



Pillars of Beef Chain Success

Executive Summary: The 2011 National Beef Quality Audit





Almost 20 years ago, visionary cattlemen made a courageous commitment to log the progress of the beef industry as it transformed from an undifferentiated commodity to a focus on delivering quality and value at each stage of the supply chain. **In each of the subsequent NBQA, industry leadership has reaffirmed its commitment to step back from the day to day challenges of the business to take a long look in the mirror and evaluate the industry's progress in delivering on the quality promise.**



**Let's start with a
history lesson from
sixty years ago....**



America was alone at the top. And for Detroit, it was a heady time!”

Ingrassia and White in Comeback.



A Ford Motor Company correspondence in 1952 stated, "To the average American, our present car and its size represent an outward symbol of prestige and well-being."



Sunliner





“Understandably, Detroit figured that it must be doing things right. **They cavalierly built the cars that they wanted to build,** and then, in the best tradition of American car selling, they **“pushed” the vehicles on customers** who usually had no choice but to buy them.” Doody and Bingaman in Reinventing the Wheel.



Meanwhile, a funny-shaped little import called the **Beetle** increased its sales from **2,500 in 1953 to 420,000 in 1966.**

By 1980, imports had grabbed almost **27 percent** of U.S. auto sales.





The fact of the matter was that domestic automobiles were gas guzzling, boring, heavy, poorly made, and completely out of touch with the needs of customers.

The once invincible American automobile was on the ropes.



Lesson – Quality Matters!

Quality is never an accident; it is always the result of high intention, sincere effort, intelligent direction and skillful execution; it represents the wise choice of many alternatives.

William A. Foster





Deming's Total Quality Mgmt.

- Aim for continuous improvement.
- Eliminate waste.
- Measurement is the key to management.
- Find, understand, and root out the impediments to quality inherent in your system (favorable outcomes are due to having the correct system in place (85%) and skill (15%)).
- People are the key – motivation and satisfaction of the team drives the results.
- Foster pride of ownership.





Why conduct the National Beef Quality Audit?

Proactive solutions

- The simplest approach to getting out from under the weight of a problem is to **identify it, face it** and then **solve it**.
- Courage, determination and discipline are prerequisite to success.





Satisfied customers are the ONLY route to sustainable business. Period.

Our business, regardless of our position in the supply chain, depends on customer satisfaction.

“...must assure that every customer who purchases cattle, beef by-products or beef products as well as every consumer who eats beef or beef products will be satisfied with their purchase.” G.C. Smith, 2000 NBQA



The U.S. cattle industry cannot expect improvements in prices for its products/by-products when “quality” doesn’t warrant such increases. The beef industry must proceed beyond its present policy of correcting quality shortfalls by the use of Band-Aid and ‘put out the fire’ approaches. **The industry must identify its quality shortfalls because one of these could result in its downfall unless the root causes can be ferreted out so the problems can be corrected.**

G.C. Smith, NBQA 1995