



DAIRY BEEF NEWSLETTER

Beef recall. Over 800,000 pounds of ground beef were recently recalled by a Fresno, California cull dairy cow processing plant. This recall focuses food safety consumers' concerns on all dairy beef.

Part of the response available to Caviness Beef Packers to customer questions is that many of their suppliers of cull market cows volunteer for a special review of their management by their herd veterinarian. This review includes questions about pathogen management.

A successful review results in the dairy being designated as a Verified Premium Plus dairy. Caviness Beef Packers is to be commended for their extra efforts to show consumers that the dairy industry cares about dairy beef food safety.

In addition, dairy beef from these milk producers are rewarded with a twenty-five dollar premium for each head delivered to their plant at Hereford, Texas.

We invite you to have your veterinarian score your dairy for pathogen management.

The two pathogens of most concern to dairymen are Salmonella and *E.coli*0157. The Verified Premium Plus designation covers management practices that control almost all pathogens. (Johne's, Listeria, etc.) But our concern for Salmonella and *E.coli*0157 is number one.

Contending with Salmonella becomes ugly when calves die as well as impacting milk production and overall animal health.

E.coli may not have attracted your attention when analyzing your animals' health. However, the entire food chain shudders when *E.coli* shows up in or on human food. It is a killer.

In summary, we want to urge you to have your veterinarian designate your animals as worthy to be sold as Verified Premium Plus beef.

Why not add the extra \$25 per animal sold to Caviness Beef Packers? Give us a call at 800-553-2479 or contact us at www.agri-ed.com/VPPbeef

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