

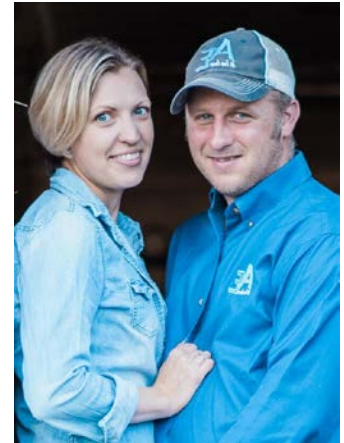


BQA Training at Runnings To Kick Off October BQA Month!

A Beef Quality Assurance (BQA) training will be held at the Runnings store in Canandaigua on September 16th to Kick Off October BQA Month! All beef producers are invited to attend the free training from 10 to 2 pm. To register contact CCE Ontario, 585-394-3977 ext. 427 or nea8@cornell.edu.

This is the fifth year for the NY beef industry to celebrate October as BQA Month - a time to recognize the importance of the Beef Quality Assurance program to ensuring safe, nutritious beef that is raised responsibly for our consumers. "We want to recognize the importance of the BQA program plus engage more producers to become BQA certified. To do this the BQA Committee has partnered with Cornell Cooperative Extensions and New York Beef Producers Association leaders across the state to offer trainings in their counties so every beef producer has an opportunity to become BQA certified", stated Katherine Brosnan, Co-coordinator for the NY BQA program.

BQA is a national program that provides science based management practices that enhance carcass quality and safety and improve animal care. BQA works to return more profits to producers and to ensure consumer confidence in the beef supply. The BQA program is funded by the national Beef Checkoff and is producer based, voluntary and locally led. In NYS it is coordinated through a combined effort of the New York Beef Council, Cornell University and the New York Beef Producers' Association.



The Beef Quality Assurance Certification is important in communicating the care we provide to our animals and attention we pay to the beef we produce for our customers.—Nicole DeBoer,
At Ease Acres

The trainings include a classroom as well as a hands-on chute side training. At the end of the training producers will receive Level I BQA certification. Producers who establish a Veterinary Client Patient Relationship (VCPR) with their local vet will then receive Level II Certification. Certification is valid for 3 years.

Complete information on trainings is available at www.nybeef.org in the Cattlemen's Corner or contact the NY Beef Council at 315.339.6922 or kbrosnan@nybeef.org

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The Beef Checkoff Program was established as part of the 1985 Farm Bill. The checkoff assesses \$1 per head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products. States retain up to 50 cents on the dollar and forward the other 50 cents per head to the Cattlemen's Beef Promotion and Research Board, which administers the national checkoff program, subject to USDA approval.

Consumer-focused and producer-directed, the National Cattlemen's Beef Association and its state beef council partners are the marketing organization for the largest segment of the food and fiber industry.