



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

BEEF TRIM



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

Sponsored by Pfizer Animal Health

Southwest Region

Cull Cows & Carcass Value

Carcass quality of your cull cows impacts the premiums you receive from the packer. Quality is the name of the game. So what does the Verified Premium Plus Program offer to your dairy? Improved VPP renewal scores - take a look at the chart below.

This is a random snapshot of ten dairies marketing VPP cull cows to Caviness Beef Packers over the past three years. Scores in 6 quality areas improved by an average of 20 points! Beef quality is the basis of the program for Caviness. (Milk quality, animal care, environmental sustainability, personnel and pathogen management scores have shown marked improvements.)

Quality is an attitude that starts with you the owner and shakes out through your employees and their performance on your dairy daily -- leading to increased income.

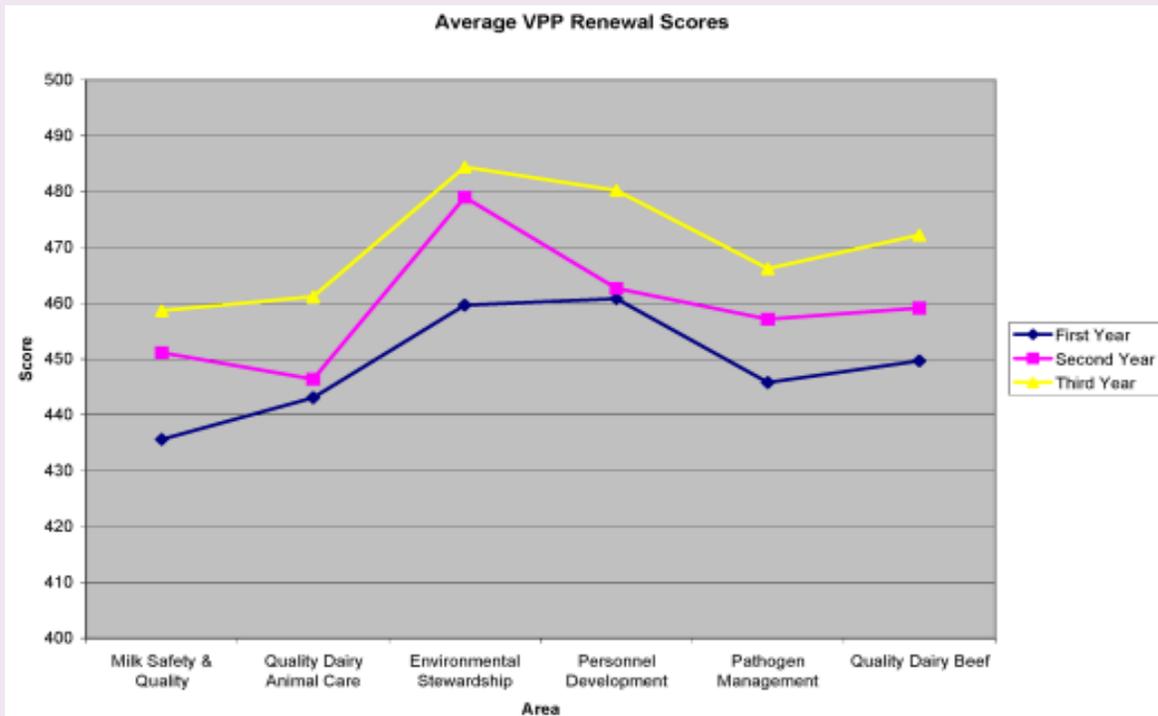
Pull out your last year's Summary Sheet and review your scores compared to this year's results. Your milk market is benefiting from your commitment

as well as your ability to earn any beef premiums for your efforts. Have you asked them for a premium?

Your relationship with the herd veterinarian does impact your success. Annual reviews of protocols and herd health programs maintains the momentum for continual improvement. Each year reproduction practices provide enhanced genetics, better heifers, more milk, etc.

Another focus is to eliminate the chance for drug residues. Milk markets, cheese processors and dairy beef are receiving even more scrutiny. Your veterinarian will suggest ways to reduce your risk - don't hesitate to include him/her in your discussions.

Some view quality assurance programs as a "dime a dozen" but in reality Verified Premium Plus pays you to take the extra effort to be the best you can be. Setting records and improving your scores are proof in black and white - why not bring in more of the green while you are at it?!



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