



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

DQC
Dairy Quality Center
a Division of Agri-Education, Inc.

BEEF TRIM



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

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Southwest Region

Reality, Tradition & Modern Technology

In reality milk producers are being scrutinized for their animal care practices. Activities at the dairy that are associated with causing pain are under analysis one of which is dehorning baby calves. Why, when it can be eliminated through breeding? Would you really want to show grade schoolers or their teachers the process of dehorning? All eyes are on the benefits and possibilities of incorporating polled genetics into milking strings.

Polled genetics is a modern solution to a traditional problem for the dairy industry. With every semen purchase you are deciding the animal care for your future milking string. You can change the future for your calves and your dairy by asking for polled genetics! The choice is up to you when planning your breeding strategies. Why not save yourself time and effort by making the polled choice!

The Verified Premium Plus program is a modern pre-harvest process verifying animal care at your dairy. Your veterinarian is documenting your animal care plans and activities for your cows from before birth to the time of slaughter. Food markets and retailers want to know how you take care of the animals at your dairy. Consumer confidence is important for your milk coop or dairy beef company. Bull calf or heifer, it will need to endure the process of dehorning unless true polled genetics are selected. You are developing your brand, VPP beef.

Dehorning calves at a young age is a responsible practice when done according to AVMA and AABP guidelines. It requires the use of pain medications, anti-inflammatory drugs and the need to restrain calves. Veterinarian-approved drugs and procedures need to be documented, but this could be eliminated saving you time and money. What is the cost to meet veterinarian-approved protocols and train employees on the correct dehorning processes? There is evidence dehorning alters an animal's behavior for life. Every day more dairies are joining the movement. Polled genetics is not trendy - it's a smart decision for your future financially and socially.



The DQ Center wants to congratulate the early adapters that are already incorporating polled genetics into your herds! Please drop us a note or give us a call to share your experiences. Your leadership and use of technology demonstrates your concern for animal care.

Tradition is honorable, modern technology is good, calf health and welfare is the goal. Guide the advancement of your dairy into the future with a consumer-friendly choice that will make everyone a winner! The VPP program embraces and promotes polled genetics to eliminate the need to dehorn your calves. Join us in this consumer friendly choice for you and your dairy!

For more information on polled genetics go to our website www.agri-ed.com or call 800-553-2479.

