

BQA RECERTIFICATION TRAINING

Administered by Pennsylvania Beef Quality Assurance



Mid-Atlantic

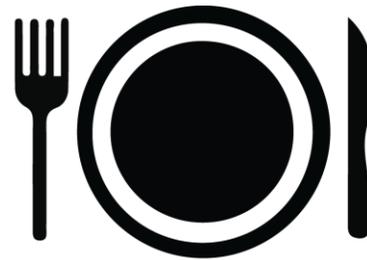
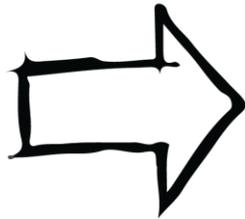
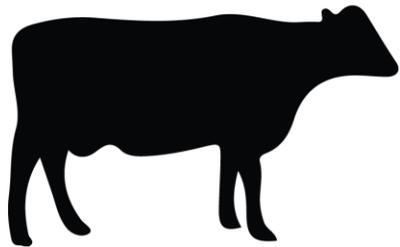


*Beef
Quality
Assurance*

Pennsylvania • New York • Maryland • Virginia • West Virginia
Maine • New Jersey • Vermont



There is a need for constant communication between
producers and consumers on the beef story
– from farm to plate



Introduction



- ▶ The following training contains scenarios should be treated as real-life situations
- ▶ The scenarios target topics which are common concerns for consumers

General Tips When Engaging Consumers



- ▶ First: listen to their questions and concerns
- ▶ Find common ground to build on, then share information to answer questions
- ▶ The most **IMPORTANT** thing you can do is acknowledge their concerns and share your commitment to continuously improving to meet their expectations



General Tips When Engaging Consumers



- ▶ Use the “**Two Cs**” to guide your conversation regardless of the subject:
 - ▶ **We care** (about the same issues you do)
 - ▶ **We’re capable** (of meeting your expectations)
- ▶ The beef community’s mission is to provide the safest, highest-quality, most consumer-friendly beef in an environmentally and economically sustainable manner
- ▶ Family farmers still make up the foundation of the beef community
- ▶ **97%** of beef cattle farms and ranches are family owned and operated

PRODUCER CASE SCENARIO #1

BEEF NUTRITION



Producer Case Scenario #1

BEEF NUTRITION



Labeling
Claims



Grass-fed vs.
Conventional
beef



You are a well-educated beef producer and are in your local grocery store. While making your way past the fresh meat counter, another consumer that brushes elbows with you asks you about the benefits of beef in your diet. Within this very short face-to-face conversation, she further informs you that she has heard and read so many different things regarding the nutritional benefits of beef, the controversy over grass-fed vs. conventional beef and the various labeling claims that she is overwhelmed when approaching the meat counter. What insight might you provide to this consumer?

Producer Case Scenario #1

BEEF NUTRITION

▶ Grass-fed vs. Conventional Beef

- ▶ Important to remember that all beef spends a majority of their lives in range or pasture conditions, consuming grass
- ▶ Grass-finished beef takes on average **226 days longer** to raise compared to grain-finished beef – therefore requiring more resources like land, water and feed
- ▶ Grain-finished (conventional or grain-fed) is the most widely produced beef in the United States
- ▶ **All beef choices are safe, wholesome, and nutritious**



Producer Case Scenario #1

BEEF NUTRITION



BEEF nutrition.org Choices of Beef

More than one million beef farmers and ranchers raise cattle in every state in the country. They use the diverse resources available in their local areas to produce nutritious, safe and delicious beef. For consumers, that means there are

a variety of beef choices such as grain-finished, grass-finished, natural and certified organic beef. From the pasture to the plate, the entire food chain works together to ensure high-quality and healthy beef for Americans.

All beef is:

Grass-Fed

All cattle spend a majority of their lives eating grass on pastures

Natural

Most beef does not contain any additives and is not more than minimally processed^{1,2}

