

BEST PRACTICES,
—AND—
GOING THE EXTRA MILE,
MAKES ALL THE DIFFERENCE
WE WANT TO
RECOGNIZE YOU
FOR IT.

2020 BQA AWARDS PROGRAM



Boehringer
Ingelheim

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 and Boehringer Ingelheim Vetmedica, Inc.





AWARD TIMELINE AND EVENTS

- Applications Due: June 7, 2019
- June 2019: The selection committee meets to determine winners in each award category. The winners are personally notified but not publicly announced.
- July - October 2019: Video crews visit each winner's operation.
- Feb. 5 - 7, 2020: All winners are expected to attend the 2020 CIC in San Antonio, Texas. 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 and Best of Beef Awards Breakfast.
- November 2020: The Dairy Award Winner is expected to attend the Dairy Joint Annual Meeting in location TBD. Travel and registration will be paid by the National Dairy FARM Program for two attendees. Winners will be recognized at National Milk Producers Federation Board of Directors Meeting.

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 Version 3.0 Animal Care Evaluation and implementation of the program requirements.
- Applications will be judged using a points system totaling up to 100 points.

Applications for the 2020 Beef Quality Assurance Awards are due June 7, 2019. Any individual, group, or organization is eligible to nominate one dairy 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 v3.0 Evaluation.

Completed nominations must be received by Midnight, June 7, 2019. Information on the BQA Awards program can be found at www.bqa.org.



COW-CALF, FEEDYARD AND MARKETER

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

Please identify the name of the business, the individual(s) to be recognized, address, primary contact, phone and email. Nominator name, email and phone number required. This section would provide a brief description of the operation's history, business model and/or production practices. What sector of the cattle industry does the operation primarily participate in (cow/calf, feedyard, or marketer)? How many cattle are raised on the operation? What is the operation's history and/or ownership and business structure?

SECTION II – BEEF QUALITY ASSURANCE IN ACTION (50 points)

Unique BQA Implementation

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

Outcomes & Accomplishments: Documenting BQA Success

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

Innovative BQA Implementation

Describe specific, innovative BQA 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.

Industry Perception of BQA

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

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 Beef Quality Assurance 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 cattle production practices? Why should anyone care that the candidate implements BQA practices on their operation and how do their actions enhance consumer confidence in beef?

SECTION IV – ADVOCACY AND CONSUMER CONFIDENCE (20 points)

BQA winners will become spokespeople for the beef industry, carrying forth the message that dairy and beef producers are committed to responsible cattle production. How does this operation engage consumers to further 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 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. Recommendations can come from fellow cattle producers, local or state organizations, foundations, national organizations, neighbors, friends, extension agents, BQA state coordinators, etc. Each letter should be no longer than two pages.



BQA DAIRY 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.

FARM ANIMAL CARE VERSION 3.0 EVALUATION

Please attach the PDF Version of the nominee's Version 3.0 FARM Animal Care Evaluation in addition to signed nominee information release form.

Name (printed): _____ Name (signed): _____

Farm Name: _____ Farm Address: _____

BQA EDUCATOR AWARD

SECTION I – INTRODUCTION OF NOMINEE (10 points)

Please identify the name of the individual(s) to be recognized, their affiliation, business, or employer, address, primary contact, phone and email. This section should provide a brief description of the educator's BQA efforts, and educational model. What state or national reach does the nominee work within? How many cattle producers has the nominee worked with? What impact have they made on BQA locally and nationally?

Remember to keep this as a brief introduction as many of these topics will be addressed at a more in-depth level in the details of the nomination.

SECTION II – INDIVIDUAL INVOLVEMENT IN BQA (30 points)

Please address the following questions in a meaningful and in-depth manner.

- Biography of the nominee, with specific attention to relevance within the Beef Quality Assurance program and model.
- Describe the nominee's history and involvement with BQA.
- Describe individual BQA practices implemented within the education system or at the operation.

SECTION III – BQA LEADERSHIP WITHIN THE COMMUNITY AND THE INDUSTRY (30 points)

- How does this educator contribute to a positive perception of the impact of BQA for the beef industry?
- What Involvement in cooperative research, demonstration, education or industry programs has this educator been involved in to promote BQA?
- How would the individual persuade other producers to implement BQA programs in their operations or businesses?

SECTION IV – ADVOCACY AND CONSUMER CONFIDENCE (20 points)

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

SECTION V – LETTERS OF RECOMMENDATION (3 maximum) (10 points)

No more than three letters of recommendation should be included. These letters should emphasize the nominee's outstanding implementation of BQA. Recommendations can come from fellow cattle producers, local or state organizations, foundations, national organizations, neighbors, friends, extension agents, BQA state coordinators, etc. Each letter should be no longer than two pages.

PREVIOUS WINNERS

2019		
Cow-Calf	Matador Cattle Company	Kansas, Texas, Montana
Feedyard	Buffalo Feeders	Oklahoma
Marketer	Equity Cooperative Livestock Sales Association	Wisconsin
Dairy	Scattered Acres Inc.	Pennsylvania
Educator	Dr. Temple Grandin	Colorado State University

2018		
Cow-Calf	Bently Ranch	Nevada
Feedyard	BLAC-X Farms	South Dakota
Marketer	Central Livestock	Minnesota
Dairy	Kraft Family Dairies	Colorado
Educator	Dr. Ron Gill	Texas

2017		
Cow-Calf	Wulf Cattle	Minnesota - Nebraska
Feedyard	Magnum Feedyard	Colorado
Marketer	IMI Global	Colorado
Dairy	Hoffman Farms	Pennsylvania
Educator	Dr. Bob Smith	Oklahoma

2016		
Cow-Calf	Masonic Village Farm	Pennsylvania
Feedyard	Nodaway Valley Feeders	Iowa
Marketer	Samson, Inc. Scott Mueller	Nebraska
Dairy	Brook-Corner, LLC	Pennsylvania
Educator	Lisa Pederson	North Dakota State University

2015		
Cow-Calf	Brackett Ranches – Ira & Kim Brackett	California and Idaho
Feedyard	Couser Cattle Company	Iowa
Marketer	Knoxville Regional Livestock Market	Iowa
Dairy	Oregon Dairy Farm	Pennsylvania
Educator	Dr. Dan Thomson	Kansas State University

2014		
Beef	TZ Cattle Company	Texas
Marketer	King Livestock Company, Inc.	Kentucky
Dairy	Merry-Water Farms	Wisconsin
Educator	Dr. Clyde Lane	University of Tennessee

2013		
Beef	Kempfer Cattle Co.	Florida
Marketer	Stockmen's Livestock Exchange	North Dakota
Dairy	Family Tree Enterprises	Florida
Educator	Dr. John Maas	University of California, Davis

2012		
Beef	Padlock Ranch	Wyoming
Marketer	Spencer Livestock Sales	Iowa
Dairy	Pleasant View Farms	Pennsylvania
Educator	Dr. Dee Griffin	University of Nebraska

2011		
Beef	Lykes Brothers	Florida
Dairy	LiTerra Farm	Pennsylvania

2010		
Beef	101 Livestock, Inc.	California
Dairy	Vista Grande Farm	Pennsylvania

2009		
Beef	Will Feed, Inc.	Nebraska
Dairy	Diamond D Dairy	Colorado