



Press Release

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Upcoming Beef Quality Assurance Program to Educate Producers in Cottonwood Cattle Producers and Media Invited to Attend Workshop

SACRAMENTO – California beef producers will learn how effective quality assurance techniques can improve profit potential from their cattle at a Beef Quality Assurance (BQA) workshop to be held at Shasta Livestock in Cottonwood on Aug. 26, 2008. Staff from the California Cattlemen's Association (CCA), as well as educators from the University of California Cooperative Extension and the California Department of Food and Agriculture will share with producers the latest techniques for proper animal care.

In cooperation with the Shasta and Tehama County Cattlemen's Association, the BQA certification program will run from 6:30 to 8:30 p.m. Included in the program will be the Western Region BQA curriculum, which consists of proper animal handling, care, health, nutrition and livestock transportation information. In addition to receiving a newly updated BQA manual, attendees will also learn about the USDA's National Animal Identification System, and proponents of the recently passed 2007 Farm Bill. As a requirement of BQA certification, a test will be administered. Upon completion of the test, participants will be issued a BQA certification number to verify their participation and certification in the BQA program. Certification is \$25/person. Producers from throughout the state are encouraged to attend.

The National BQA Program works with all cattle industry sectors to continue efforts to adopt the newest protocol for animal health, welfare and food safety. Becoming BQA certified is not only a responsible choice for cattle producers, it can also add marketing opportunities and value to a producer's herd and operation, as well as give consumers the confidence that U.S. beef is safe and humanely raised.

CCA is also offering a unique opportunity to any media outlets who request one-on-one time with CCA staff and officials that will be in attendance for the program. With many water, grazing, animal health and other issues at the forefront of the ranching community, this is a unique opportunity for the media to highlight the conditions surrounding agriculturists at this time. To schedule a media interview with state BQA officials or presenters, contact Stevie Ipsen at the CCA office at (916) 444-0845.

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Founded in 1917, the California Cattlemen's Association (CCA) represents California's 1.35 billion- dollar beef cattle industry on legislative and regulatory affairs and remains the number one voice for the industry today. CCA is an affiliate of the National Cattlemen's Beef Association, which represents America's cattle farmers and ranchers.

