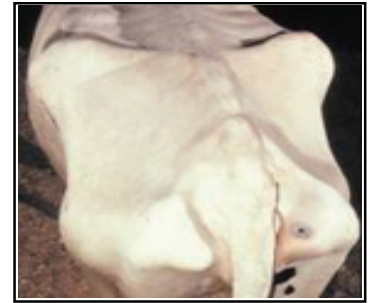




VPP Beef Niche Market Cow earns a premium - BCS #3

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

BEEF TRIM



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

August 2014

Southwest Region

Carcass Losses At The Packer Reach Into Your Pocket (Are you selling steaks or pet food?)

Once the cow is sorted, loaded and headed to the packer your thoughts may return to milk production, but don't forget you are producing Verified Premium Plus Beef! What happened to your premiums? Have you done everything to earn a premium? Meat trimmings from 20% of the carcasses represent a downgrade of the carcass quality from human consumption to rendering or pet food.



BEFORE: Damaged Carcass

Once the hide is off the cow at the packer all bumps, bruises and injection sites are revealed - cutting into your profits! (Why sell pet food rather than steak?)

1 out of 5 dairy cows at the plant have visible bruising. How are your cows bruised?

- Loading onto the truck
- During transport
- Slips and falls in the truck
- Bumping into corners and gates
- Other instances during animal handling or transportation

What can you control?

- Arrange for responsible trucking
- Avoid careless loading (these are still your cattle; damaged meat reflects on your dairy)
- Prevent slick floors in trailers allowing cows to get up

Animal carcass weights mean money via grade and yield plus you qualify for premiums through the Verified Premium Plus Program. Your animal care is on parade at the packer. Beef animals have far less meat damage than dairy animals. Why? Milk producers can remove this black mark on their dairy!



AFTER: Trimmed Carcass

