



ADVANCEMENTS IN BEEF PRODUCTION



Black Canyon's ranch families care about their livestock and continually look for ways to improve current practices. Everyone benefits when better quality cattle leave the ranch and reach the market place.

BQA WHAT IS BEEF QUALITY ASSURANCE ?



Cooperative effort between beef producers, veterinarians, nutritionists, extension staff, and other professionals from veterinary medical associations and allied industries



Up-to-date, scientifically proven best management practices in such areas as feeding and nutrition, healthcare, handling and transportation

87%

87 percent of farmers and ranchers who raise beef follow best management practices consistent with BQA because it's the right thing to do.



Over 30 years in the making - Beef Quality Assurance (previously Beef Safety Assurance)



Vaccinations are administered at all life stages to maintain herd health and prevent disease.



Vaccines are recommended for all beef programs - natural, organic



Better herd health reduces the need for antibiotics

INDUSTRY FOCUS ON PREVENTION VS. TREATMENT

SIMPLE = BIG CHANGES = RESULTS



In the 1980's animal behavior expert, Dr. Temple Grandin, developed a Serpentine or S ramp to simply follow cattle's natural behavior - cattle moved more efficiently through these ramps, thus reducing stress in the loading and unloading process.



Erase the stereotypical image of the whoppin' and hollerin' cowboys with shockers poking at cattle, today's animal handlers maintain a calm, quiet environment.



Nonslip decking on the ramps, a simple change that reduced injuries.

Half the farmers feeding more than double the population.

MORE WITH LESS

U.S. Ranchers raise 20% of the world's beef supply with only 7% of the cattle.



Farmers and ranchers are committed to environmental stewardship - using techniques such as rotational grazing to allow grass to naturally regrow, protecting water sources from overuse, recycling manure into compost to fertilize crops.



BETTER CONNECTED WITH TECHNOLOGY



BREEDING

Farmers and Ranchers use information collected from cattle herds to naturally enhance specific traits.



FEEDING

Based on years of research, Animal nutritionists use feed ingredients to optimize cattle nutrient intake and maintain natural muscle-building ability.

FEEDBACK

As packers, we capture data and are able to provide feedback to our farmers and ranchers



Sources:
http://www.beefnutrition.org/CMDocs/BeefNutrition/Updated%20Materials/Lean%20Beef/FINAL_Lean%20Matters.pdf
<http://www.beefboard.org/pocket-guide/getting-started.html>
<http://factsaboutbeef.com/category/animal-care/>
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