



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

May 2014

Southwest Region

## Looking Good?

That is the goal . . . keep it all looking good! The milk price is up... looks good! The feed costs are down...looks good! The cull market cow prices are up...looks good! Everyone should be happy!

So what's that on the news about the animal activists bringing in undercover workers to catch employees doing something wrong? It can make your blood run cold with sleepless nights and fear, or it can empower you and your management team to be better.

What is the worst that could happen if your dairy was on the news or Facebook for poor animal care practices?

- Lose your milk market?
- Lose your beef market?
- Lose your employees (if abusing animals)?
- Lose your dairy's reputation?
- Lose your dairy?

Any or all of the above are possible. Typically the animals are not in the wrong - instead it is the people who are handling them that are wrong. So how do you prevent your dairy from becoming a **sitting duck** waiting for your TV debut?

In the email this week you received **Project "In Charge"** from the DQ Center. PLEASE print it out and read through it! It will be worth your time! This is a free extension of the VPP Program to encourage Animal Care Plans.

But, what is in the email from the DQ Center? Thanks for asking . . . let us explain the value of it for you and your dairy. **Project "In Charge"** means just that- you are in charge of everything that happens on your dairy, all the good and all the bad. It can be a heavy weight to bear or a rewarding experience!

**Not On My Watch** Newsletter provides you the most recent "event" so you can Google it with your managers to be aware of what happened and then follow the program to discuss and establish plans preventing a similar re-enactment at your dairy.

**Discussion Guide** this outline is quick and simple to get the tough questions rolling. (Approximately 30 minute meeting). What could happen and how can you prevent it?

Included is a blank **Survey**. This is your feedback to us (DQ Center) to let us know how you have used the alert on animal abuse. Your feedback is a written record that you are actively reviewing animal care plans and training at your dairy. The DQ Center, along with your markets knowing this process is in place encourages us to be more supportive of your dairy. (A very important 3 minutes).

**Dairy Animal Care Annual Plan (enclosed).**

This is pay dirt! The Jackpot! Etc. The Plan is a living document that you, your middle managers, and your veterinarian should review regularly. It is your written reminder to make sure you are doing all you can to prevent unwanted stardom.

Set goals, achieve them and set new goals. Push your staff to be their best for your dairy. You will reap the benefits from the **integrity, respect and dignity** shown to your animals. The **transparency** of your actions and routines serve as a solid foundation as you enjoy future success.

As the employees observe management actions and interactions with animals, are you setting the standard? Does your management style reflect "Do as I say, Not as I do?" Ouch!

Teach employees to always treat your animals with respect; they rely on you for everything and will return the quality care with high milk production, good calving rates, and milk and meat premiums. Insist on managing animals with kindness, and recognize the value they bring to your dairy.

Check your email for **Project "In Charge!"** It will be worth your time. Review it with middle management. This is an ongoing series that will be emailed to you and your veterinarian within a week of each animal abuse event. These events impact you, your dairy and your community.