Nutritious

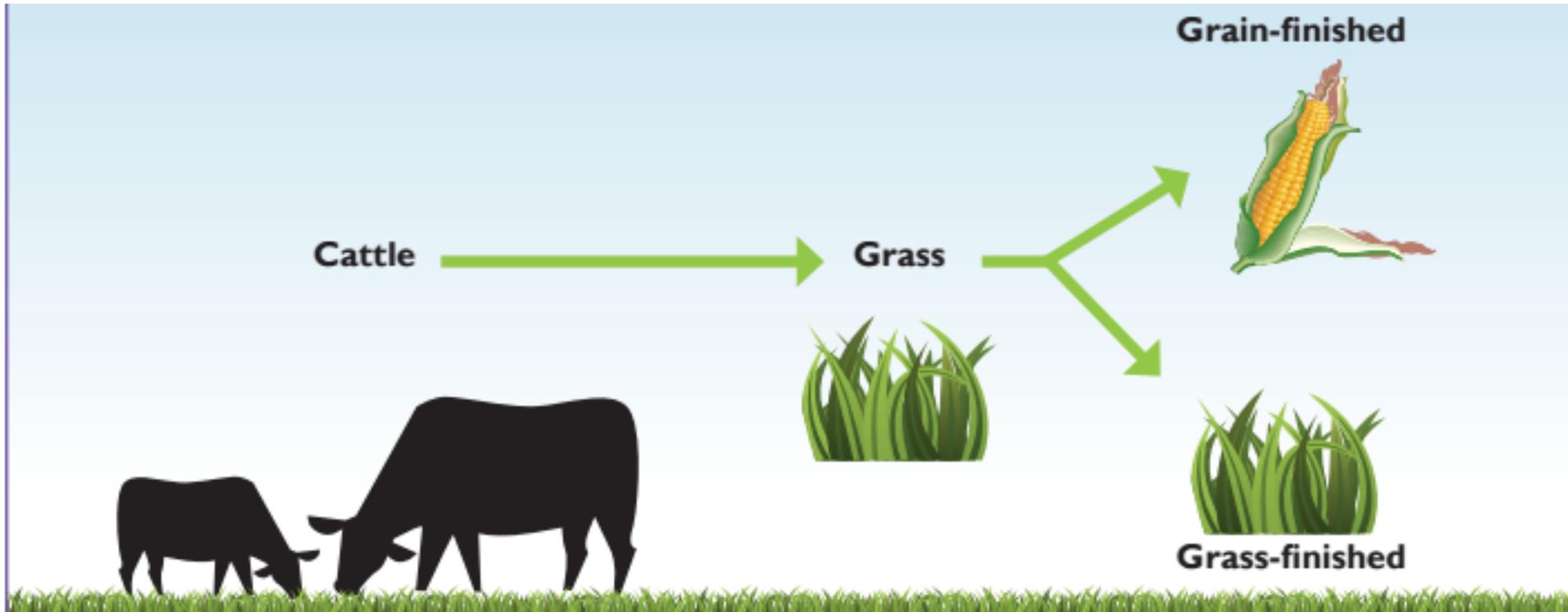
Beef is a powerful protein and an excellent or good source of 10 essential nutrients

Safe

Vigilance on farms, rigorous safety inspections and strict government guidelines ensure the highest level of safety

Producer Case Scenario #1

BEEF NUTRITION



Producer Case Scenario #1

BEEF NUTRITION



Beef can be:

Grain-finished

- Cattle spend most of their lives grazing on pasture, then spend 4 – 6 months in a feedlot
- Fed scientifically and healthy balanced diet of grains, such as corn, wheat or soybeans
- May judiciously be given FDA-approved antibiotics or growth promoting hormones
- May be given vitamin and mineral supplements
- Have continuous access to clean water and room to grow and roam



Grass-finished

- Cattle spend their entire lives grazing on pasture
- May judiciously be given FDA-approved antibiotics or growth promoting hormones
- May be given vitamin and mineral supplements
- Can be difficult to produce year-round in North America due to changing seasons and weather conditions



Naturally raised

- Cattle can be grain-finished or grass-finished—look at the label for details
- Have never received antibiotics or growth promoting hormones
- May be given vitamin and mineral supplements
- Must be certified by USDA's Agricultural Marketing Service³



Certified organic

- Cattle can be grain-finished or grass-finished, as long as the feed is 100% organic
- Have never received antibiotics or growth promoting hormones
- May be given vitamin and mineral supplements
- Must be certified by USDA's Agricultural Marketing Service⁴
- Look for the official label



Producer Case Scenario #1

BEEF NUTRITION



▶ Labeling Claims

- ▶ The label should clearly state the production model with which the beef was raised
- ▶ Variety of beef choices:
 - ▶ Grain-finished, grass-finished, organic, naturally raised, etc.
- ▶ According to USDA, *natural* means that a product is minimally processed and contains no additives
- ▶ “**Naturally raised beef**” is cattle raised without added hormones to promote growth or the use of antibiotics to prevent disease

Producer Case Scenario #1

BEEF NUTRITION

- ▶ All beef –whether grass-finished or grain-finished – provides **10 essential nutrients** like zinc, iron, protein, and B vitamins to diets

BEEF'S BIG 10

Do more than just get through the day – be your best every day. Here's how beef's essential nutrients can help.

