



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



BEEF TRIM



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

August 2013

Southwest Region

Outcomes and Accountability

What is accountability and why do we need it?

Being accountable is good, it provides a sense of accomplishment and helps to shape our thoughts, actions and desires. Consumers deserve accountability when it comes to animal care and safe food production. Webster's Dictionary defines accountability as: being responsible or answerable.

The Verified Premium Plus Program verifies accountability using an annual veterinarian audit. This is not just a litmus test to see if you pass but, a closer look will recognize your strengths and identify weaknesses or areas that need to be reinforced/improved. Being accountable is good - you can be proactive by knowing what needs to be done before an issue arises. Another way to look at it is being prepared and making sure all your employees are equipped to do their best! That is the basis to a great dairy management strategy.

Outcomes are defined in Webster's Dictionary as: a final product or end result; a conclusion reached through a process of logical thinking. We work through processes towards a final result in almost everything that we do daily! So how does being prepared relate to the outcomes measured in the Verified Premium Plus Program?

Outcomes can be the equivalent of your goals achieved. For example the VPP question #70. **The source of colostrum used in hand feeding calves is from tested older cows (50 grams of antibodies or immunoglobulins per quart).**

Milk production is your first job, however - starting your dairy replacements and bull calves out right greatly impacts your future milking string's outcomes. The process of collecting the colostrum is paramount.

1. *Are the teats cleaned and disinfected prior to collecting the colostrum for the newborn calf?*
2. *Does the calf receive a gallon of colostrum immediately?*
3. *Do calves of heifers receive colostrum from tested older cows?*

These simple actions can greatly influence calf mortality rates and your future milking string, the outcomes count! (Not to mention that your bull calf market price will be higher too.)

It is amazing how results can be skewed due to procedural drift or skipping one small step in any process.

Employee teamwork includes holding each other accountable; this is the basis of hundreds of intervention programs. Do your employees work to help each other to be accountable to achieve milk production, breeding, herd health goals?

Currently you have the ability to market VPP Beef to Caviness Beef Packers and in doing so you earn a premium of \$25/head for all qualifying cows. This premium program is unique to Caviness Beef Packers. You are rewarded because you are accountable for your production practices. (These funds come from a leading fast food outlet). This adds up to a substantial benefit for meeting your outcomes on marketing high quality dairy beef.

Review your market receipts for the last 6 months to add up your premiums earned - a result of accountability and accomplishing your outcomes.

Check with your veterinarian next time he/she is at your dairy and pull out your last Verified Premium Plus audit results. Are you where you want to be in meeting or exceeding production goals? Is there a need to schedule training or include opportunities to strengthen your employees' abilities to achieve your desired outcomes? Accountability and outcomes . . . these fit into your dairy's actions to meet consumer needs!

