



## America's Quality Assurance Program

### MATCHING CONSUMER TO MILK PRODUCER

Consumers want information about your animal care and how you protect the environment. Today's consumers see animal care as a food safety issue.

The entire food industry is moving toward openness and cooperation. This is especially true for Dairy Beef. Verified FIVE-STAR<sup>SM</sup> Beef is a form of niche marketing to make it possible to capture a premium for sharing animal care information with the meat chain (packer, grinder, quick-serve restaurant).

Niche marketing is the route to the highest return for your cull dairy cows.

### DQA FIVE STAR<sup>SM</sup> BEEF

The DQA Center is providing you the tools to receive more return for your cull dairy cows. You can earn a \$25 premium per head from Caviness Beef Packers, Ltd., for cull cows qualifying as Verified DQA FIVE-STAR<sup>SM</sup> Beef. A third-party verification by your veterinarian is recognized by Caviness Beef Packers, Ltd., as well as by a national quick-serve restaurant chain to achieve this premium.

The process to sell DQA FIVE-STAR<sup>SM</sup> Beef is specific and has a minimal investment for you.

1. Fill out DQA enrollment: [www.dqacenter.org/5starbeef](http://www.dqacenter.org/5starbeef)
2. Material will be sent to your veterinarian by the DQA center
3. He/she verifies the care provided during a regular "herd check" using a DQA checklist
4. The DQA Center sends required material to you  
(Questions, call 800-553-2479 and ask for Colette or Keith)

### LIVESTOCK CONDITION

Non-ambulatory animals are not accepted. The DQA Center encourages you to actively market your best animals as verified DQA FIVE-STAR<sup>SM</sup> Beef. Near non-ambulatory animals should not be part of a verified DQA FIVE-STAR<sup>SM</sup> Beef shipment.

### COOPERATION/PARTNERS

Caviness Beef Packers, Ltd., is asking us to arrange third-party verified FIVE-STAR<sup>SM</sup> Beef from dairy cows culled from your herds. We strongly believe this is a way for the dairy beef industry to counter recent bad publicity about cull dairy cows.

Log onto the DQA website to learn more about Verified FIVE-STAR<sup>SM</sup> Beef at [www.dqacenter.org](http://www.dqacenter.org)

