



"Serving Michigan's Cattlemen Since 1960"

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FOR IMMEDIATE RELEASE

BQA Certification Being Offered to Beef and Dairy Producers

Would you like to become BQA certified to show you are doing your part for our industry? The checkoff-funded Beef Quality Assurance (BQA) program is allowing all beef and dairy producers to become BQA certified for free. The free certification is being offered thanks to a partnership with Boehringer Ingelheim Vetmedica, Inc. (BIVI) and the Beef Cattle Institute (BCI) housed at Kansas State University. Typically the program cost is \$25-\$50; however, from February 3 through April 15, Boehringer Ingelheim Vetmedica, Inc. will defray the cost of certification and recertification. Visit www.bqa.org/team or www.BIVI-BQA.com to get started.

"BQA provides cattlemen with practical management tools they need to produce safe, high-quality beef for our consumers," says Ryan Ruppert, senior director of Beef Quality Assurance. "BQA also helps discover practices which can improve efficiency and ultimately, profitability."

The beef industry has embraced BQA because it is the right thing to do, and certification is the next step to show your commitment to producing the best beef possible. In 2013, more than 3,500 producers took advantage of the Boehringer Ingelheim Vetmedica, Inc.'s support of BQA online certification. BIVI's sponsorship of the program again in 2014 demonstrates the company's commitment to improving the industry and telling consumers about the sound production practices more cattlemen use every day.

The BQA online programs are customized for cow/calf, stocker, feedlot and dairy operations. Developed and managed by the independent Beef Cattle Institute, these easy-to-use modules teach sound management techniques that can be applied to their operations. They also help cattle operations tell their story to consumers who might not understand all of the safety measures cattlemen take in producing the food on the table.

"We're proud to continue this opportunity to bring the BQA certification program to even more American cattlemen and dairy producers in 2014," says David Korbelik, director of cattle marketing for Boehringer Ingelheim Vetmedica, Inc. "BQA education aligns with Prevention Works, our focus on preventing disease in cattle. We do this because it is the right thing for the animal, for the producer and for the consumer."

Ruppert says it is "clear that Boehringer Ingelheim Vetmedica, Inc. is committed to helping beef producers throughout the industry produce a safe, quality product in a humane manner," adding that "this partnership is a win-win for producers and consumers."

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