VITAMINS B₆ and B₁₂ help maintain brain function.

ZINC helps maintain a healthy immune system.

PHOSPHORUS helps build bones and teeth.

NIACIN supports energy production and metabolism.

RIBOFLAVIN helps convert food into fuel.

IRON helps your body use oxygen.

CHOLINE supports nervous system development.

PROTEIN helps preserve and build muscle.

SELENIUM helps protect cells from damage.

All lean beef cuts have less than 10 grams of total fat, 4.5 grams or less of saturated fat and less than 95 milligrams of cholesterol per 3 ½-oz. cooked serving. **Surprise! Some cuts of beef are as lean as a 3-oz. skinless chicken thigh.**

BEEF GIVES YOUR BODY MORE

of the nutrients you need. A 3-oz. serving of lean beef provides the following nutrients in about 150 calories:

Calories	8% DV
Protein	48% DV
B12	44% DV
Selenium	40% DV
Zinc	36% DV
Niacin	26% DV
B6	22% DV
Phosphorus	19% DV
Choline	16% AI*
Iron	12% DV
Riboflavin	10% DV

The "daily value" percentage (aka DV) helps you determine how much of a particular nutrient a food contributes to average daily needs. Each nutrient is based on 100% of the daily requirements for that nutrient (for a 2,000 calorie diet).
(*AI stands for Adequate Intake. The highest AI for Choline is 550mg.)

DID YOU KNOW?

- Don't be left unsatisfied. A 3-oz serving of **lean beef** provides 25 g (about half) of the Daily Value for protein, which is one of the most satisfying nutrients.
- Get your workout in! Exercise is more effective when paired with a higher-protein diet.
- Interested in **heart health**? Research shows that including lean beef, even daily as part of a heart-healthy diet and lifestyle, improved cholesterol levels.

BEEF
 Funded by the Beef Checkoff.
 For recipes and more visit BeefItsWhatsForDinner.com

U.S. Department of Agriculture, Agricultural Research Service, USDA National Nutrient Database for Standard Reference, Release 25. Available at: <http://www.nutritiondata.gov/foodcomp/search/>. Paddon-Jones D, Westman E, Mattes RD, Wolfe RR, Ahrup A, Westerterp-Plantinga M. Protein, weight management, and satiety. *Am J Clin Nutr* 2008;87:1558S-61S. Layman DK, Evans E, Baum JJ, Seyler J, Erickson DJ, Balesar RA. Dietary protein and exercise have additive effects on body composition during weight loss in adult women. *J Nutr* 2005;135:1900-10. Symons TB, Sheffield-Moore M, Mansoor MM, Wolfe RR, Paddon-Jones D. The anabolic response to resistance exercise and a protein rich meal is not diminished by age. *J Nutr Health Aging* 2011;15:376-81. Roessel MA, NIAAM, Gaugler TL, West SG, Vanden Heuvel JP, Nazpock P, Giles PJ, and Kilo-Eberhart PM. Beef in an Optimal Lean Diet study: Effects on lipids, lipoproteins, and apolipoproteins. *Am J Clin Nutr* 2012;95:16.



Producer Case Scenario #1

BEEF NUTRITION



- ▶ All beef goes through a rigorous inspection process and is subject to strict government guidelines to ensure the highest level of safety

Producer Case Scenario #1

BEEF NUTRITION



- ▶ **Saturated Fat:** the *Dietary Guidelines for Americans*, 2010 and MyPlate both encourage people to “go lean with protein” – this further promotes the role of lean meat in a healthful diet
- ▶ Today’s leaner beef offers consumers the flavor they crave and the wholesome, nutritious food they seek all in one delicious package
- ▶ **BOLD (Beef in an Optimal Lean Diet) Study:** found that when lean beef was included each day in a heart-healthy diet, LDL cholesterol (the bad cholesterol) was reduced by 10% from baseline



Lean Cuts



Top Sirloin Steak



Cubed Steak



Strip Steak



Flank Steak



T-Bone Steak



95% Lean Ground Beef



PRODUCER CASE SCENARIO #2

BIOSECURITY



Producer Case Scenario #2

BIOSECURITY



Necessary
Precautions ?

