



NEWS RELEASE

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FOR IMMEDIATE RELEASE
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Beef Quality Assurance Certification Meetings Scheduled

Verona, Wisc. -- UW-Madison's Division of Extension and the Wisconsin Beef Council are hosting two upcoming in-person Beef Quality Assurance (BQA) certification meetings. BQA certification is valid for three years.

To attend the in-person meetings, it is recommended that farmers register before the meeting date to ensure that adequate materials are available for all participants. The individual attending the meeting will hold the BQA certification; family members and employees are covered by that certification when it is filed with the market(s) and cattle are all under the same management. It is each individuals' responsibility to share certification details with markets.

To register for an in-person session, go to <https://tinyurl.com/2hr5karf> or call one of the contacts listed below.

Upcoming Meeting Dates

January 14, 2023, El Norteno Mexican Grill, 318 Plaza Dr, Curtiss, WI 54422. 9.30 am check-in, training starts promptly at 10 am and concludes by 12.30 pm. To register for this BQA session by phone, call the Taylor County Extension office at 715-748-3327 ext. 3 or the Wisconsin Beef Council office at 1-800-728-2333 by January 5. (This meeting being held in conjunction with the North Central Wisconsin Cattlemen's Association's Winter Event.)

February 11, 2023, Comfort Inn, DeForest. Program to start at 2:30 pm. To register for this BQA session by phone, call the Wisconsin Beef Council office at 1-800-728-2333. (This session is being held in conjunction with the Wisconsin Cattlemen's Association Winter Conference.)

Buyers representing some large packers and processors (including Tyson) only purchase cattle from farms selling beef breed types of finished cattle that are BQA Certified. In addition, JBS requires that producers selling cattle directly to their plants sign an affidavit stating that they are "in compliance with all applicable state or national BQA certification and verification programs." National Dairy FARM (Farmers Assuring Responsible Management) certification is considered a BQA equivalent. The packer

requirements represent their policy, not that of BQA or the Beef Checkoff program. Farmers with questions about BQA certification requirements should contact their markets or buyers directly. BQA certification is valid for three years.

BQA does more than just help beef producers capture more value from their cattle: BQA also reflects a positive public image and instills consumer confidence in the beef industry. When producers implement the best management practices of a BQA program, they assure the cattle they sell are the best they can be. Consumer research, conducted by the Beef Checkoff, showed that learning about BQA made consumers more confident in beef safety and animal welfare and improved positive consumer perceptions of how cattle are raised for food.

Farmers can registration online at <https://tinyurl.com/2hr5karf>. Those who are unable to attend but need to recertify can complete the course online by going to <https://www.bqa.org/> and clicking on 'Certification'.

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The Wisconsin Beef Council is a producer-led non-profit organization funded by the \$1.00 per head assessment on all cattle sold in the state of Wisconsin. Half of one dollar remains in Wisconsin for local beef promotion, while the other half is forwarded to the Cattlemen's Beef Board. The purpose of the Council is to fund beef promotion, research and consumer education activities supporting Wisconsin's \$2.1 billion beef industry. The WBC operates under the guidance of its Board of Directors. The Board is comprised of representatives from cattle related organizations from around the state.