



BEEF NEWSLETTER

Making the Grade. The quality of the food we eat is something we take for granted - we assume our food is safe; actually we demand it as consumers. Following a trip to the grocery store we have confidence in the products purchased - that they are safe to prepare and eat. "Consumers don't want 'food safety' they want 'safe food,'" states Keith Carlson, CEO of the Dairy Quality Center. "Safe food should be synonymous with high quality." United States dairy producers have to be aggressive advocates in spreading the message that they are dedicated to producing the highest quality milk and dairy beef available.

When selecting food we reach for the freshest, firmest, and most colorful fruits and vegetables from the produce counter at the local grocery store. Why wouldn't we do the same at the meat counter or demand the same high quality food at a restaurant?

The food industry spends multi millions of dollars conveying this simple message of quality and freshness to consumers nationwide. The Dairy Quality Center feels you are an important part of the quality chain by providing proof of your animal care activities and verifying your protocols with a veterinarian. The benefit to you is tangible, money in your pocket as well as the ability to be recognized as a leader in high quality food production.

Recently, one of the meat grinders that provides beef patties for a quick serve restaurant went public with video footage to demonstrate quality control for consumers. Lopez Foods provides video footage from within their plant to document the process of making and shipping the beef patties to the outlet / retailer. You can log onto the McDonald's web site to see this video. Log onto www.mcdonalds.com/qualityfood/ click on *Films From The Farms*.

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 dollars 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.agri-ed.com/VPPbeef to enroll your herd.

Handwritten signature of Colette Johnson in black ink.

Handwritten signature of Keith R. Carlson in black ink.