



VPP Beef Niche Market Cull Cow earns a premium - BCS #3

DQC
Dairy Quality Center
a division of Agri-Education, Inc.

BEEF TRIM



Unworthy of selling into the VPP Beef Niche Market - BCS #1

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Southwest Region

Profits Lost Through Negligence!

Lenient management of your market animal while in the herd and during transportation could add up to a loss of \$150 or more.

Are you aware that bruises can cost you from half a pound to up to 15 pounds of loss of carcass weight when marketing your second most important product? (dairy beef). How much attention do you give your market-bound cows? Verified Premium Plus producers carefully capture all premiums available to bring in or even exceed 20% of the income on the dairy. Animal handling and training practices on the dairy are important!

Verified Premium Plus certified dairies go the extra step in caring for dairy beef. You stand to earn more due to your certification on your market cows. You and your employees are recognized for doing things right. High standards of animal management help your dairy to produce the maximum milk from your cows. Likewise, proper handling and loading of your market cows helps you to earn the maximum premium at the packer.

Once a cow is targeted for market, she is still valuable to your dairy. (All of your production cows will one day be your market cows.) Verified Premium Plus dairy employees know the most appropriate ways to sort, pen, and load cows marked

for the packer. When you load and transport your cattle it can eliminate more than 2/3rds of the bruises on market cows. Ideally your employees are using rattle paddles or flags. (hot-shots are a no-no). Your goal is to keep animals moving calmly, not wildly evading the pusher and running into the gates, walls, or slipping and falling.

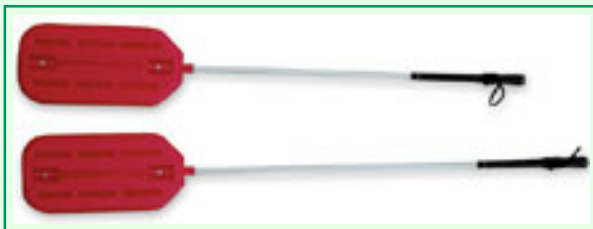
Verified Premium Plus dairies build in quality from the start, enabling you to capture the benefits when marketing cull cows.

Animals that are excessively thin are at a greater risk of bruising without the fat to pad their bodies.

You have the foresight to make marketing decisions early to prevent costly delays and treatments on the dairy.

Verified Premium Plus dairies:

1. Manage to minimize defects and improve quality
2. Monitor health and condition
3. Market in a timely manner



The use of a rattle paddle or flag to move or load out animals provides a stimulus that encourages calm movements and discourages pushing and crowding of animals.