



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

November 2014

Southwest Region

What Is Your Brand?

Dairy owners don't typically consider dairy beef as a branded product . . . but the Verified Premium Plus Beef is different! It is unlike the beef sold in an auction barn or beef collection site. The VPP Beef is unique - as the food can be traced from the dairy through the packer and on to the retailer. Your VPP Beef Brand identifies your dairy beef as being certified for animal welfare, herd health, veterinarian oversight and sustainability.

Another way to look at it is that you are communicating with your beef market chain. A sale barn allows you to market your animals and receive the check. No long-term partnership. When you market VPP Beef you, along with the DQ Center, communicate with a specific beef market and often a retailer. You are able to receive your normal payment and a brand premium as well as openly communicate concerns and benefits about the quality, price, etc.

VPP means that your dairy has achieved a certain standard verified by a pre-harvest audit by a licensed veterinarian. You have proof that you have sound animal welfare, herd health, employee training program and more. You earn a sustainability score, a milk and dairy beef quality score, all from a third party. Your VPP brand is not owned by your beef market (or your milk market). VPP Beef is an independent measurement of your dairy beef. You own it. This verification is what retailers and consumers are seeking. You have proof that you have a program in place at your dairy.

The VPP Brand program benefits your dairy more and enables you to earn premiums from your cull dairy beef! Take the time to read your VPP Summary Sheets and File Copies that come to you following your annual audit. Look at the changes in your scores and improvements! An improving score means you are on the right track to proudly market your VPP Brand!

We occasionally hear that a producer feels they can earn more by marketing cows through a sale barn instead of directly to Caviness' plant as VPP Beef. This could happen once in a while.

However, in the long run you should earn more by direct marketing VPP Beef to Caviness Beef Packers. Plus you also qualify for a \$25 premium per head. Have you added up the premiums earned this year from your VPP Beef cows? It does add up. If you have questions on your premiums earned give us a call and we can help you track these. The goal is to earn extra income for higher quality for your brand. (800-553-2479).

Branded beef - we all have a brand - some just more credible than others. Be sure to openly promote your VPP Branded dairy beef!

