

Doing things right isn't a choice.  
It's a way of life. And we want  
to recognize you for it.



## 2024 BQA DAIRY FARM AWARD PROGRAM



FUNDED IN PART BY THE BEEF CHECKOFF.



## **BUILDING CONSUMER CONFIDENCE**

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

The National Beef Quality Assurance Awards recognize outstanding members of the beef industry in five categories: Cow-Calf, Feedyard, Dairy, Marketer, and Educator. The National BQA Awards are selected by a committee of BQA certified representatives from universities, state beef councils, sponsors, and affiliated groups. Nominations are submitted by organizations, groups or individuals on behalf of a U.S. beef producer, dairy beef producer, marketer or educator.

The National BQA Awards are funded in part by The Beef Checkoff program with additional financial support provided by Cargill Meat Solutions.

## AWARD TIMELINE AND EVENTS

- Applications Due: June 10, 2023
- June 2023: The selection committee meets to determine winners in each award category. The winners are personally notified but not publicly announced.
- July - October 2023: Video crews visit each winner's operation.
- Jan. 21 - Feb. 2, 2024: All winners are expected to attend the 2024 Cattle Industry Convention in Orlando, Florida. Travel and registration will be paid by the Beef Quality Assurance awards program for two attendees. Winners are publicly announced and honored at the BQA awards reception.

## NOMINATION AND SELECTION PROCESS

The applications will be judged on the following criteria:

- BQA and/or FARM Practices, Accomplishments and Goals
- Relevant local, regional, and national BQA and/or dairy promotion group or cooperative leadership.
- The promotion and improvement of animal care practices, BQA or FARM program and consumer perception of beef or dairy industries.
- Effectiveness in promoting and implementing BQA.
- Completion of the National Dairy FARM Program Animal Care Evaluation and implementation of the program requirements.
- Applications will be judged using a points system totaling up to 100 points.

Completed application packets must be received by Midnight, June 10, 2023. Any individual, group, or organization is eligible to nominate one operation. Individuals and families may not nominate themselves, however, we expect nominees to be involved in the preparation of the application.

Past nominees are encouraged to submit updated versions of previous nominations. Previous winners may not reapply.

The full nomination application and directions for its completion are enclosed in this packet. Along with a typed application, one nomination letter and three letters of recommendation highlighting the nominees BQA and FARM Program efforts are expected.

## APPLICATION TECHNICAL GUIDELINES

The nomination packet is limited to 20 pages total as follows: 12 pages for the application, 2 pages for each letter of recommendation (total of 6 pages), 2 pages for the nomination letter, and 8 pages for the nominee's most recent FARM Animal Care evaluation. Photos are encouraged to be included within the nomination, but no more than 5 please. A complete PDF document, submitted electronically, is suggested with all the pieces compiled in a single file. Please do not send nominations in notebooks, binders, or booklets. Please keep to traditional font standards, size 12 point. All applications will be compiled and printed in color for judges to review.

\*Dairy nominations are limited to 28 pages to accommodate the 8 page completed FARM Evaluation



## BQA DAIRY FARM AWARD

### SECTION I – HISTORY AND DESCRIPTION OF OPERATION (5 points)

Please identify the name of the dairy farm, the individual(s) to be recognized, address, primary contact, phone and email. This section would provide a brief description of the operation’s history, business model and/or unique production practices.

### SECTION II – BEEF QUALITY ASSURANCE AND FARM PROGRAM IN ACTION (50 points)

#### *Unique BQA Implementation/FARM Implementation*

What form does BQA and/or FARM Animal Care take within the operations unique production environment and business structure? What are the nominees trying to accomplish by implementing BQA and FARM?

#### *Outcomes & Accomplishments: Documenting BQA/FARM Success*

What are the management accomplishments and goals of your business specific to BQA and FARM guidelines? Supporting information, benchmark data and measured results are encouraged. Please be specific.

#### *Innovative BQA and FARM Program Implementation*

Describe specific, innovative animal care practices in detail pertaining, but not limited to, on-site implementation, employee training, transportation, etc. Be sure to focus on what makes this operation unique related to BQA and FARM guidelines.

#### *Industry Perception of BQA and FARM*

How does your business contribute to a positive public perception of the impact of BQA and FARM in the beef and dairy industry? Has there been involvement in cooperative research, demonstration, education or industry programs that promote BQA or the FARM Program? How does the operator encourage other producers to implement BQA and the FARM program?

### SECTION III – WHAT WOULD THE CONSUMER FIND INTERESTING OR COMPELLING ABOUT THE CANDIDATES OPERATION (200 words maximum) (10 points)

This is an opportunity to put both Beef Quality Assurance and the FARM Program in terms that the consuming public will understand and appreciate. What is unique about the operations strategies, tactics or successes that will appeal to the average consumers understanding of milk production practices? Why should anyone care that the candidate implements BQA and FARM practices on their operation and how do their actions enhance consumer confidence in beef?

### SECTION IV – ADVOCACY AND CONSUMER CONFIDENCE (20 points)

Award winners will become spokespeople for the both the beef and milk industry, carrying forth the message that dairy producers are committed to responsible milk production. How does this operation engage consumers to further milk and beef demand? How has the candidate demonstrated the drive and ability to communicate that message to a sometimes skeptical and hostile public? How well would the candidate serve as spokesperson for the dairy cattle industry?

### SECTION V – LETTERS OF RECOMMENDATION (3 maximum) (15 points)

No more than three letters of recommendation should be included. These letters should emphasize the nominee’s outstanding implementation of BQA and FARM Animal Care. Recommendations can come from fellow dairy producers, local or state organizations, foundations, national organizations, neighbors, friends, extension agents, BQA state coordinators, FARM Animal Care evaluators, cooperative staff and leadership. Each letter should be no longer than two pages.

### CURRENT FARM ANIMAL CARE EVALUATION

Please attach the PDF version of the nominee’s FARM Animal Care Evaluation in addition to signed nominee information release form.

Name (printed): \_\_\_\_\_ Name (signed): \_\_\_\_\_

Farm Name: \_\_\_\_\_ Farm Address: \_\_\_\_\_

## PREVIOUS WINNERS

2022		
Dairy	Temme Agribusiness	Nebraska
2021		
Dairy	Langeland Farms	Michigan
2020		
Dairy	Boadwine Farms	South Dakota
2019		
Dairy	Scattered Acres Inc.	Pennsylvania
2018		
Dairy	Kraft Family Dairies	Colorado
2017		
Dairy	Hoffman Farms	Pennsylvania
2016		
Dairy	Brook-Corner, LLC	Pennsylvania
2015		
Dairy	Oregon Dairy Farm	Pennsylvania
2014		
Dairy	Merry-Water Farms	Wisconsin
2013		
Dairy	Family Tree Enterprises	Florida
2012		
Dairy	Pleasant View Farms	Pennsylvania
2011		
Dairy	LiTerra Farm	Pennsylvania
2010		
Dairy	Vista Grande Farm	Pennsylvania
2009		
Dairy	Diamond D Dairy	Colorado