

## What is Beef Quality Assurance?

Beef Quality Assurance (BQA) is a national program that provides guidelines for beef cattle production. The program raises consumer confidence through offering proper management techniques and a commitment to quality within every segment of the beef industry.

Producers have embraced BQA because it is the right thing to do, but they have also gained through increased profitability. As an education program, BQA helps producers identify management processes that can be improved. BQA principles are based on good management practices (GMP) that are standard operating procedures (SOP) designed to meet the United States food production system's needs. BQA programming focuses on educating and training cattle producers, farm advisors, and veterinarians on the issues in cattle food safety and quality. It also provides tools for verifying and documenting animal husbandry practices.

State BQA programs are voluntary, locally led, and administered through organizations such as state beef councils, Land Grant Universities and state cattle associations. BQA is not a "government" program. BQA links all beef producers with livestock production specialists, veterinarians, nutritionists, marketers and food purveyors interested in maintaining and improving the quality of cattle and the beef they produce. In California BQA is a partnership between CCA and the UC ANR UC Cooperative Extension.

The Stockman & Stewardship sessions teach handling methods that improve gathering, penning, chute work, and hauling. Much emphasis is placed on ways to increase cattle performance by reducing handling stress, and interactive discussions show how cattlemen can actually shape consumer's perception of beef. Other topics include how the principles presented actually have a significant economic — as well as "quality of life" — benefit when applied in a cattle enterprise.

If you have been certified, you are required by CCA to re-certify once every three years.

UC Cooperative Extension and Tulare County Cattleman's Association Presents

**Pre-Bull Sale**  
**Beef Quality Assurance Workshop**  
**Sunday, September 25, 2011**  
**8:00 am to 11:30 am**

**Visalia Livestock Market**  
**733 N. Ben Maddox Way, Visalia**

Attendance is free to all producers and the public

- 8:00 am Registration
- 9:00 Beef Quality Assurance Workshop - Learn the latest in animal welfare, animal handling and herd health - *Dr. John Maas and Livestock Handling Clinician Curt Pate*
- 11:30 Lunch – *sponsored by Tulare Co. Cattlemen's Association and Visalia Livestock Auction*

**MUST REGISTER FOR CERTIFICATION / RENEWAL**

**Cost is \$25 per person – Payable at the door**

Includes proof of certification or re-certification and reference handbook.  
(Recertification is required every three years.)

For more information, contact Jim Sullins at (559) 684-3300 or by e-mail at [jlsullins@ucdavis.edu](mailto:jlsullins@ucdavis.edu) or contact Stevie Ipsen in the CCA office at (916) 444-0845.

In cooperation with California Cattlemen's Association and Visalia Livestock Auction

University of California  
Cooperative Extension  
Tulare County  
4437B S Laspina St  
Tulare, CA 93274

Nonprofit Org  
US Postage Paid  
Visalia, CA 93277  
Permit No. 240

# Beef Roundup

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September 2011



Jim Sullins  
County Director

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