Molinaro, NEBPI Retail Director. "We want to share beef recipes that are perfect for entertaining this football season."

Approximately 114 retail locations will participate in the promotion that includes a recipe booklet, store shelf wobblers and an on-line sweepstakes. Shoppers will find six recipes in the booklet and a \$1 off the purchase of two Cabot Cheese bars coupon. Sweepstakes prizes are a 32-inch

WIN a 32" LCD HDTV & \$250 FREE GROCERIES!

No Purchase Necessary.

Funded in part by The Beef Checkoff
BeefItsWhatsForDinner.com

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Enter at TailgateWithBeef.com

flat screen TV and a \$250 grocery gift card. Runner-up prizes include \$50 gift cards to a shopper from each participating retailer. Enter on-line at www.TailgateWithBeef.com.

Rooker Joins Beef Council Staff

BEDFORD, Pa. — The Pennsylvania Beef Council announces that Kristi Rooker has joined the organization as director of channel marketing. Rooker will coordinate the Council's partnerships with state retailers and foodservice operators and distributors. She also will lead all beef and veal consumer marketing initiatives in the Commonwealth.

Prior to joining the Beef Council, Rooker was marketing specialist and outreach coordinator for the Pennsylvania Department of Agriculture, managing the multi-million dollar Pennsylvania Fair Fund and the state's agri-tourism cam-

aign. Rooker also was as an information specialist for the Department, serving as an issue spokesperson and implementing print, radio and TV campaigns.

A graduate of California University of Pennsylvania, Rooker grew up on a registered Angus farm in Fayette County where she was active in the 4-H program and Angus & Hereford junior activities. She is a member of the Pennsylvania Cattlewomen's Association and the Fayette County Agricultural Improvement Association.

Contact Rooker at brookerk@pabeef.org or 1-888-4BEEFPA.



Kristi Rooker

Beef Up Back to School

BEDFORD, Pa. — This fall, the Pennsylvania Beef Council is helping families incorporate lean beef into easy, after school dishes and weekday meals with a new recipe brochure, Beef Up Back to School, available at all 127 Acme Market

stores, Philadelphia. Shoppers also can download the brochure and enter to win prizes in the Beef Up Back to School contest at pabeef.org. Contest ends Oct 1.

Back to school also is the perfect time to remind parents about the important nutrients beef delivers to growing bodies. Did you know that four million U.S. children are iron-deficient, and childhood iron-deficiency anemia is associated with behavioral and cognitive delays? Beef is a good source of iron, and

unlike plant proteins, beef is the food supply's most readily available and easily absorbed source of iron. Iron not only helps red blood cells carry oxygen to body tissue, it also plays an important role in cognitive health, including memory, ability to learn and reasoning.

One three-ounce serving of beef is an excellent source of zinc, which is an essential nutrient that fuels thousands of bodily processes, including building muscles and healing wounds, maintaining the immune system, and contributing to cognitive health.

To learn more about the back to school contest and lean beef's nutritional benefits, visit www.pabeef.org.

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to learn more

Super-Sloppy Joes with Broccoli Slaw

- 1-1/2 pounds ground beef
- 1/2 cup chopped onion
- 1/4 teaspoon pepper
- 1/2 cup canned black beans, rinsed and drained
- 1/2 cup frozen corn
- 1/2 cup ketchup
- 1/2 cup prepared barbecue sauce
- 6 whole wheat sandwich buns, toasted

Broccoli Slaw

- 1/4 cup prepared reduced fat Ranch dressing
 - 1 tablespoon Dijon-style mustard
 - 2 cups packaged broccoli slaw
- Brown ground beef with onion in large non-stick skillet over medium heat 8-10 minutes or until beef is not pink, breaking up into 3/4-inch crumbles. Season with pepper. Stir in beans, corn, ketchup and barbecue sauce. Cook 3-5 minutes or until heated through, stirring occasionally.

Meanwhile prepare broccoli slaw. Combine dressing and mustard in medium bowl. Add broccoli slaw; toss to coat.

Place about 2/3 cup beef mixture on bottom half of each bun; top with 1/4 cup broccoli slaw. Close sandwiches.

Makes 6 servings. Total preparation and cooking time: 30 minutes.