COLORADO STATE UNIVERSITY
EXTENSION

COLORADO BEEF QUALITY ASSURANCE PROGRAMMING

FORT COLLINS

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PROJECT INTRODUCTION

The Beef Quality Assurance Program is a national program funded by the Beef Checkoff implemented state by state, providing systematic information for beef producers across the country to maximize consumer confidence in beef products.

The training highlights the importance of good animal husbandry techniques backed by scientific knowledge to reduce carcass defects and increase beef quality by encouraging management to take the necessary measures to provide the best for their animals, workers' health, and the environment.

A comprehensive 40 question mailed-in survey was designed to evaluate cattle producers' perspectives about the CO BQA Program's existence, access, availability, educational materials and resources, and educational approach to assess areas of improvement.

INTERNSHIP GOALS

The internship goals were to estimate the impact of the CO BQA Program on the quality and value of cattle and inform about CO BQA Program's long-term planning to target areas of improvement.

In addition, further develop relationships with stakeholders, cattle producers, CSU, and CSU Extension.

HOW DOES THIS APPLY TO YOUR EDUCATION

I hope to continue helping CO BQA and the agricultural industry by bridging the gap between English and Spanish-speaking individuals to ensure we are all working together for the best of everyone involved: the consumer, the animals, and the environment.

WHAT YOU DID

As part of this internship, I attended the Colorado Livestock Association Annual Meeting in Greeley, the Colorado Cattlemen's Association Annual Meeting in Grand Junction, and the National Cattlemen's Beef Association Stockmanship and Stewardship event in Durango, CO representing the Colorado Beef Quality Assurance, CSU, and Colorado School of Public Health. In these meetings, I was able to connect with different stakeholders and industry leaders within the state. I made the public aware of the program and the bilingual (Spanish and English) opportunities available for certification and recertification.

Over three months, I conducted six different training at Magnum Feedyard, Hunt Feedyard, Five Rivers Cattle Feeding - Kuner Feedlot, Pinneo Feedlot, and Yuma County. I also recorded a Spanish version of the training with the CSU Video Production Team to serve a broader audience and be used for outreach purposes.

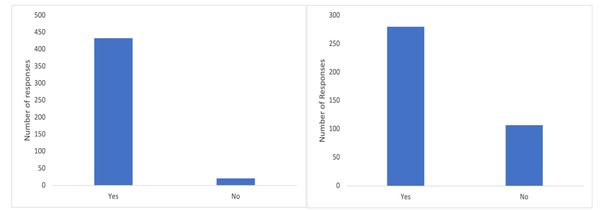
In addition, I was responsible for managing 544 mail-in survey responses from cattle producers in the state of Colorado. I was responsible for the data entry and the analysis portion to evaluate the producers' perception of the program and determine long-term planning to target needed areas of improvement.

Figure 1. (image)

WHAT YOU LEARNED

As the Colorado Beef Quality Assurance Intern, I learned the importance of establishing trust and a positive relationship with different important contributors in Colorado's agriculture. Over the past year, when the world seems to stop, many producers were negatively impacted by the lockdowns and the different market-driven national beef industry-wide initiatives to ensure the best for the consumer and the animals. When the demand for beef products increased, so did the expectations and needed to produce the highest quality possible. By taking initiatives as surveys and outreach opportunities, CSU and students interested in the agricultural field can better understand Colorado producers' needs and desires within the state. Producers want to be heard and want to improve and maximize their operations by adhering to BQA principles. The industry and experts have to continue sharing their knowledge with all the parties involved to enable those industry initiatives to thrive to protect everyone's well-being.

Table 1.



People care about BQA and want the best for the animals, the industry, and the environment.

Table 1. Number of Individuals who have heard about BQA compared to the number of individuals who are BQA certified.

NEXT STEPS

The next steps would be to reevaluate the content and marketing plan for the Colorado Beef Quality Assurance Program and prioritize community outreach events to ensure CSU and Colorado BQA present are positively helping Colorado producers and addressing their needs.

Colorado Beef Quality Assurance