Who should
you call ?

You recently purchased 5 feeder calves from your local sale barn, real estate at your farm is tight, so you integrated the calves into your herd (which included 10 of your own calves) as soon as you brought them home. Over the next two days, the entire group appeared to be fine. On day three, when entering the barn you find 3 dead calves. What should you do in this case? Who should you call? What precautions could be taken in the future?

Producer Case Scenario #2

BIOSECURITY

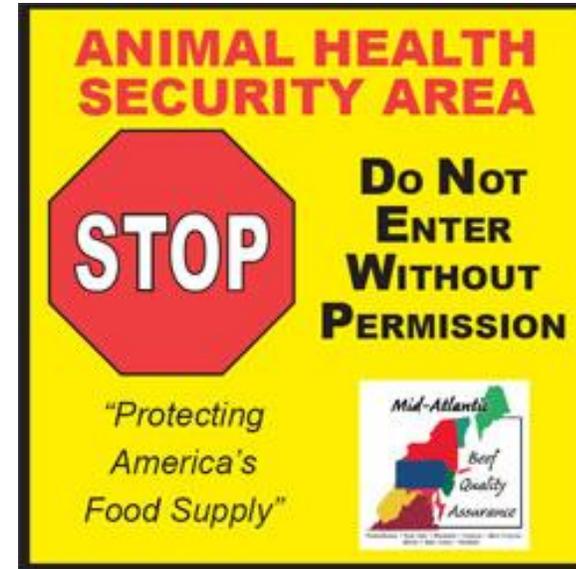


- ▶ **Biosecurity** is a system of management procedures designed to prevent or greatly reduce the risk for introduction of new diseases to a cattle operation
- ▶ The GOAL of biosecurity is to prevent disease from ever entering the operation and to minimize the risk of infection if it does occur
- ▶ Implementing a biosecurity program is like purchasing an insurance policy for the health and productivity of the herd
- ▶ Producers should work with their veterinarian to develop a plan
- ▶ Biosecurity affects beef quality directly in the case of diseases that pose a risk to public health and indirectly by reducing the potential of the meat quality being impacted by the disease or its treatment

Producer Case Scenario #2

BIOSECURITY

- ▶ An effective plan provides reasonable protocols, which minimize the introduction of new diseases
 - ▶ This requires education of farm visitors and may even include physical barriers
- ▶ Sources of new disease include:
 - ▶ **Cattle** – introducing replacements, bulls, fence-line contact with other herds, fairs, shows, etc.
 - ▶ **Manure** – on footwear and clothing, tractor and equipment tires, etc.
 - ▶ **Water** – which animals may have access to
 - ▶ **Humans moving between herds** – veterinarians, breeders, etc.
 - ▶ **Non-livestock** – pets, birds, ticks, rodents
 - ▶ **Feed** – especially if it could be contaminated with feces, urine, molds, or ruminant by-products



Producer Case Scenario #2

BIOSECURITY



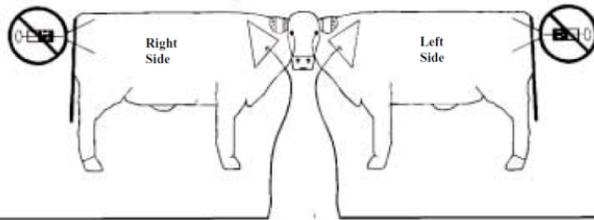
Cattle Health Record

Name: _____ Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

When possible select SubQ products and never give injections in rear leg or top butt.

List "Treatment" Number on line connecting injection Triangle & indicate ear implanted



▶ Introducing New Animals to Your Herd:

- ▶ It is important to know the herd health status of the herd supplying replacements or bulls
- ▶ Obtain the health/vaccination history of all new animals
- ▶ Isolate new animals in a location away from your cattle for a period of time (2-4 weeks) before introducing them into your herd
 - ▶ This includes not sharing feed or water and no nose-to-nose contact
- ▶ Observe the health status of new animals daily before introducing them into your herd
- ▶ Have your veterinarian speak with their veterinarian regarding the health at the farm of origin

PRODUCER CASE SCENARIO #3

ANIMAL WELFARE & TRANSPORTATION



Producer Case Scenario #3

ANIMAL WELFARE & TRANSPORTATION



Animal
Handling



"Factory
Farms"



You are a third generation beef producer. You have a friend and fellow church member that is very skeptical about agriculture. He is concerned that all farms are "factory farms" where farmers are not concerned with animal welfare. He is particularly concerned about the transporting of cattle, he believes that cattle are handled very rough while loading, then crammed onto trailers and have no room to move freely. How can you shed some light onto his perception of the industry? What insight would you share with him?

