MISSION STATEMENT

The Beef Quality Assurance Program’s mission is to maximize consumer confidence in and acceptance of beef by focusing the producer’s attention to daily production practices that influence the safety, wholesomeness and quality of beef and beef products through the use of science, research and education initiatives.
THE BQA NETWORK

- Covers 49 States
- Nearly 100 State Coordinators
- Hundreds of trainers that work with producers to implement BQA
HISTORY

1970’s and 80’s
- Violative Residues / Withdrawal Time Issues
- Beef Safety Assurance

1990’s
- First National Beef Quality Audits
- Injection Site Lesions
- Checkoff funded BQA programs begin

2000’s
- BQA Trainers Manual
- Guidelines for Care and Handling of Beef Cattle
- Transportation BQA Manual
- BQA Feedyard Assessment
- Dairy BQA Manual

2010’s
- BQA Stocker Assessment
- BQA Cow-Calf Assessment
- Online training modules
- BQA Supplemental Guidelines
- BQA Awards Program Initiated

2015
- Cattle Care and Handling Guide (UPDATE)
- New Dairy Collaboration outlined - FARM

2016
- BQA Feedyard Assessment (REVISED)
- Antibiotic Stewardship for Beef Producers Handbook

2017
- Dairy FARM 3.0 partnership/equivalency
- New Online Modules
- New Youth Quality Assurance platform
- NBQA Rollout

2018
- Transportation Modules & Certification
- Database progress
- Manual Revisions
CONTENT THAT MATTERS

- Cattle and Herd Health
- Feedstuffs and Sources
- Biosecurity
- Feed Additives and Medications
- Recordkeeping
- Cattle Care and Husbandry
- Stockmanship
- Transportation
How do consumers feel about Beef and Beef Production?

The product is perceived more positively than production.

Source: Consumer Beef Index 2017; Consumer Image Index 2017
CONSUMERS ARE CONCERNED
2017 CONSUMER IMAGE INDEX UNPROMPTED CONCERNS

61% Mention a Concern

33% Treatment of Cattle
12% Safety/Tainted Product
10% Hormones
9% Antibiotics
SUPPLY CHAIN REQUIREMENTS

“By 2019, we will only source beef from cattle feeders who are Beef Quality Assurance (BQA) certified ...”

“Cargill will also increase to 90 percent the Beef Quality Assurance (BQA) certified feed yards that supply it cattle by 2018...”

BQA Certification Required by January 1, 2019
BQA Transportation Certification Required by January 1, 2020
RECENTLY DEVELOPED RESOURCES
NBQA ROLLED OUT AND AT THE FOREFRONT
Steer and Heifer Harvest Facilities Surveyed
CATTLE MOBILITY

100% of cattle exiting sampled trucks were assessed ($n = 8,051$)

- Normal
- Walks Easily
- No Apparent Lameness

- Exhibits Minor Stiffness
- Shortness of Stride
- Slight Limp
- Keeps Up With Normal Cattle

- Exhibits Obvious Stiffness
- Difficulty Taking Steps
- Obvious Limp
- Obvious Discomfort
- Lags Behind Normal Cattle

- Extremely Reluctant to Move Even When Encouraged
- Statue-like

NAMI Mobility Scoring Video (Click Here)
BRUISE SEVERITY

<table>
<thead>
<tr>
<th>Severity</th>
<th>%</th>
</tr>
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<tbody>
<tr>
<td>Minimal</td>
<td>77.0</td>
</tr>
<tr>
<td>Major</td>
<td>20.6</td>
</tr>
<tr>
<td>Critical</td>
<td>1.7</td>
</tr>
<tr>
<td>Extreme</td>
<td>0.7</td>
</tr>
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</table>

