



DAIRY BEEF NEWSLETTER

Premiums for High Quality Dairy Beef

Congratulations! You are considered part of an *ELITE* group that is niche marketing via the *Verified Premium Plus* Program. Because you select the best cull dairy animals, you are eligible to receive a premium when selling directly to Caviness Beef Packers in Hereford, Texas.

The *Verified Premium Plus* Program is designed to provide Caviness Beef Packers high quality dairy beef for their high end customers. Caviness is contracting with clients who have a need for specialty cuts and quality meats. This is why Caviness and their clients can offer you the extra \$25/head for your dairy beef.

The quality of market dairy beef that you deliver as *Verified Premium Plus* to Caviness Beef Packers is identified and segregated for processing for these key clients. Early culling provides a heavier than normal animal to Caviness that earns the premium you receive. Ultimately it is up to you to earn the premium for your animals.

The Dairy *QUALITY* Center encourages your attention to detail in the culling process. Today your efforts provide a modest premium, tomorrow we may be able to provide you with additional benefits from our niche marketing efforts.

Give us a call at 800-553-2479 or contact us at VPP@agri-ed.com if you have any questions regarding this program. Keep in mind that the verification is an annual process, we will send a renewal reminder as you near your anniversary date.

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