



MICHIGAN BEEF INDUSTRY COMMISSION

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PROMOTION • EDUCATION • RESEARCH

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March 1, 2013

FOR  
IMMEDIATE  
RELEASE

## Free BQA Certification This Month for Beef and Dairy Producers

(OKEMOS) Are you doing your part for the industry by getting BQA certified? Well, if you haven't, have we got a deal for you!

"Your checkoff-funded Beef Quality Assurance (BQA) program is giving you the chance to become certified for free thanks to a partnership with Boehringer Ingelheim Vetmedica, Inc. and the Beef Cattle Institute (BCI) housed at Kansas State University," according to Kathleen Hawkins, executive director of the MI Beef Industry Commission. "The cost of BQA certification is normally \$25; however, between March 1 - 15, 2013, Boehringer Ingelheim Vetmedica, Inc. will defray the cost of the certification, making it free for producers. **Those interested in taking advantage of this BQA certification opportunity should start at [www.BIVI-BQA.com](http://www.BIVI-BQA.com),**" says Hawkins.

"BQA provides cattlemen with the tools they need to produce the safe, high-quality beef while also looking at ways to make their operations more efficient and productive," says Ryan Ruppert, senior director of BQA.

BQA is the gold standard of livestock handling and animal-welfare programs, Ruppert says, and Boehringer Ingelheim Vetmedica Inc.'s support of BQA online certification demonstrates the company's commitment to improving the industry and telling consumers about the sound production practices most cattlemen use every day.

BQA has customized programs specific to cow/calf, stocker, feedlot or dairy operations. Developed and managed by the independent Beef Cattle Institute, these easy-to-use modules teach sound management techniques they can apply to their operation. The cattle industry has embraced BQA because it is the right thing to do, and certification is the next step to show your commitment producing the best beef possible. It also helps 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 bring this certification program to more American cattlemen and dairy producers," says David Korbelik, director of cattle marketing for Boehringer Ingelheim Vetmedica, Inc. "Much like our 'Prevention Works' approach to animal health, BQA is about monitoring and making incremental improvements throughout the lifecycle to prevent disease and ensure a quality end product."

Ruppurt says it is "clear that Boehringer Ingelheim Vetmedica, Inc. is committed to helping consumers understand that beef is produced in a safe and humane manner," adding that "this partnership will help producers learn about the latest industry advancements and demonstrate the ways they continue to provide a top-quality food product."

**Show you care. Start today by visiting [www.BQA.org/team](http://www.BQA.org/team) or [www.BIVI-BQA.com](http://www.BIVI-BQA.com).** For more information about your beef checkoff, visit [MyBeefCheckoff.com](http://MyBeefCheckoff.com).

### **About Boehringer Ingelheim**

*The Boehringer Ingelheim group is one of the world's 20 leading pharmaceutical companies. Headquartered in Ingelheim, Germany, it operates globally with 145 affiliates and more than 44,000 employees. Since it was founded in 1885, the family-owned company has been committed to researching, developing, manufacturing and marketing novel medications of high therapeutic value for human and veterinary medicine.*

*As a central element of its culture, Boehringer Ingelheim pledges to be socially responsible. Involvement in social projects, caring for employees and their families, and providing equal opportunities for all employees form the foundation of the global operations. Mutual cooperation and respect, as well as environmental protection and sustainability, are intrinsic factors in all of Boehringer Ingelheim's endeavors.*

*In 2011, Boehringer Ingelheim achieved net sales of about \$17.1 billion (13.2 billion euro). R&D expenditure in the business area of Prescription Medicines corresponds to 23.5 percent of its net sales.*

*For more information, please visit <http://us.boehringer-ingelheim.com> and follow us on Twitter at <http://twitter.com/boehringerus>.*