Objectives

- Set production standards that can be met or exceeded.
- Establish systems for data retention and record keeping.
- Provide hands-on training and education for participants.
- Provide technical assistance through the Virginia Cattlemen’s Association, Virginia Beef Industry Council, BQA-certified veterinarians, and BQA-certified Extension agents; offer on-site assistance if desired by producers.
- Ensure that all sectors of the industry take responsibility for the production of a safe food product through proper animal care, handling, and management practices.

Producer Guidelines

- Provide adequate food, water, and care to protect cattle health and well-being.
- Provide disease-prevention practices to protect herd health.
- Provide facilities that allow safe and humane movement or restraint of livestock.
- Use appropriate methods to euthanize sick or injured animals.
- Train personnel to properly handle and care for cattle.
- Minimize stress to cattle during transport.

Key Program Components

- Vaccine and drug practices
- Livestock feeds and the feed supply
- Impact of management practices on carcass quality
- Quality assurance of market cows and bulls
- Cattle care: Handling and facilities
- Transportation
- Biosecurity
- Nonambulatory cattle
- Cattle identification
- Record keeping
Producers working together to maximize consumer confidence in Virginia beef through the use of science, research, and educational initiatives.

What is Beef Quality Assurance? (BQA)

- BQA was established in 1987 by The Beef Checkoff to provide cattle producers with the tools and training necessary to assure animal health and well-being.

- BQA is a preharvest, supply-chain management program that applies the latest science and technology to ensure safe and wholesome beef products for consumers.

- BQA certification provides:
  - A formal commitment by producers to observe best management practices
  - Marketing and educational opportunities
  - Initial intensive course
  - Chuteside training
  - Re-certification learning activities

For more information on BQA, or to become BQA certified, please contact:

Your local Virginia Cooperative Extension agent
www.ext.vt.edu/offices/

or

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