



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

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## How Do You Measure Value?

Southwest Region

“Value and the worth of an item is in the eyes of the beholder” or is determined by standards. The role of Supply and Demand for a product is the classic answer to perceived value. What is the value of safe, high quality food? Is it priceless?

How do you determine the value of your dairy? Let's break it down a bit, the value of the milk produced? What about the value of your cows? Is there value in your equipment or even your facilities? What about the intrinsic value placed on the knowledge and skills of your employees? All of these standing alone carry small value but together the accumulated sum is what brings success. There is value in your overarching team to produce high quality milk and eventually market high quality lean beef.

What does the Verified Premium Plus program bring to your dairy? Could it be the independent 3rd party audit for your dairy? Or is it because the audit is conducted by a licensed veterinarian (*Not a market representative who has participated in a 2 day annual training event*) He /She is an animal health expert who has more than 7 years of livestock-centered education and training. **Continuing Education Credits** are met to maintain licenses to practice while fulfilling your dairy's daily and weekly needs.

The Verified Premium Plus audit provides an avenue for you to verify herd health and animal welfare. Your milk and meat markets need this for retailer requests. The VPP program provides you with a means to trace products from your dairy to the retailer. The VPP program ensures transparent practices to be measured for your cows and employees. **Verification, Traceability and Transparency** lead to **Sustainability!** The VPP program provides your dairy with measurable results to answer consumer questions.

Is your dairy's success contingent to your veterinarian's involvement and employee practices?

The VPP program encourages veterinarian interaction with questions to guide on-the-dairy decisions. *Should your herd veterinarian work with the heifer growers' veterinarians? How are treated lactating cows marked and identified to prevent illegal antibiotic residues in milk or meat? Why should you investigate the benefits of using polled semen to reduce the need to dehorn calves?* Pain management is becoming a big consumer / retailer concern that is not going away. *What can you do to reduce energy use and costs?*

The VPP program promotes discussions to encourage change and improvements. Your future success relies on the plans and strategies you implement today. A close working relationship with your consultative veterinarian is your key to meeting and exceeding future demands in food production.

Rural veterinarians play a critical role in protecting America's food supply. Did you know there is a critical shortage of large animal practitioners? Are you aware of Texas Tech's efforts to promote and develop a Veterinary Medicine School in Amarillo? The goal is to expand the college enrollments of veterinary students in rural regions. We will share more information on Texas Tech and their goals to establish a Texas Tech University System in Amarillo -- bringing more large animal veterinarians into rural food production regions.

As producers you look to consumers to grant a social license to produce food. Food allows for survival however - don't we want more than survival? We want food to be a pleasurable experience for everyone. Oh to enjoy a cold glass of milk, the creamy richness of ice cream or the flavor of real butter on a hot biscuit. Even better, how about savoring a mouth-watering juicy hamburger... true value brought to consumers by milk producers!