Producer Case Scenario #3

ANIMAL WELFARE & TRANSPORTATION



- ▶ Majority of consumers – **95%** say they support raising animals to produce meat **IF** they can be assured every animal will be well-cared for
- ▶ Many have seen videos of animals being mistreated posted online
 - ▶ It is important not to dismiss their concern
 - ▶ Acknowledge that these incidents are rare
 - ▶ Acknowledge that we share their expectations that every animal be treated properly and that we work hard to ensure that happens through programs like Beef Quality Assurance (BQA)



Producer Case Scenario #3

ANIMAL WELFARE & TRANSPORTATION



- ▶ Many consumers have a bad image of feedlots, the truth is that most feedyards provide an average of 125-250 square feet of pen space per animal
- ▶ Humane treatment at slaughter facilities begins when cattle arrive
- ▶ Certified drivers assist facility employees in slowly and carefully unloading the cattle from the truck and moving them to a holding pen where they have access to clean, fresh water and are able to move freely
- ▶ Drivers go through a Transportation Quality Assurance Program, which is part of BQA



PRODUCER CASE SCENARIO #4

ANTIBIOTICS, VFDs, & HORMONES



Producer Case Scenario #4

ANTIBIOTICS, VFDs, & HORMONES



Growth
Hormones ?

Antibiotic ?
Usage ?

You are an experienced cattleman/cattlemaster and received a call from a new producer in your area. The new producer has a few steers that just aren't reaching their full potential. He has heard about growth hormones, but he is apprehensive. What can you share with him about hormones?

While you have this discussion, the topic of antibiotics and veterinary fed directives comes up. What insight can you provide the producer to ensure that he uses these resources properly and responsibly on his farm?

Producer Case Scenario #4

ANTIBIOTICS, VFDs, & HORMONES



▶ Antibiotic Usage:

- ▶ Antibiotics, also known as antimicrobials, are medications that fight bacterial infections
- ▶ The use of antibiotics and growth promotants is one of the emotional issues surrounding modern beef production
- ▶ Cattleman's goal is to prevent illness in the herd, however it is natural for some cattle to become sick



An Ounce of prevention is
Worth a pound of cure
- Benjamin Franklin -

Producer Case Scenario #4

ANTIBIOTICS, VFDs, & HORMONES

- ▶ Antibiotics made specifically for cattle, are used to help an animal regain or maintain superior health
 - ▶ Cattlemen work with veterinarians to promptly diagnose illnesses and make every effort to return sick or injured animals to good health
 - ▶ Cattlemen believe in using the smallest and most effective dose of antibiotics, made specifically for cattle
 - ▶ Cattlemen follow withdrawal periods
 - ▶ Safeguard to prevent antibiotic residues in meat
- ▶ The health of U.S. cattle herds, as well as the continuous supply of safe beef, relies on the long-term effectiveness of antibiotics



Producer Case Scenario #4

ANTIBIOTICS, VFDS, & HORMONES



▶ Growth Promotants:

- ▶ Also referred to as **growth hormones** or **steroids**, help cattle efficiently convert feed into more lean muscle
 - ▶ They work by discouraging protein depletion and encouraging protein synthesis, so that cattle can gain more lean muscle from less feed
- ▶ Growth promotants are used to supplement existing hormones or compensate for missing hormones in the animal's body
- ▶ Typically administered through a small pellet, called an implant, which is placed under the skin on the back of an animal's ear

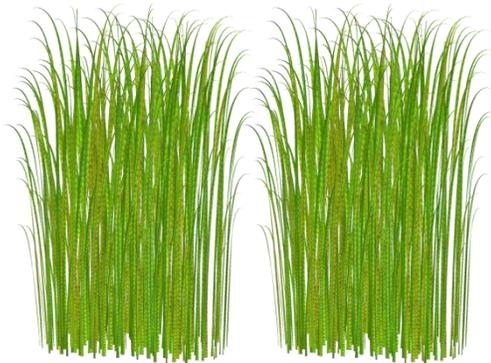
Producer Case Scenario #4

ANTIBIOTICS, VFDs, & HORMONES



▶ Growth Promotants:

