



# Movin' Forward

► by **Bryce Schumann**, CEO, American Angus Association

## Quality at every step

*For nearly 130 years, America's farmers and ranchers have together built the Angus breed into the nation's No. 1 source for beef cattle genetics.*

### Passion for quality

This success has been built on generations of hard-working men and women who — like you — have dedicated their lives to their cattle, the land and a passion for quality.

In fact, quality is at the heart of everything we do — from quality genetics to quality data; from quality programs to quality people.

The Business Breed has been built on that quality focus, and it's led to programs like Certified Angus Beef LLC (CAB), which transformed America's meatcase and helped to reverse years of waning beef demand.

As Angus breeders, your livelihood — and those of more than 60% of U.S. cow-calf producers who now identify their herds as Angus — depends on continuing a long-held commitment to quality.

Your dedication to doing things right is felt at every step of the production chain. Association programs like Cattlemen's Boot

Camps and the recently completed Beef Leaders Institute (BLI, see pages 48-50) help to foster leadership within the cattle business and promote the basic tenets of producing quality Angus genetics.

### Quality assurance

Likewise, the checkoff-funded Beef Quality Assurance (BQA) program also serves as an important part of the quality equation.

The BQA program took shape in the early 1990s. Many of you may recall its precursor, Beef Safety Assurance. Today, the program teaches U.S. farmers and ranchers commonsense husbandry techniques and best practices for things like herd health and recordkeeping. BQA training and guidelines are designed to make certain all

beef consumers can take pride in what they purchase — and that's important in a society frequented with all too many negative anti-agriculture messages.

As you prepare to vaccinate and wean your calves this fall, consider becoming BQA-certified as part of the essential quality assurance process. The right management and production practices are often in the best interests of not only the beef industry, but your bottom line.

When Angus calves leave the farm or ranch for quality-focused markets, your extra efforts carry through to the consumer. In the end, everyone benefits.

Visit [www.bqa.org](http://www.bqa.org) for training manuals, guidelines and other information to become BQA-certified.

**The checkoff-funded Beef Quality Assurance program is also an important part of the quality equation.**

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