



A SAFE, WHOLESOME AND HEALTHY BEEF SUPPLY

# Feedyard Self-Assessment



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# **BQA GUIDELINES**

Feedstuffs

Feed Additives and Medications

Processing and Treatment Records

Care and Husbandry Practices

BQA Code of Conduct

BQA Code of Cattle Care

## Group Participants

Scott Reynolds – Chair

Ross Wilson - TX

Ben Weinheimer – TX

John Wagner – CO

Tom Field - CO

Steve Boyles – OH

Drew Gaffney – NE

Brad Lubbers - TX

Bob Smith – OK

Dan Thomson – KS

Chris Reinhardt – KS

Ron Gill – TX

Dan Hale – TX

Bil Anderson – TX

Mike Siemens – KS

Brady Miller - TX



## **Key areas of Focus for Group**

- Develop an “On-Site Animal Handling and Cattle Care Assessment Tool”
- Develop Training Programs for several areas of the feedyard
- Develop Protocols for several veterinary procedures and Humane care procedures
- New program will encompass the entire BQA program in a more “Quantitative” manner



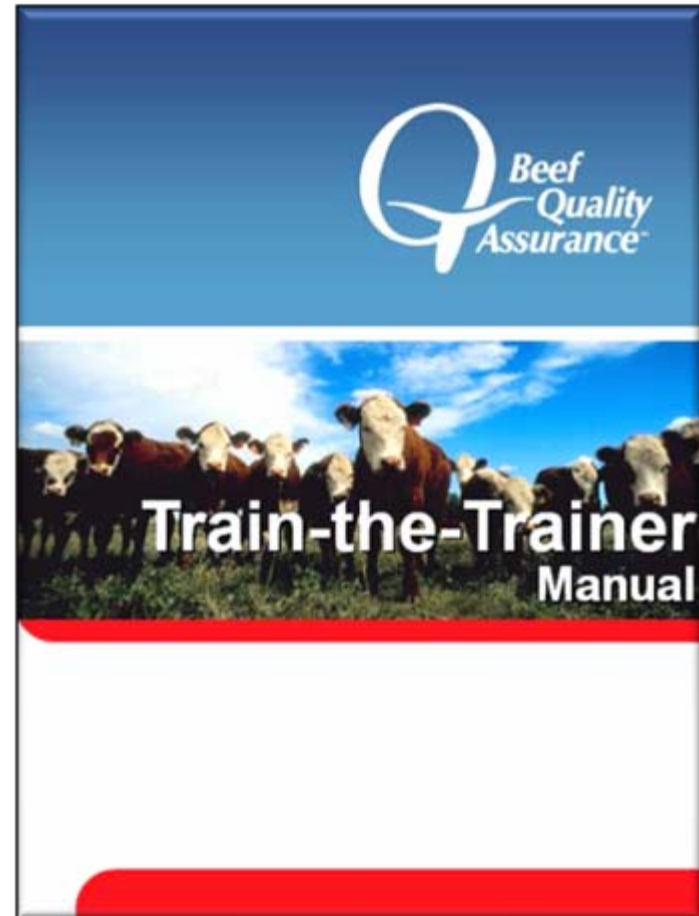


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## Train-The-Trainer

### T<sup>3</sup> Manual

- BQA Manual
- Feedyard Self-Assessment Assessor's Guide
- Training PowerPoint
- Facilitation Guide
- Reference/Support Materials
  - Sample Protocols
  - Forms



## Goals of BQA Feedyard Self-Assessment Working Group

1. Establish a **“National”** program that **all** feedyards can comply
2. Utilize **“Already Existing”** BQA programs and materials
3. Utilize **“Quality Control Points”** to develop Assessment criteria
4. Use **“Guidelines”** from BQA Program to Assess and Review Progress as an operation and an industry
5. Develop Educational materials for feedyards to properly train employees
6. Have protocols in place at all feedyards for key areas of cattle care and well-being
7. Program will be **VOLUNTARY** and **BEEF INDUSTRY DRIVEN**

**WORKABLE -- AFFORDABLE -- CREDIBLE**

## Internet Searches

Google cattle welfare Search [Advanced Search](#) [Preferences](#)

Web Results 1 - 20 of about **1,820,000 English** pages for [cattle welfare](#). (0.30 seconds)

Google livestock welfare Search [Advanced Search](#) [Preferences](#)

Web Results 1 - 20 of about **442,000 English** pages for [livestock welfare](#). (0.18 seconds)

Google animal welfare Search [Advanced Search](#) [Preferences](#)

Web Results 1 - 20 of about **7,480,000 English** pages for [animal welfare](#). (0.25 seconds)



- “Cattle raised for beef are subjected to numerous painful procedures during their lives, such as repeated infliction of third degree burns to their skin (branding), having their testicles ripped out, and their horns cut off. To minimize costs, all of these practices are routinely conducted without any painkillers”
- [www.chooseveg.com](http://www.chooseveg.com)

Following comments were from [www.chooseveg.com](http://www.chooseveg.com)



- The majority of cattle's' lives are spent on overcrowded feedlots, "standing ankle deep in their own waste eating a diet that makes them sick", as Michael Pollen writes in the *New York Times*



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## **BQA GUIDING PRINCIPLES**

- WE BELIEVE production practices affect consumer acceptance of beef.
- WE BELIEVE the BQA Program has and must continue to empower beef producers to improve the safety and wholesomeness of beef.
- WE BELIEVE these fundamental principles are the fabric of the BQA Program.

*Empowering people...*because producers can make a difference.

*Taking responsibility...*because it's our job, not someone else's.

*Working together...*because product safety and wholesomeness is everyone's business.



- BQA's focus on safety and wholesomeness will enhance consumer perception of beef and producers. This will be done by identifying aspects of the program that may resonate with consumers, and then packaging that information so it can be shared with consumers to increase their awareness.



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## **PLAN FOR FEEDYARD SELF-ASSESSMENT GROUP**

- Group (18 members) continue to work on assessment points and training materials between now and NCBA Midyear
- Have finished draft ready to present at NCBA Midyear in 2008
- Receive Industry input on draft
- Have finished product ready for membership approval in Phoenix (NCBA Convention 2009)



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## QUESTIONS????

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Broken Bow, NE