Bruise Size Key:
- Minimal (<1 lb-surface): 1= a quarter size, 2= a silver dollar size, 3= a deck of cards size
- Major (1-10 lbs): 4= 1-3 lbs, 5= 4-7 lbs, 6= 8-10 lbs
- Critical (>10 lbs): 7= 11-20 lbs, 8= 21-30 lbs, 9= 31-40 lbs
- Extreme: 10= Entire primal
PERCENTAGE OF CATTLE CONSIDERED SOUND

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<tbody>
<tr>
<td>Beef cows</td>
<td>88.6</td>
<td>83.8</td>
<td>87.1</td>
<td>76.5</td>
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<tr>
<td>Dairy cows</td>
<td>76.5</td>
<td>59.8</td>
<td>51.4</td>
<td>76.0</td>
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<tr>
<td>Beef bulls</td>
<td>72.8</td>
<td>63.7</td>
<td>68.7</td>
<td>82.9</td>
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<tr>
<td>Dairy bulls</td>
<td>70.9</td>
<td>77.7</td>
<td>76.9</td>
<td>76.9</td>
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</table>

Beef cows, Dairy cows, Beef bulls, Dairy bulls
### BRUISE SEVERITY

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</thead>
<tbody>
<tr>
<td><strong>Cows</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No Bruise</td>
<td>20.3%</td>
<td>11.8%</td>
<td>36.6%</td>
<td>35.9%</td>
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<tr>
<td>Minimal</td>
<td>51.5%</td>
<td>77.2%</td>
<td>36.7%</td>
<td>67.3%</td>
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<tr>
<td>Major</td>
<td>53.9%</td>
<td>41.7%</td>
<td>30.9%</td>
<td>45.1%</td>
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<tr>
<td>Critical</td>
<td>30.7%</td>
<td>21.6%</td>
<td>12.4%</td>
<td>4.9%</td>
</tr>
<tr>
<td>Extreme</td>
<td>N/A</td>
<td>2.4%</td>
<td>5.4%</td>
<td>1.4%</td>
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<tbody>
<tr>
<td><strong>Bulls</strong></td>
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<td></td>
</tr>
<tr>
<td>No Bruise</td>
<td>63.8%</td>
<td>47.1%</td>
<td>46.8%</td>
<td>57.1%</td>
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<tr>
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<td>44.4%</td>
<td>31.5%</td>
<td>42.4%</td>
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<td>Major</td>
<td>19.5%</td>
<td>16.7%</td>
<td>20.1%</td>
<td>21.9%</td>
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<tr>
<td>Critical</td>
<td>7.4%</td>
<td>6.9%</td>
<td>11.5%</td>
<td>1.5%</td>
</tr>
<tr>
<td>Extreme</td>
<td>N/A</td>
<td>1.0%</td>
<td>7.6%</td>
<td>0.3%</td>
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FREQUENCY OF ARTHRITIC JOINTS

Percent

<table>
<thead>
<tr>
<th>Year</th>
<th>Frequency</th>
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<tr>
<td>1999</td>
<td>11.4</td>
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<td>2007</td>
<td>6.2</td>
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<td>2016</td>
<td>1.3</td>
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READY TO ROLL

Unloading Protocol
On the Road, Arrival, and Unloading

Move the avatar around the screen to implement the protocol.

Emergency Response
Risk and Emergency Management

1. Call 9-1-1
2. Set out triangles
3. Make calls
4. Herd loose livestock
5. Protect livestock
6. Take pictures
7. Work with first responders
8. Things never to do

Intro to BQAT
Fitness for Transport
Pre-Trip Planning
BQA TRANSPORTATION CERTIFICATIONS

2,194 Users Enrolled:
830  Farmer and Rancher course
1364 Professional driver course

1,506 Certifications earned (1613 10/16)
449  Farmer and Rancher certification
1057 Professional Driver certification

Top 5 States with highest BQA Transportation participation –
Kansas
Texas
Nebraska
Minnesota
Iowa
Beef Quality Assurance Verified Active Certifications & Equivalents 2013 - 2018
QUESTIONS?

Josh White, Executive Director of Producer Education

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