FOR IMMEDIATE RELEASE
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New York Beef Council
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Beef Quality Assurance - It’s the right thing to do for your customer

There are multiple benefits to becoming Beef Quality Assurance certified. BQA is an important piece of the puzzle when it comes to sharing beef’s story and promoting your farm. Not only does it support discussions regarding the safety and wholesomeness of beef, but can assist in building trust with your customers, neighbors, and all beef consumers. In addition BQA level II certification is now required for the newly launched New York State Grown and Certified program (https://certified.ny.gov/). This program goes beyond other State marketing programs, by addressing consumer concerns about food safety and environmental stewardship. Whether your farm is marketing direct to consumers or through other market channels it is your responsibility to produce the highest, quality and safest beef. Beef customers are becoming increasingly curious about and critical of the way their food is produced. Becoming BQA certified is an essential investment in your business which works toward protecting and promoting the beef cattle industry.

The four steps to BQA certification are:
1. Attend a BQA classroom training or complete the self-study online program and successfully pass the course test.
2. Attend a chute-side training.
3. Agree to follow the BQA Guidelines and sign the BQA Contract.
4. Establish a Veterinary/Client Patient Relationship and complete the VCPR Validation form requiring the signature of the operation’s Veterinarian.

Upcoming In-person BQA Trainings: All trainings are $15.00 per person/ $25.00 per farm
July 30th- 6:00pm
Training Location- The Maiden’s Farm, 477 Co Hwy 11, Oneonta, NY
For more information/register: call 315-866-7920, herkimer@cornell.edu, RSVP BY JULY 27.

August 7th- 4:00 p.m. to 7:00 p.m.
Training Location- Empire Farm Days, 2973 State Route 414, Seneca Falls, NY 13148
For more information/register: call Katherine Brosnan, 315-339-6922, kbrosnan@nybeef.org

August 17th- 5:00 p.m. to 9:00 p.m.
Classroom Training Location- Wendy’s Diner, 1717 State Rt. 8 Cassville, NY 13318
Chute-side Training Location- Curtin Dairy, Bob Curtin, 1108 State Rt. 8, Cassville, NY 13318
The classroom portion of the BQA training will be held at Wendy’s Diner, all participants should arrive at Wendy’s by 4:45pm as the classroom portion will start promptly at 5pm. The chute side training will take place at Bob Curtins following the lecture.
For more information/register (RSVP due August 13th)- call Marylynn Collins, 315-736-3394, mrm7@cornell.edu

October 6th- 10:00 a.m. to 3:00 p.m.
Training Location- Cornell Cooperative Extension of Chautauqua County, 3542 Turner Road, Jamestown, NY
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.
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Chute-side Location- Moon Meadow Farm, Ted Card Family, 3195 North Main Street, Jamestown, NY
For more information/register: call Lisa Kempisty, 716-664-9502 Ext. 203, ljk4@cornell.edu

To get started with the program or to learn more about your current certification status contact Katherine Brosnan at the New York Beef Council at 315-339-6922 or email kbrospan@nybeef.org. A list of upcoming trainings and recertification opportunities is available at www.nybeef.org under Farmer’s Fencepost. Interested in hosting a training in your area or on your farm? Contact Mike Baker, Beef Cattle Extension Specialist at 607-255-5923 or email mjib28@cornell.edu. The robust New York BQA program is made possible through the support of our sponsors Agrilabs, Kent Feeds, Merck Animal Health, Priefert Rodeo & Ranch Equipment, Powder River, Multimin, and Zoetis. For more information about the New York Grown & Certified Program visit https://certified.ny.gov/.

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