



Dairy Industry in the media “Spot Light”

Dairy producers and their production practices seem to be in the media or “Under Investigation” more with each passing season. The media and television networks attempt to boost viewership by reporting on “factory farms” and “animal welfare” to set consumers on edge insinuating the safety and quality of the milk and dairy products are being compromised.

This media selected information creates a poor consumer image that is being actively promoted. This campaign also emphasizes the importance of setting high on-farm employee standards, following written protocols, and careful training of your employees. Following are a handful of key standards to keep in mind.

- Market animals that walk easily and load calmly
- Market animals that are in good health; no drug residues in the meat (a residue disqualifies a producer from Verified Premium Plus Beef premiums for a minimum of 30 days and until corrective action is verified)
- Market animals that are fleshy and have a Body Condition Score of 2.0 or better
- Any animals that appear to be struggling to remain mobile **should not be shipped**

Every Dairy needs to be a shining example

The dairy industry uses the Verified Premium Plus Program to turn the negative media message around, provide proof, and document the positive practices on your dairy. Many of you have benefited from positive press based upon the VPP news releases. Be a leader. Help set the record straight for the dairy industry by maintaining animal welfare and sound production practices. Do not let a few bad employees influence your community and potentially turn the media against you and your dairy operation. Not everyone is qualified to care for animals.

Meeting carcass weight standards to earn your Caviness Beef Premiums

The premiums you earn originate with a retail chain and are passed onto you via the beef packer. The standards are established by the retailer and those who directly serve consumers. What does it take to qualify for the Caviness Beef Packer Premiums?

- Need to achieve a Verified Premium Plus Status and keep it current
- Need to complete the Caviness Beef requirement for age and source
- Need to have a minimum carcass weight – see chart next page designed to recognize exceptional value
- Not be on the FSIS (USDA’s) antibiotic residue list of violators. A positive residue results in a minimum of a 30-day suspension of the VPP status and until corrective action is verified

Minimum Carcass Weight
Verified Premium Plus Milk Cow / Dairy Beef Program

Holstein cows	Carcass must weigh at least	550 pounds
HoJo cows	Carcass must weigh at least	500 pounds
Jersey cows	Carcass must weigh at least	400 pounds

Generally these weights correspond to a body condition score of 2 or higher.

Give us a call at 800-553-2479 or contact us at VPP@agri-ed.com if you have any questions regarding this program. Keep in mind that the verification is an annual process; renewal reminders are sent as you near your anniversary date.

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