



America's Quality Assurance Program

EARLY INTERVENTION

Three tough questions when marketing dairy cows!

- 1 – Can she walk on the truck or trailer?
- 2 – Will she walk off the truck?
- 3 – Would I eat her?

Any hesitation in answering yes is a clear heads-up and normally means you should not market her.

The decision when to sell may pose a dilemma – especially if she has already been at your dairy too long.

Early intervention will pay big cash dividends. Obviously to qualify for the DQA FIVE-STARSM Beef premiums is great. Early intervention should also mean more pounds sold and a higher price per pound.

Key discussion points for you and your herd veterinarian are:

1. Do we have a cull rate that is going down? (Keeping cows healthy keeps the number of culls down. Goal: replace less than 25% of milking string each year.)
Check points: hoof care program, nutrition (body condition score, breeding process).
2. Do we have extra heifers for sale? (Keeping 90% of the heifers alive the first 10 days is a great goal. Vaccinate heifers for mastitis, trim their hooves, breed early to calve at 22-23 months are all good goals.)

EXCELLENT UNLOADING FACILITIES AT CAVINESS

If you haven't sold cull market cows to Caviness before, they would welcome you giving them a try.

They have great receiving facilities which include room to maneuver the largest truck; strong, solid unloading chutes and gates; a well "designed-for-handling" system that encourages the most flighty animal to walk off.

Bottom line – the well being of your cows is number one. We (you and the packer) lose value if the animals are stressed. That is why Caviness uses flags and rattle paddles to move animals. We encourage you to only use electric prods in extreme emergencies.

We are all in this together. Animal care is important; every bruise counts.

DQA FIVE-STARSM BEEF

Caviness sells your beef in a very competitive environment. The imported beef is your competition. Together we can get the best price if you have qualified your dairy for DQA FIVE-STARSM Beef status, a little higher management, and more attention to detail results in larger checks.

Demonstrate your pride in the quality of your market cows by enrolling in the verified FIVE-STARSM Dairy Quality Beef Program and sending them direct to Caviness.

Contact us at www.dqacenter.org/5starbeef to enroll your herd.