

*Letter from the BQA National Director*



Greetings-

Happy New Year! I hope this holiday season has been a great one for you and your family. With the close of the 2011 Cattle Industry Annual Convention in Denver, we have many new things to share with you that will positively impact the future of the BQA program and the industry.

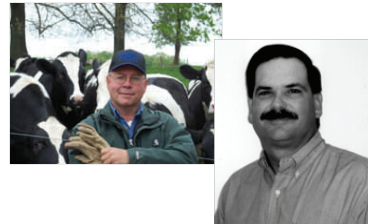
In October 2010, a group of 23 industry leaders convened to begin developing a long range plan for the beef industry. They gathered information from various sources, examined and prioritized the industry's most urgent needs, and began to put together a vision, mission statement and tactics to answer those needs. At convention, the results of their work, a three-year long range plan was presented and approved.

One of the six core strategies the group identified as vital to achieving the goal and mission of the long range plan is to capitalize on global growth opportunities. Consumer confidence whether domestic or foreign will be the key to growth. The efforts of BQA across the nation have been and continue to be instrumental in re-building and sustaining beef demand. This long range plan was written with the key understanding that markets change, societal concerns shift, and the beef industry, therefore, has to be nimble enough to react.

Consumers are being bombarded with anti-meat and anti-agriculture propaganda which makes it more important than ever for producers to become BQA certified. To help increase awareness, we are creating BQA promotional materials that are targeted to cow-calf and seedstock producers. To help facilitate BQA information dissemination, we are working with breed associations to increase communication efforts to these target audiences.

The goal is to involve breed associations and their members by incorporating the materials in bull sale catalogs, websites, newsletters, and magazines. We want to create a bigger awareness of BQA throughout the industry by leveraging our resources with our industry partners.

On another note, two producers were honored with the annual national Beef Quality Assurance (BQA) award at the 2011 Cattle Industry Annual Convention. This award was created to recognize outstanding beef and dairy producers from across the country who incorporate BQA principles as part of the day-to-day activities on their operations. The winners were selected based on their commitment to beef quality assurance while operating sustainable cattle operations. Congratulations to the 2011 [winners](#), John Ligo, of LiTerra Farms in Mercer, Pa. (dairy), and Mike Milicevic, of Lykes Bros. Inc. in Okeechobee, Fla. (beef).



Finally, I would like to thank all of you for your commitment to increasing consumer confidence in beef by raising awareness about the importance of the BQA program. I hope to talk to all of you soon .

Thanks,



Ryan Ruppert



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Funded by The Beef Checkoff



The newly designed checkoff- funded [www.bqa.org](http://www.bqa.org) website is well organized, user-friendly and designed to be the *one* place to go to learn more about Beef Quality Assurance. The interactive site includes many [training videos](#) and [resources](#) previously not available online.

**NEW: BQA Video Education Modules**

These modules, funded by the Beef Checkoff, focus on the philosophy that underpins Beef and Dairy Quality Assurance programs, the procedures and protocols that are foundations of effective implementation, and the use of stockmanship in support of BQA.

These educational modules were created to help supplement the online and printed materials currently available to state coordinators and BQA trainers. The twelve modules support and supplement current BQA curricula targeted to beef and dairy producers. They are appropriate for producers, 4-H and youth audiences, and agricultural students at both the secondary and post-secondary levels.

We encourage you to view the new BQA videos. If you would like a copy of any of these DVD's please [contact us](#). These videos are also available for download on the website.

**Online "Get Certified" Program Launched**

At the 2010 Beef Industry Annual Convention in San Antonio, the Joint Producer Education Committee passed a resolution to allow all interested states to implement a nationally organized online BQA certification program. We are pleased to announce that the program has been launched and will help states limited by tight resources to fund certification programs. For states with current programs, it will allow them to reduce costs if necessary. This innovation adds one more tool to the BQA Toolbox and helps us enhance the reach of the BQA message, better serve our producers and ultimately, strengthen the industry. For more information call Ryan at 303-653-6905.



**BQA and Social Media**



The BQA program has launched a new social media campaign in an effort to provide a deeper level of education for producers. The goal of the campaign is to create valuable content and engage producers with each other as well as with industry experts. BQA information will be split into bite-sized tweets containing daily tips, biographies about State Coordinators, or entire blog posts. We will distribute to those who register via [Facebook](#) or [Twitter](#) @NationalBQA. For more information please contact Lauren Dever at [ldever@beef.org](mailto:ldever@beef.org).

**Coming Soon...**

On March 15<sup>th</sup>, be sure to check out the updated Calendar of Events on [www.bqa.org](http://www.bqa.org) and mark your calendars with all of the exciting upcoming events that BQA has to offer!