



## 2010 NATIONAL BEEF QUALITY ASSURANCE (BQA) AWARD



Establishing the Highest Quality Standards in Beef Production Contributing to Industry Objectives and Successes

### The BQA Story

Beef and dairy producers believe that giving cattle the care, handling and nutrition they deserve is an obligation, not an option. Producers understand that animal care and raising cattle go hand-in-hand and by treating animals the right way; they are setting the stage to produce high quality, safe and wholesome products.

By focusing the producer's attention to daily production practices that influence the safety, wholesomeness and quality of beef through the use of science, research and education initiatives, the Beef Quality Assurance (BQA) program strives to maximize consumer confidence in and acceptance of beef.

The beef industry has a very positive story to tell; however, this story isn't being heard by all consumers. Let's work together, through BQA, to tell our story and the story of America's 800,000 cattle farmers and ranchers.

### About the Award

In its second year, the National BQA Award will recognize outstanding beef and dairy producers, from across the country that incorporates BQA principles as part of the day-to-day activities on their operations. The award will be open to all segments of the industry - commercial cow-calf, seedstock, stocker operators, feedlots and dairy operations. The winners will be selected based upon their commitment to beef quality assurance while operating sustainable cattle operations.

A common trait among all prospective winners will be a strong desire to continually improve BQA on their operations while successfully encouraging others around them to implement BQA within their operations.

The National BQA award winners will be selected annually by a committee of representatives from universities, state beef councils and affiliated groups. Nominations can be submitted by any organization, group, or individual on behalf of a U.S. beef producer. Please take this opportunity to nominate a U.S. beef or dairy producer and assist the beef industry in presenting a positive story about cattlemen's contributions to beef quality assurance.

For guidance, judges will consider adherence to "on-site" BQA principles, leadership activities and the sustainability of the business as a whole.



**National Cattlemen's  
Beef Association**

Cattlemen • Leadership • Solutions



# Nomination Process

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Any individual, group or organization is eligible to nominate one individual/business who raises or feeds cattle. Individuals and families may not nominate themselves, however we expect the nominees to be involved in the preparation of the application.

The full nomination application and direction for its completion are enclosed in this packet. Along with the typed application, 1 nomination letter and 2 letters of recommendation highlighting the nominee's leadership in BQA are expected.

## **Applications for the 2010 National BQA award are due on July 1, 2009.**

Your 2010 National BQA Award application should include the following components: (You can use this as your checklist before sending. Keep in mind that the entire application and supporting documentation may not exceed 7 pages.)

### **1. Nomination Letter**

The nomination letter should highlight:

- Reasons why the candidate is being nominated (not to exceed 1 page)
- Include: the name of nominator (your organization or group),
- Contact person, address, phone, fax and e-mail.

### **2. Recommendation Letters**

Two (2) letters of recommendation are required *emphasizing the nominee's leadership* in BQA from fellow cattle producers, local or state organizations, national organizations, neighbors, friends, or others involved in BQA.

The letters should be no longer than 1 page each.

### **3. Official Written Application (Attached)**

Please answer the following questions, section by section, within a total of no more than 4 typed pages. This 4 page limit includes any documentation and photographs. Applications should be typed in 12-point, Times New Roman font.



## Selection Process

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Nominees will be competing for two National awards.

- 1) Beef Producers
- 2) Dairy Producers

After the application deadline, the National BQA Award Selection Committee will meet and select the winner in July 2009. The award winners will be announced at the 2010 Cattle Industry Annual Convention in San Antonio, Texas.

### **Applications will be judged on the following criteria (100/100 pts):**

- Beef Quality Assurance Practices, Accomplishments, and Goals (40/100 pts)
- Management practices or strategies specific to producing high-quality beef to ensure long term beef demand (25/100 pts)
- Local, Regional, and National BQA Leadership Activities that Improve Public Perception of the Beef Industry (20/100 pts)
- Endorsements from State Affiliates, Beef Groups, and/or Government Agencies (10/100 pts)
- Sustainability of the Operation (5/100 pts)

Overall Tip: The key to a successful application is providing specific examples, data and results of “on-site” BQA practices.

Winners will become spokespeople for our industry, carrying forth the BQA message.

With that, it is essential that nominees are willing to convey to the public and the media how their quality assurance programs have resulted in increased production and profitability while improving public perception of the beef industry.

**Please submit an electronic copy of your application to:**

**Brad Schneider**

[bschneider@beef.org](mailto:bschneider@beef.org)

**Questions regarding the award application should be addressed to:**

**Ryan Ruppert, 303-850-3369, [rruppert@beef.org](mailto:rruppert@beef.org)**

**Brad Schneider, 303-850-3459, [bschneider@beef.org](mailto:bschneider@beef.org)**



# Application for the 2010 National BQA Award

Establishing the Highest Quality Standards in Beef Production Contributing to Industry Objectives and Successes

*Note: All sections must be completed and the completed application is not to exceed four (4) pages in length including photographs and other documentation.*

## Section I – Description of BQA Practices related to your business

- Please include: name of business, individual(s) to be recognized, address and primary contact at the business (phone/fax/email).
- Describe the business (e.g., commercial cow-calf, seedstock, stocker, feedlot or dairy operation).
- Include a brief history of the business (e.g., length of ownership; major changes in structure or business plan; herd numbers, and any other pertinent facts)
- Describe how good animal husbandry practices have affected the beef or dairy operation, including investment, productivity, and profitability.
- Describe the BQA management accomplishments and goals of the business. Supporting information, benchmark data, and measured results are encouraged. Please be specific.
- Describe specific, innovative BQA practices in detail pertaining, but not limited to, on-site implementation, employee training, transportation ect. Be sure to focus on what makes this operation unique.
- How does the business contribute to a positive public perception of the impact of BQA for the beef industry?

## Section II – BQA Leadership within the Community and the Industry

Expand upon any of the following that are appropriate to the business:

- BQA leadership activities or involvement in local, regional, and national BQA efforts that improve consumer demand and acceptance of beef.
- Involvement in cooperative research, demonstration, education, or government programs that promote BQA.
- How would the operator persuade other producers to implement BQA programs in their businesses?

