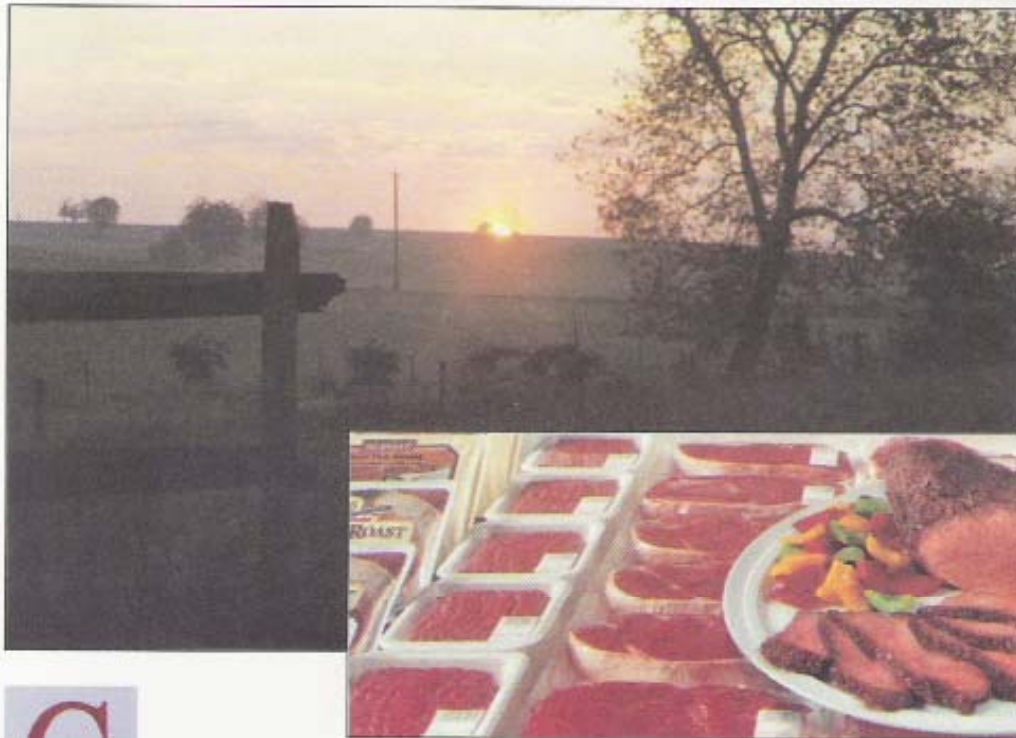


Is BQA Necessary?



From Gate to Plate, BQA is a positive step for producers and consumers.

Concern over food wholesomeness and safety is an important consumer issue. It is of utmost importance that the public knows beef is a safe product.

BQA is a good business practice that can identify potential problem areas and thus avoid potential product defects. A BQA program will help secure consumer confidence for expanding domestic and export markets.

All sectors of the beef industry – seedstock, cow-calf and dairy producers, stocker operators, backgrounders and cattle feeders – must take responsibility for the production of a safe food product through proper animal care, handling, and management practices.

The level of consumer confidence in beef significantly affects their eating habits and impacts the future of our industry. Consumer confidence is essential if we are to “steak” our claim in the meat case.

Beyond safety, the economic importance of BQA can be seen when analyzing the top eight quality challenges within the beef industry. These quality challenges include injection site blemishes, rib brands, excessive external fat, excessive seam fat, dark cutters, inconsistent size of meat cuts, inconsistent cuts and non-uniform cattle.

All meat industries face similar concerns. By following BQA guidelines and management practices, producers increase the value of their product in the eyes of consumers, while enhancing their stewardship of natural and financial resources.

Each industry sector should assume the responsibility for the role they play in delivering a quality beef product to their respective markets.

Will Rogers once said, “The world is run by those who show up.” It is time for all of us to show up. By working together toward continuous improvement of our product and our responsiveness to consumers, we all benefit.