



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



BEEF TRIM



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

February 2013

Southwest Region

You should consider including "Beef" marketing from your dairy herd!

As a milk producer your first profit center targets milk production and quality. The second focuses on the availability of dairy replacements to maintain high production and herd stability. A third profit center can be your income from a dairy beef market.

Each day brings more opportunities to build and strengthen your milking string through genetics. What about your interest in breeding to make a valid beef income center while maintaining your milk production goals?

For example take the cow that is a strong milk producer and has good overall health, you will elect to keep her but due to her traits you do not intend to keep her offspring. However, you do need to re-breed her for her milking potential. Why not carefully consider the type of semen that would benefit you with a premium for the calf when sold into a niche beef market?

There are options available to you for cross-breeding of your dairy cows. However, upon closer review only one choice will provide you with a premium for the calf. You can fulfill a niche market for the unique traits of this new-born calf by selecting beef semen.

Much effort and scrutiny is given to your top tier of cows in your milking string when it comes to breeding for dairy replacements. The second tier of cows is re-bred for their milk only and the bottom tier of the milking string is culled. The selection of beef semen on your second tier milking cows can provide you with an opportunity to earn a premium for your calf!

Currently you have the opportunity to earn premiums from high quality cull dairy cows when marketed directly to Caviness Beef Packers. Now there is a program that enables you to earn a premium for your calves crossbred for a specific beef market.

Verified Premium Plus dairy herds can earn 2 premiums. One from high quality cull cows and one from a beef niche market for your calves! This is a win-win for all involved. Verified Premium Plus is all about premium dollars.

The DQ Center can help develop your herd management strategies that would allow you to distinguish a group of cows to be part of your new profit center! (Beef calves)

Interested? Contact us to learn more! In preparation you can evaluate your current genetics practices and the value of a dairy beef premium.

We can help you build this strategy. We want to hear from you.

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