





What is Beef Quality Assurance?

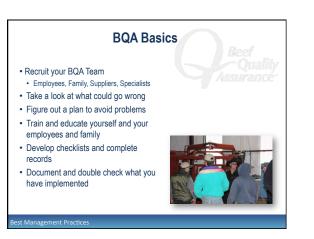
- Beef industry's voluntary "Quality Control" Program
- > Best Management Practices
- > Addresses "day-to-day" management practices
- Educational tool, not regulatory



What is Beef Quality? Always have the consumer in mind: Safety Freedom From Defects Tenderness Taste Eating Experience

Consistency & Predictability





2015 Range Beef Cow Symposium, Loveland, Colo.

Tracey Walsh, BQA Certification Workshop

Quality C Ranked according to p	hallenges			
External Fat Seam Fat Overall Palatability Tenderness Overall Cutability Marbling	Overal Unformity Overal Palatability Marbling Tenderness External and Seam Fat Cut Weights	Overall Uniformity Carcass Weights Tendemess Marbling Reduced Quality Due to Use of Implants External Fat	Traceability Overall Uniformity Instrument Grading Market Signals Segmentation Carcass Weights	Food Safety Eating Satisfaction How and Where Cattle Were Raised Lean, Fat, and Bone Weight and Size Cattle Genetics

Producer Feedback Results

Off-Label Drug Use

 > 25% producers use medications other than directed on a drug products label without being directed by a veterinarian

Withdrawal Times

- < 47% use written records to determine withdrawal dates</p>

	Off-Label Drug Use	Withdrawal Times
Frequency of Use	Overall Response	Overall Response
Always	4.2	46.7
Usually	4.1	26.9
Sometimes	17.5	14.8
Never	74.2	11.7