

# 101 Livestock Honored for BQA Commitment

by **Melissa Slagle**, for the Cattlemen's Beef Board

A desire to continually improve Beef Quality Assurance (BQA) on their operations while successfully encouraging others around them to implement BQA was evident in San Antonio, Texas, as two producers were honored with the annual national BQA Award, created to recognize outstanding beef and dairy producers from across the country who incorporate BQA principles as part of the day-to-day activities on their operations.

Winning the beef award was Jim Warren, 101 Livestock Inc., Aromas, Calif.

101 Livestock Inc. is a livestock marketing business that sells predominantly beef cattle, from 200 pounds (lb.) to cows and bulls for harvest at public auction 50 weeks per year. The market operates each Tuesday and has other special sales annually. Located about 45 minutes south of the San Francisco Bay Area, the market serves ranchers and farmers located up to 300 miles north and south of the operation.

Using his own commonsense approach and asking for ideas from experts like Temple Grandin to create the design, Jim has created

a sale yard that stands out among other sale barns in the country in its ease of moving cattle comfortably through the market chain.

He and his management team started by improving animal health, and developed a physical plant that allowed for the most comfortable and humane transportation of cattle through the facility. Next came the electronic identification (eID) program in 1999, followed by their Quality Systems Assessment (QSA) and Process Verification Program (PVP), which were U.S. Department of Agriculture (USDA)-approved.

In 1990, 101 Livestock started to sell any animal with potential health issues into a class called "subject." These animals' destinations are only to federally inspected processing plants, and the sellers are not paid unless the inspector approves the animal. This takes away the temptation to push objectionable animals through the system and puts the responsibility for these animals where it should be — on the owner. 101 Livestock accepts no nonambulatory (downer) cattle. And, at 101 Livestock, safety, animal health and physical plant meetings

for employees are conducted monthly.

Nominator Matt Byrne, executive vice president of the California Cattlemen's Association, says, "Being transparent and allowing people to see the operation has been good for business. Jim said animal rights groups have seen that 101 Livestock was as committed to animal well-being as they were. 101 Livestock is the center for cattle activity on the Central Coast. Media, non-ag, and humane groups all look to 101 Livestock for answers to critical issues. Jim's advanced media training and positive approach to these issues help the beef industry put its best foot forward. And, Jim has reached out to other markets to help them improve their facilities and transportation, feeding and loading operations."

The National BQA award winners are selected annually by a committee of representatives from universities, state beef councils and cattle industry groups.

For more information about the beef checkoff or BQA program, visit [www.bqa.org](http://www.bqa.org), [www.dbqa.org](http://www.dbqa.org) or [www.MyBeefCheckoff.com](http://www.MyBeefCheckoff.com).

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