



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

March 2017

Southwest Region

Origins and History of Dairy Quality Center

Recognizing the origin and history of your dairy increases awareness of the commitment to your big dreams. Hard work and dedication brings with it great achievements as well as sacrifices to make your dairy what it is today -- a quality food producer.

The Dairy Quality Center too has a history rooted in food production. For 27 years we have been supporting milk producers' commitment to promoting high quality (safe) milk and dairy beef.

Truly agriculture and food production have been at the center of the DQ Center's efforts since the 1980's. Armed with farm backgrounds, livestock production experience and education degrees, the DQ Center staff has found important roles to share the good news of quality food production to consumers.

"Quality Assurance For All", the original Pork Quality Assurance Program was written and developed in our offices. This led to a request from key leaders of NMPF and AVMA to request a similar program. The result was a milk quality program that would ensure safe and high quality milk and dairy beef for consumers.

Approximately 30 years ago the Wall Street Journal published articles revealing high Betalactam residues in milk on grocery store shelves. The Milk & Dairy Beef Quality Assurance Center, (a.k.a. Dairy Quality Center today), produced and published the Milk and Dairy Beef Residue Prevention Protocol. Many may remember it as the "10 Point Program."

Veterinarians would lead on-farm education and quality assurance audits. When milk sold was noted as a "hot load" or contaminated with Betalactams, all states used the "10 Point Program" to enforce changes at the dairy to ensure milk safety and quality.

The Center published various Animal Welfare, Biosecurity, Heifer Management and production practices manuals expanding educational efforts to improve outcomes for milk producers and retailers.

The cooperation between the DQ Center, veterinarians and the milk producers has continued the tradition of Best Management Practices combined with an on-farm audit or Walk-Through. Animal care and milk and dairy beef safety have been at the heart of our efforts.

The Dairy Quality Center has evolved to supply verification of pre-harvest practices to retailers, milk markets, and cheese processors. The VPP program's veterinarian oversight ensures animal care, safe milk and beef. Transparent production practices provide proof of animal care.

Today the DQ Center program reaches milk producers across the United States. (VPP branded products). Other incentives besides "recognition for doing what is right" are available to milk producers earning the Verified Premium Plus Certification. (Quality premiums). Insurance discounts are popular in the east.

The VPP program with Caviness Beef Packers and the Nation's leading quick-serve restaurant has been in place for 9 years. You earn the VPP certification and receive premiums (dollars) based on dairy beef quality.

Looking back it is amazing what has been accomplished and how much information is desired by consumers!

As we look forward the future holds much promise for milk producers, Caviness Beef Packers and the DQ Center.

The focus on veterinarian verified pre-harvest practices is in great demand. The VPP brand of beef ensures transparency to the consumer tracking the beef through the food chain.

Thank you for being an important part of our ability to serve our beef consumers!

Dairies achieving Sustainable Dairy Awards in February: Noble Dairy - Garden City, KS; North Star Dairy - Hereford, TX; Ponderosa Dairy - Amargosa Valley, NV; Amargosa Dairy - Amargosa Valley, NV; Moapa Dairy - Amargosa Valley, NV; High Plains Dairy - Friona, TX; and Red Rock Dairy - Amherst, TX.

