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Beef Quality Assurance

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Beef Quality Assurance
from the Producer’s Gate to the Consumer’s Plate

This program is brought to you by Beef producers through the $1 per head Beef Checkoff and Extension.

Our Goal:
Raise consumer confidence through offering proper management techniques and a commitment to quality within every segment of the beef industry.

What is Beef Quality Assurance?
- Beef industry's voluntary “Quality Control” Program
- Best Management Practices
- Addresses “day-to-day” management practices
- Educational tool, not regulatory

What is Beef Quality?
Always have the consumer in mind:
- Safety
- Freedom From Defects
- Tenderness
- Taste
- Eating Experience
- Consistency & Predictability

BQA Basics
- Recruit your BQA Team
  - Employees, Family, Suppliers, Specialists
- Take a look at what could go wrong
- Figure out a plan to avoid problems
- Train and educate yourself and your employees and family
- Develop checklists and complete records
- Document and double check what you have implemented

2015 Range Beef Cow Symposium, Loveland, Colo.
Beef Quality Audit:
“Key” shortcomings that must be addressed by the industry?

<table>
<thead>
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<th>Quality Challenges</th>
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<th>2012</th>
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<th>2014</th>
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<td>6</td>
<td>7</td>
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<td>Cut Weights</td>
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<td>10</td>
<td>11</td>
<td>12</td>
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</tbody>
</table>

Source: NQA

Producer Feedback Results

- **Off-Label Drug Use**
  - > 25% producers use medications other than directed on a drug products label without being directed by a veterinarian

- **Withdrawal Times**
  - < 47% use written records to determine withdrawal dates

### Frequency of Use

<table>
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<th>Frequency of Use</th>
<th>Overall Response</th>
<th>Overall Response</th>
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<tr>
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<tr>
<td>Sometimes</td>
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<tr>
<td>Never</td>
<td>74.2</td>
<td>11.7</td>
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