



The BQA Story

Beef and dairy producers believe that giving cattle the care, handling and nutrition they deserve is an obligation, not an option. Producers understand that by treating cattle the right way; they are setting the stage to produce high quality, safe and wholesome beef. By focusing the producer's attention to daily production practices that influence the safety, wholesomeness and quality of beef through the use of science, research and education initiatives, the Beef Quality Assurance (BQA) program strives to maximize consumer confidence in and acceptance of beef. The beef industry has a very positive story to tell; however, this story isn't being heard by all consumers. Let's work together, through BQA, to tell our story and the story of America's 750,000 cattle farmers and ranchers.

About the Award

The Kentucky BQA Award recognizes outstanding cattle producers, from across the state that incorporates BQA principles as part of the day-to-day activities on their operations. The award is open to all segments of the industry -commercial cow-calf, seedstock, stocker operators, feedlots and dairy operations. The winners will be selected based upon their commitment to beef quality assurance while operating sustainable cattle operations. A common trait among all prospective winners will be a strong desire to continually improve BQA on their operations while successfully encouraging others around them to implement BQA at their operations. The KY BQA award winners are selected by a committee of representatives from universities, state beef councils and affiliated groups. Nominations can be submitted by any organization, group, or individual on behalf of a KY beef producer. Please take this opportunity to nominate a KY beef or dairy producer and assist the beef industry in presenting a positive story about cattlemen's contributions to beef quality assurance. For guidance, judges will consider adherence to "on-site" BQA principles, leadership activities and the sustainability of the business as a whole.

- Any individual, group or organization is eligible to nominate one individual/business who raises or feeds cattle.
- Individuals and families may not nominate themselves, however we expect the nominees to be involved in the preparation of the application.
- The full nomination application and direction for its completion are enclosed in this packet. Along with the typed application, 1 nomination letter and 2 letters of recommendation highlighting the nominee's leadership in BQA are expected.

Applications for the 2010 Kentucky BQA award are due on **July 2, 2010.**

Your 2010 Kentucky BQA Award application should include the following components: (You can use this as your checklist before sending. Keep in mind that the entire application and supporting documentation may not exceed 7 pages.)

1. Nomination Letter

The nomination letter should highlight:

- Reasons why the candidate is being nominated (not to exceed 1 page)
- Include: the name of nominator (your organization or group),
- Contact person, address, phone, fax and e-mail.

2. Recommendation Letters

Two (2) letters of recommendation are required *emphasizing the nominee's leadership* in BQA from fellow cattle producers, local or state organizations, national organizations, neighbors, friends, or others involved in BQA. The letters should be no longer than 1 page each.

3. Official Written Application

Please address the following criteria, section by section, within a total of no more than 4 typed pages. This 4 page limit includes any documentation and photographs. Applications should be typed in 12-point, Times New Roman font.

Note: All sections must be completed and the completed application is not to exceed four (4) pages in length including photographs and other documentation.

Section I – Description of BQA Practices related to your business

- Please include: name of business, individual(s) to be recognized, address and primary contact at the business (phone/fax/email).
- Describe the business (e.g., commercial cow-calf, seedstock, stocker, feedlot or dairy operation).
- Include a brief history of the business (e.g., length of ownership; major changes in structure or business plan; herd numbers, and any other pertinent facts)
- Describe how good animal husbandry practices have affected the beef or dairy operation, including investment, productivity, and profitability.
- Describe the BQA management accomplishments and goals of the business. Supporting information, benchmark data, and measured results are encouraged. Please be specific.
- Describe specific, innovative BQA practices in detail pertaining, but not limited to, on-site implementation, employee training, transportation etc. Be sure to focus on what makes this operation unique.
- How does the business contribute to a positive public perception of the impact of BQA for the beef industry?

Section II – BQA Leadership within the Community and the Industry

Expand upon any of the following that are appropriate to the business:

- BQA leadership activities or involvement in local, regional, and national BQA efforts that improve consumer demand and acceptance of beef.

- Involvement in cooperative research, demonstration, education, or industry programs that promote BQA.
- How would the operator persuade other producers to implement BQA programs in their businesses?

Nominees will be competing for 3 awards.

- 3 applicants will be selected: one from the western, central and eastern regions of Kentucky. Winners will be notified by July 23, 2010.
- Winner's applications from those 3 regions will be sent in for the National BQA Award in January, 2010.

After the application deadline, the Kentucky BQA Award Selection Committee will meet and select the winner in July 2010. The award winners will be announced and will go on to compete for the National BQA award at the 2011 Cattle Industry Annual Convention in Denver, Colorado.

Applications will be judged on the following criteria (100/100 pts):

- Beef Quality Assurance Practices, Accomplishments, and Goals (40/100 pts)
- Management practices or strategies specific to producing high-quality beef to ensure long term beef demand (25/100 pts)
- Local, Regional, and National BQA Leadership Activities that Improve Public Perception of the Beef Industry (20/100 pts)
- Endorsements from State Cattlemen's Associations, State Beef Councils, and/or other beef industry groups (10/100 pts)
- Sustainability of the Operation (5/100 pts) Overall Tip: The key to a successful application is providing specific examples, data and results of "on-site" BQA practices.

Winners will become spokespeople for our industry, carrying forth the BQA message. With that, it is essential that nominees are willing to convey to the public and the media how their quality assurance programs have resulted in increased production and profitability while improving public perception of the beef industry.

Please submit an electronic copy of your application to:

Whitney Carman

wbrown@kycattle.org

Alison Smith

asmith@kycattle.org

subject line: BQA Award Application

Questions regarding the award application should be addressed to:

Whitney Carman-- 859-278-0899- wbrown@kycattle.org

Alison Smith-- 859-285-0204- asmith@kycattle.org