

# Four Reasons to Be BQA Certified

Safeguard consumer demand.

by *Emma Mulvaney*

The cattle industry is constantly changing and evolving, with new research, practices and methods being discovered regularly. That's why the Beef Quality Assurance (BQA) program has always maintained scientifically backed best management practices that are up to date with the highest standards. All modules and resources are frequently updated to ensure beef producers are gaining the highest value from the program. BQA certifications are only valid for three years.

## Reasons why to get BQA certified

If you have an expired BQA certification or haven't yet received your certification, here are four reasons why getting BQA certified is the right choice for you:

### No. 1. Uphold consumer confidence in beef.

When it comes to making a meal decision, many factors are top of mind for consumers. Of those consumers with concerns about cattle production, 32% are concerned about animal welfare<sup>1</sup>. Producers becoming BQA certified demonstrate an industry-wide commitment to best management practices, increasing the program's credibility in consumers' eyes. The more robust we can make



BQA, the more validity it will have for consumers.

### No. 2. Enhance herd profitability through better management.

BQA practices, like good record keeping and protecting herd health, can result in more profits for producers. When better quality cows leave the farm and reach the marketplace, the producer, packer and consumer all benefit. When better quality beef reaches the supermarket, consumers are more confident in the beef they buy, increasing demand.

### No. 3. Safeguard the public image of the beef industry.

The last thing we want for beef is bad press. Instead, consumers must see beef producers' collective effort toward beef safety and quality

and show how beef products are made with animal welfare and environmental stewardship at the forefront.

### No. 4. Improve the sale of marketed beef cattle.

Research shows that there is a significant premium for calves and feeder cattle sold through video auction markets when BQA is mentioned in the lot description<sup>2</sup>.

Ultimately, getting BQA certified is the right thing to do. Add value to your operation and help beef consumers take pride in their beef purchases. Don't miss out on the new information and resources BQA has to offer.

For more information about the Beef Quality Assurance program and to get certified, visit [BQA.org](http://BQA.org). **BA**

**Editor's Note:** Emma Mulvaney is the associate director of BQA programs at National Cattlemen's Beef Association.

#### Sources:

<sup>1</sup>National Cattlemen's Beef Association, Consumer Beef Tracker, 2019.

<sup>2</sup>"Effect of Mentioning BQA in Lot Descriptions of Beef Calves and Feeder Cattle Sold Through Video-Based Auctions on Sale Price." Colorado State University, July, 2019.