



DAIRIES PRODUCE QUALITY BEEF

You are aware that an important part of the beef supply comes from your cull/market dairy beef. A common misconception that all market cows are headed for ground beef, however, is unfounded. There are many cuts from the rib, loin and round that are marketed as higher quality beef cuts. The Verified Premium Plus Beef concept reaches beyond ground beef patties.

How long do injection site lesions last?

Cows marketed a year after intramuscular injections can still show blemishes (toughness) in the meat. Whenever possible it is important to avoid intramuscular injections in the rump or side with a goal of using sub-Q in the neck for most injections.

SCHEDULED CULLING

To increase your economic return for your cull/market cows and safeguard the image of the dairy industry, scheduled culling helps to maintain body conditioning on market beef.

1. *How do you manage your culling decisions?*
2. *Areas for consideration could be: milk production, health, breedability, locomotion rating, body condition score, etc.*
3. *Ideally you can base the decision to market a cow on her milk production with the key being having replacements available. Benefits to you for early culling would be providing an animal with a higher BCS for a better yield at the packer. Transporting animals to market that have a BCS of more than 2.5 tend to arrive at the packer with less bruising and injuries.*

HERD SIZE REDUCTIONS

Timely marketing of your cull/market dairy animals can help you to reduce costs, especially important now with low milk prices. Reducing herd size can be beneficial in several ways.

1. *Reduction of stocking rates can improve milk production from remaining high producing cows.*
2. *Marketing low producers lessens feed and maintenance costs.*
3. *Qualifying for packer premiums from Caviness Beef Packers can put extra money in your pocket.*

PRIDE

We have upgraded our logo with a new fresh look which more clearly communicates the verification message. You can continue to use the old FIVE STARSM name but we have committed to this new visual. We hope you like our modern depiction of your efforts.

Demonstrate your pride in the quality of your market cows by enrolling in the Verified Premium Plus Program. Send your cows directly to Caviness Beef Packers. For more information, contact the Dairy Quality Center at 800-553-2479 or at www.dqacenter.org/VPPbeef to enroll your herd.

A handwritten signature in black ink that reads 'Colette Johnson'.

A handwritten signature in black ink that reads 'Keith R. Carlson'.