



America's Quality Assurance Program

EARLY SIGN UP A SUCCESS

Milk producers from 4 states are shipping Verified FIVE-STARSM Quality Beef to Caviness Beef Packers. They are cashing in on the higher value by selling direct and earning the restaurant bonus.

“Our meat customers want assurances that our meat is safe and that’s why on-farm verification is so important” states Chad Myrick, cattle buyer for Caviness Beef Packers.

SOURCE AND AGE VERIFICATION

Part of the Verified FIVE-STARSM Quality Beef process is to reduce the consumer concerns caused by BSE (mad cow). Be sure you keep age and source records of the replacement heifers entering your milking string.

These records are a must (and easy) for your own heifers. But what if your dairy relies on some heifers from other herds? Gather as much information as you can from previous owners. What if you are still short some information on a few cows? When delivering to Caviness Beef Packers, it is best to segregate and gate the two types (age and source known and those that are unknown) apart from each other. Then unload the animals that are verified FIVE-STARSM and the unknown history animals as if you were bringing in two loads. In summary, you can still capture added income even if some of your herd is of unknown history.

LOW MILK PRICES, HIGH FEED COSTS

Equals heartburn! And out of your control. But, you can increase your income from your cull market cows. Sooner or later your entire milking string will be beef. Qualify your herd once a year and bring home an extra \$25 per head.

LOCOMOTION SCORING

Management should regularly score your milking herd for locomotion. Commonly a 5 level system is used with a 1 as normal. (Straight back, even gait.) A 5 is used to classify a cow that stands with her back arched and refuses to put weight on one foot. The DQA Center recommends selling all 5's. A cow scoring 4 stands/walks with her back arched and is placing a minimum of weight on the injured or diseased hoof. She should be a candidate for culling as soon as a high quality heifer is available. As you have experienced, it is very hard to bring a cow scoring 4 up to a score of 3 or a 2.

PRIDE

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 Beef Packers. Contact us at www.dqacenter.org/5starbeef or 800-553-2479 to enroll your herd.

A handwritten signature in black ink, appearing to read 'Colette Johnson'.

A handwritten signature in black ink, appearing to read 'Keith R. Carlson'.