- ▶ The safety of growth promoting products used in cattle production is ensured through several layers of requirements, which are enforced by multiple government agencies
- ▶ The hormones in growth promotants are metabolized, or used up, by the animal's body before it goes to harvest
- ▶ America's cattle producers have safely used growth promotants for more than 60 years to produce the lean beef consumers demand while using fewer resources, like land, water, and feed



Producer Case Scenario #4

ANTIBIOTICS, VFDs, & HORMONES



▶ Veterinary Feed Directive (VFD):

- ▶ A VFD feed can only be used under the professional supervision of a licensed veterinarian
- ▶ A “VFD drug” is a drug intended for use in or on an animal feed that is limited to use under the professional supervision of a licensed veterinarian
- ▶ A “combination VFD drug” is an approved combination of new animal drugs intended for use in or on animal feed under the professional supervision of a licensed veterinarian, and at least one of the new animal drugs in the combination is a VFD drug

Producer Case Scenario #4

ANTIBIOTICS, VFDs, & HORMONES



▶ Veterinary Feed Directive (VFD):

- ▶ **VFD Statement:** A VFD is a written (nonverbal) statement issued by a licensed veterinarian in the course of the veterinarian's professional practice that authorizes the use of a VFD drug or combination VFD drug in or on an animal feed
 - ▶ The written statement authorizes the client to obtain and use animal feed bearing or containing a VFD drug or combination VFD drug to treat the client's animals only in accordance with the conditions for use approved, conditionally approved, or indexed by the FDA
- ▶ **VFD drug labeling and advertising must prominently and conspicuously display the VFD caution statement**
- ▶ Once producers get a VFD statement/order from their veterinarian, they can send or take the order to feed manufacturer or supplier to get the VFD feed
- ▶ **Professional Supervision:** the veterinarian-client-patient-relationship (VCPR) is the basis of professional supervision

Producer Case Scenario #4

ANTIBIOTICS, VFDs, & HORMONES



▶ Veterinary Feed Directive (VFD):

- ▶ VFD feed must be used according to the information specified in the labeling and on the VFD
- ▶ The VFD has an expiration date which defines the period of time for which the authorization to feed an animal feed containing a VFD drug is lawful
- ▶ **Extra-label use of VFD feed (or any other medicated feed) is not permitted**

▶ Client Responsibilities:

- ▶ Only feed animal feed bearing or containing a VFD drug or combination VFD drug to animals based on a VFD issued by a licensed veterinarian
- ▶ Do not feed a VFD feed or combination VFD feed to animals after the expiration date on the VFD
- ▶ Provide a copy of the VFD order to the feed distributor if the issuing veterinarian sends the distributor's copy of the VFD through you
- ▶ Maintain a copy of the VFD order for a minimum of 2 years
- ▶ Provide VFD orders for inspection and copying by FDA upon request

Hormone Levels in Beef



- ▶ FDA has set a tolerance on estrogen levels in beef from cattle receiving an estrogen-containing implant
 - ▶ The safe level is **21 billionths of a gram**
 - ▶ On average, a serving of beef actually has a fraction of that allowable level - **.3 billionths of a gram**
 - ▶ Nearly **57,000** lower than what the FDA allows, and thousands of times lower than what our bodies naturally produce, not to mention a fraction of what is present in many other foods such as soybean oil, cabbage, cereals, and grains



- ▶ The different levels of estrogen found in beef from cattle raised with or without growth promotants is miniscule
 - ▶ 3-ounce serving of beef from a steer treated with growth promotants contain **1.9 nanograms** of estrogen
 - ▶ 3-ounce serving of beef from a steer raised without growth promotants, such as certified organic beef contains **1.3 nanograms** of estrogen

Hormone Levels in Beef



- ▶ Amount of Estrogen found in common foods:

Food (3-Ounce Servings)	Estrogen (in nanograms)
Soybean Oil	168,000,000
Milk	11
Potatoes	225
Peas	340
Ice Cream	520
Wheat Germ	3,400
Birth Control	20,000-30,000

- ▶ The human body produces hormones in quantities much greater than could ever be consumed by eating any food
 - ▶ The average man or woman daily produces **35,000 times** more hormones than could be present in beef or other food

