



## BEEF NEWSLETTER

**Adapting to emerging trends.** The past 20 years have shown that the driving forces in food have been convenience, taste and health – in that order. McDonald’s, the largest fast-food retailer in the world, has reported that more than 65% of their sales are through the drive-up window – and that’s growing. McDonald’s also reports that in 2009 they will sell nearly 200 million milk and yogurt servings, 240 million pounds of cheese, and 54 million gallons of ice cream mix.

Those forces still remain in effect; however, the growing trend points to **food safety** as the Number 1 issue for U.S. consumers today.

This result is due, in part, to widely reported incidents of food-borne illnesses from contaminated spinach, lettuce, peppers and ground beef. Consumers are demanding more proof that their food is safe. Consumers want a hot, juicy hamburger; but they leave it to the dairy industry to produce it in a healthy and sustainable way.

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

**\$21,000 in bonuses.** Twenty-five area herds have qualified for the \$25 per head bonus by becoming certified as producers of Verified Premium Plus market beef totaling almost \$21,000 last month alone. Some of you qualify for a \$15 bonus and we wonder, why not capture the extra \$10? When feed costs are high and milk prices are down, why not pick up another \$10 per head? Give us a call at 800-553-2479 or contact us at [www.agri-ed.com/VPPbeef](http://www.agri-ed.com/VPPbeef) to enroll your herd.

*Patricia Clancy      Colette Johnson      Keith R. Carlson*