



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



# BEEF TRIM



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

June 2014

Southwest Region

Dear Producer: an open letter to dairies producing a branded product (Verified Premium Plus or VPP beef) via Caviness Beef participating in the VPP program.

Recently two of the staff at the Dairy Quality Center were able to visit several dairies. One common expression we heard was universal anger at a media attack based on an undercover video (If you recall the retail cheese company tried to protect their brand by demanding the milk market immediately drop the excellent dairy as a milk supplier. The market caved and the milk producer had to find a buyer for the next day's milk).

The dairies' question to us as a center that promotes pre-harvest information all the way to the leading quick-serve market was "What are you doing to protect us?" Hence, we have expanded the Verified Premium Plus program to include an email-based middle management on-the-dairy reaction to a Mercy For Animals attack on every dairy farmer (Called PIC - Project In Charge).

This program is still being developed and we need your response. First, please participate! (It takes about 30 minutes of middle management's time). Secondly, send us the survey (takes 5 minutes).

Some say the milk and dairy beef producer should be "mad as hell" about the attacks on the entire dairy industry. Well ok, now it is your turn. Try Project In Charge and send us your thoughts - it is designed to protect you and your markets.

Sincerely,

*Keith R. Carlson*  
Keith R. Carlson

*Colette Johnston*  
COLETTE JOHNSTON