TAKEAWAY INFORMATION

Scenarios 1-4



TAKEAWAY INFORMATION

Scenario #1: Beef Nutrition



- ▶ Grass-fed vs. Conventional Beef
 - ▶ Important to remember that all beef spend a majority of their lives in range or pasture conditions, consuming grass
 - ▶ Grass-finished beef takes on average **226 days** longer to raise compared to grain-finished beef –therefore requiring more resources, like land, water and feed
 - ▶ **All beef choices are safe, wholesome, and nutritious**
- ▶ All beef –whether grass-finished or grain-finished –provides 10 essential nutrients like zinc, iron, protein, and B vitamins to diets
- ▶ All beef goes through a rigorous inspection process and is subject to strict government guidelines to ensure the highest level of safety
- ▶ A 3-ounce serving of beef is an excellent source of protein, zinc, selenium, niacin, vitamin B6 and vitamin B12, and is on average about 170 calories per serving
- ▶ The BOLD (Beef in an Optimal Lean Diet) study, found that when lean beef was included each day in a heart-healthy diet, LDL cholesterol (the bad cholesterol) was reduced by **10%** from baseline

*More information can be found on www.pabeef.org or www.beefitswhatsfordinner.com

TAKEAWAY INFORMATION

Scenario #2: Biosecurity



- ▶ The goal of biosecurity is to prevent disease from ever entering the operation and to minimize the risk of infection if it does occur
- ▶ An effective biosecurity plan provides reasonable protocols, which minimize the introduction of new diseases



- ▶ Sources of new diseases include:
 - ▶ **Cattle** –introducing replacements from other herds, bulls, fence-line contact with neighboring herds, fairs, and shows, etc.
 - ▶ **Manure** on footwear and clothing, tractor and equipment tires, trailer, and equipment
 - ▶ **Water**, which animals may have access to
 - ▶ **Humans** moving between herds or farms –example: veterinarians, breeders, etc.
 - ▶ **Non livestock** –pets, birds, deer, ticks, rodents, etc.
 - ▶ **Feed** –especially if it could be contaminated with feces, urine, molds, or ruminant by-products

TAKEAWAY INFORMATION

Scenario #2: Biosecurity

- ▶ **Introducing New Animals to Your Herd:**
 - ▶ It is important to know the herd health status of the herd supplying replacements or bulls
 - ▶ Obtain the health/vaccination history of all new animals
 - ▶ Isolate new animals in a location away from your cattle for a period of time (2-4 weeks) before introducing them into your herd
 - ▶ This includes not sharing feed or water and no nose-to-nose contact
 - ▶ Observe the health status of new animals daily before introducing them into your herd
 - ▶ Have your veterinarian speak with their veterinarian regarding the health at the farm of origin



*More information can be found within the BQA Producer Manual –which can be obtained from Nichole Hockenberry, PA Beef Council, Director of Producer Education and Quality Assurance, nhockenberry@pabeef.org



TAKEAWAY INFORMATION

Scenario #3: Animal Welfare & Transportation



- ▶ Majority of consumers -**95%** say they support raising animals to produce meat IF they can be assured every animal will be well-cared for
- ▶ Many have seen videos of animals being mistreated posted online
 - ▶ It is important not to dismiss their concern
 - ▶ Acknowledge that these incidents are rare
 - ▶ Acknowledge that we share their expectation that every animal be treated properly and that we work hard to ensure that happens through programs like Beef Quality Assurance (BQA)
- ▶ Humane treatment at slaughter facilities begins when cattle arrive
- ▶ Certified drivers assist facility employees in slowly and carefully unloading the cattle from the truck and moving them to a holding pen where they have access to clean, fresh water and are able to move freely
- ▶ Drivers go through a Transportation Quality Assurance Program, which is part of Beef Quality Assurance

*More information can be found within the BQA Producer Manual –which can be obtained from Nichole Hockenberry, PA Beef Council, Director of Producer Education and Quality Assurance, nhockenberry@pabeef.org

TAKEAWAY INFORMATION

Scenario #4: Antibiotics, VFDs, & Hormones



▶ Antibiotic Usage:

- ▶ Cattlemen's goal is to prevent illness in the herd, however it is natural for some cattle to become sick
- ▶ Antibiotics, made specifically for cattle, are used to help an animal regain or maintain superior health
 - ▶ Cattlemen believe in using the smallest and most effective dose of antibiotics, made specifically for cattle
 - ▶ Cattlemen follow withdrawal periods
 - ▶ Safeguard to prevent antibiotic residues in meat

