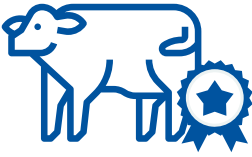


Better beef through quality assurance certification

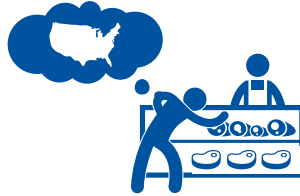


UNIVERSITY OF DELAWARE
COOPERATIVE
EXTENSION

ISSUE



Livestock producers look for ways to **ensure the sale of a quality product.**



In a society where food products rapidly move across the nation, consumers must be able to trace that food back to its origin.



The **Beef Quality Assurance (BQA) certification** improves on both of these measures.

RESPONSE

During the

2020 DELAWARE "AG WEEK" EVENT

representatives from **Pennsylvania's Beef Council** and the **National Beef Quality Assurance program** hosted a workshop targeted towards livestock producers.



Topics included:

- benefits of the BQA program, and
- importance of disease traceability during food recalls.

IMPACT



producers attended the workshop, representing

469

beef cattle

1495

acres owned land, and

1040

acres of rented land.

14

attendees completed the program evaluation, indicating that they better understood BQA program basics and the importance of disease traceability.



Respondents also said they planned to

- become BQA certified,
- prepare written emergency plans,
- improve their biosecurity plan, and
- be more diligent in identifying their cattle.

Better beef through quality assurance certification

ISSUE

Livestock producers are continually looking for ways to ensure the sale of a quality product. And in a society where food products rapidly move across the nation, consumers must be able to trace that food back to its origin. The Beef Quality Assurance (BQA) certification is an excellent opportunity to improve on both of these measures.

RESPONSE

At the 2020 Delaware Agriculture Week event, representatives from Pennsylvania's Beef Council and the National Beef Quality Assurance program hosted a workshop targeted towards livestock producers. Topics discussed included the benefits of the BQA program and the importance of disease traceability during food recalls.

IMPACT

Sixteen producers attended the workshop, representing 469 Beef cattle, 1495 acres owned land and 1040 acres of rented land. Fourteen attendees completed the program evaluation, indicating that they better understood BQA program basics and the importance of disease traceability. Respondents also said they planned to alter their management by becoming BQA certified, preparing written emergency plans, improving their biosecurity plan and being more diligent in identifying their cattle.