



BEEF NEWSLETTER

The Economics of High Quality Dairy Beef

The American Meat Institute, (AMI) emphasizes to producers that the higher-quality meat product brings in more cash to the dairy beef industry. The retail industry and foodservice customers want to know if the animals have been well cared for. Animal welfare concerns are widely expressed by retailers and consumers alike. It is essential for the dairy beef industry and feedlot beef producers to be proactive in implementing animal care protocols.

Providing high quality animal care on the dairy and at the packing plant produces a higher quality beef product. Safeguarding the animal's health and comfort can in turn assure the consumer and the media today that your food is safe and has had ethical treatment.

Progressive dairy producers constantly convey the quality care their animals receive daily to the public. Media can easily paint a cruel picture of the lack of animal welfare as these pictures sweep across the nation creating broad impressions and eventually impacting consumer consumption and purchases. We need to fight back.

Your help is needed to set the record straight. We are talking about taking action to prove animal wellness and not just offering "lip service" but demonstrating and encouraging an attitude of caring by you and your managers throughout the dairy. Ensure your animals have received high quality care; your dairy can use third-party certification. Achieve the Verified Premium Plus Status. Benefit immediately economically when you send your Verified Premium Plus cull cows to Caviness Beef Packers.

Dairies receiving the Verified Premium Plus status from a practicing veterinarian along with age and source identification can earn \$25 per head from Caviness Beef Packers.

The economics of high quality dairy beef is the concern of retail and food processors that they have passed the benefits down to Caviness to share with you. To learn more about how you can earn more for your cull cows-log onto the internet at www.agri-ed.com or call 800-55-DAIRY.

PRIDE

We have upgraded our logo with a new fresh look which more clearly communicates the verification message. We have committed to this new visual of the effort made by many area dairies.

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".