▶ Growth Promotants

- ▶ Also referred to as growth hormones or steroids, help cattle efficiently convert feed into more lean muscle
 - ▶ They work by discouraging protein depletion and encouraging protein synthesis, so that cattle can gain more lean muscle from less feed
- ▶ Growth promotants are used to supplement existing hormones or compensate for missing hormones in an animal's body
- ▶ Growth promotants are typically administered through a small pellets, called an implant, which is placed under the skin on the back of the animal's ear

TAKEAWAY INFORMATION

Scenario #4: Antibiotics, VFDs, & Hormones



▶ Growth Promotants

- ▶ The hormones in growth promotants are metabolized, or used up, by the animal's body before it goes to harvest
- ▶ America's cattle producers have safely used growth promotants for more than 60 years to produce the lean beef consumer demand while using fewer resources like land, water, and feed

▶ Veterinary Feed Directives (VFD):

- ▶ A VFD feed can only be used under the professional supervision of a licensed veterinarian
- ▶ A "VFD drug" is a drug intended for use in or on an animal feed that is limited to use under the professional supervision of a licensed veterinarian
- ▶ VFD Statement: A VFD is a written (nonverbal) statement issued by a licensed veterinarian in the course of the veterinarian's professional practice that authorizes the use of a VFD drug or combination VFD drug in or on an animal feed
 - ▶ The written statement authorizes the client to obtain and use animal feed bearing or containing a VFD drug or combination VFD drug to treat the client's animals only in accordance with the conditions for use approved, conditionally approved, or indexed by the FDA

TAKEAWAY INFORMATION

Scenario #4: Antibiotics, VFDs, & Hormones



▶ Veterinary Feed Directives (VFD):

- ▶ VFD drug labeling and advertising must prominently and conspicuously display the VFD caution statement
- ▶ Client responsibilities:
 - ▶ Only feed animal feed bearing or containing a VFD drug or combination VFD drug to animals based on a VFD issued by a licensed veterinarian
 - ▶ Not feed a VFD feed or combination VFD feed to animals after the expiration date on the VFD
 - ▶ Provide a copy of the VFD order to the feed distributor if the issuing veterinarian sends the distributor's copy of the VFD through you
 - ▶ Maintain a copy of the VFD order for a minimum of 2 years
 - ▶ Provide VFD orders for inspection and copying by FDA upon request

More information can be found within FDA's Veterinary Feed Directive (VFD) Producer Requirements 2015 – which can be obtained from Nichole Hockenberry, PA Beef Council, Director of Producer Education and Quality Assurance, nhockenberry@pabeef.org

Your Investment

As a producer, your investment in the Beef Checkoff program pays off for every \$1 invested there is a \$11.20 return



Funded by the Beef Checkoff.

EVERY DOLLAR INVESTED RETURNS \$11.20?

Beef Safety Research
Identifies potential risks to beef safety and develops solutions to maintain a safe beef supply for consumers.

Public Relations
Proactively shares positive beef messages with consumers, health professionals and other stakeholders.

Product Enhancement Research
Discovers new ways to improve beef quality, consistency and value, including research focused on new cuts, taste, tenderness and carcass value.

New Product Development
Works with industry leaders to develop new beef products, plus shared beef recipes and cooking tips.

Advertising
Creates all domestic consumer advertising—radio, print, outdoor and digital—to reinforce how beef is part of their everyday life.

Foreign Marketing
Provides beef market development, promotion, research, consumer and industry information in more than 130 countries worldwide.

Channel Marketing
Develops all promotions, training and other programs to help promote beef in restaurants and grocery stores.

Nutrition Research
Focuses on beef's role in human nutrition as it relates to overall health and well-being.

Industry Information
Safeguards the image of the beef industry by responding to, and correcting, misinformation about beef and sharing the beef production story.

From the Culler's Beef Check Budget

GET TO KNOW YOUR CHECKOFF
MyBeefCheckoff.com

PENNSYLVANIA BEEF COUNCIL
Funded by the Beef Checkoff.

SHARE THE FACTS
Facebook, Instagram, YouTube icons
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THANK YOU!

For completing the BQA Recertification
Training Module



Contact Information



► For further questions or information please contact:

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