



VPP Beef Niche Market Cow earns a premium - BCS #3



BEEF TRIM



Unworthy of selling into the VPP Beef Niche Market - BCS #1

April 2013

Southwest Region

Random Thoughts From The Dairy Quality Center!

Verified Premium Plus (VPP).

This is a unique recognition of dairies that go beyond what is required. VPP dairies aim to excel, they understand that producing food is a noble calling. The "Center" would say this is an awesome responsibility -- a calling that rewards pride, making extra effort to do things right. Verified Premium Plus is only conferred upon dairies that are devoted to selling safe, wholesome food -- center of the plate items such as meat and milk. Congratulations!

Thinking of capturing more income from the beef business?

Much is being written about breeding some of your Holstein cows to beef semen. The DQ Center endorses the idea and feels a few management changes can net you additional income. But how do you select the beef breed? The key is to select a breed that produces unique beef -- the type of beef that (a) demands a premium when sold as meat, (b) has an identifiable market as a unique type of beef -- Akaushi is heart healthy for example, (c) represents purebred animals that provide you maximum benefits from crossbreeding (excellent results from each semen service, meat that is unique, calving ease, healthy 58-60 pound calves). We at the DQ Center are prepared to discuss this concept with you -- give us a call -- 800-553-2479.

Selling premium cows after a career of making milk!

Yes, you can earn premium dollars from some of your market cows after their usefulness as milk cows ends. That is what the DQ Center's premium for selected cows is all about. Guidelines?

1. Meet minimum weights -- the market is looking for lean beef from your dairy - those cows Caviness calls "cutters."
2. No bruising, advanced cancer eye, extreme mastitis, etc. - use care when transporting to the plant.
3. Use care when vaccinating - use sub Q, vaccinate in the neck, use proper dose, etc.

Sexed semen -- some dairies find the practice profitable!

Using data from DHIA or other commercial sources provides a wealth of information to identify the genetics you want to build on for your milking string. This ranking identifying the best cows encourages many owners to use sexed semen on these animals. The heifers from your top cows can then be genomic tested to make even faster improvements in your replacement heifers.

Finally, the DQ Center would encourage your use of Akaushi Premium Beef semen on some or all of the cows from which you are not keeping heifers. The beef premium for these calves paid at birth is a fine reward for using top management strategies. Review information on Akaushi Premium Beef on the web at americanakaushiassociation.com

Two niche markets for premiums.

The DQ Center through their VPP designated dairies makes it easy for you to earn one or even two premiums. That's money in your pocket for doing normal things in an extra ordinary way.

Final Thought.

There are over sixty dairies like yours that have earned the distinction of being Verified Premium Plus. We at the Center are constantly searching for additional market premiums for you. Your herds are the healthiest around and you have written documentation to prove it. Professional food producers like you are positive that the best food comes from the healthiest animals. Keep up the good work!

