



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

**DQE**  
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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## Premium Dollars For Premium Beef



Unique for the beef industry, Caviness Beef Packers of Hereford, Texas and CS Beef Packers of Kuna, Idaho have a VPP incentive program that awards thousands of dollars to area dairies' checking accounts, maximizing their beef income. With low milk prices this is good news for everyone.

The VPP premium is easy to figure -- \$15/head for each qualifying VPP brand cull market cow. *(Cull 30 qualified cows and earn \$450 above grade & yield price for that day).*

Is it easy to qualify?

Early intervention! Or to put it another way - sell animals with body condition at 2.5 or better; avoid selling at 2 or below. Minimal extra fees apply.

The quality system is built around "premium" cows. Rarely does it pay a dairy to attempt to increase net income by selling milk at the expense of body weight. This is especially true for cows that are difficult to breed, have a history of mastitis or if the cow is prone to lameness issues.

Replacement heifers commonly outperform older cows on a typical dairy. This is especially true if you make normal efforts to improve milk income *(sexed semen, genomic testing, and purchase quality semen to reduce mastitis, i.e. polled and other improvement factors).*

Call Ron Hanus at 515-835-0004 for more information.

