

Quality-Based Services For Baldy Cattle

KANSAS CITY, Mo. — The formation of the American Baldy Beef Council has set in place a program offering ways for cattlemen to add value to their cattle, cut costs, and produce high quality beef through marketing and certification services for Baldy cattle.

The Council, sponsored by the American Polled Hereford Association (APHA), has launched this innovative program to help producers gain economic strength.

Initial services provided by the Council include a marketing service for superior Baldy cattle, which are universally recognized as the animals most in demand by producers and feeders and a certification plan which allows for quality and genetic documentation throughout the production chain.

"This plan offers practical solutions to beef industry challenges of carcass and beef quality, predictability, uniformity and production efficiencies," said APHA President Larry Heidebrecht. "The plan will expand and intensify the use of Baldy cattle in coordination with state-of-the-art technology and information systems in order to address these important industry challenges."

"Baldies are described by the Council as crossbred cattle, of any color, with white on the face from a British breed source," said Dennis Schock, APHA vice president who heads the program. "The newly formed organization will use the management, technical resources and computer services of APHA's industry service center located in Kansas City, Mo."

The marketing services will

provide greater direct access to high quality Baldies, providing increased profit and value to their producers. A nationwide network of highly qualified, professional sales representatives will create a direct link with producers on a local basis. Baldy sales representatives will be knowledgeable in production practices and marketing and will operate within established guidelines based on integrity, service, skills, experience and standards. They will offer certification and marketing services and serve as advisors for the production of high quality, profitable Baldy cattle.

"The Baldy Source," a computerized sales listing service, will provide listings of Baldy replacement females and feeder cattle for sale. All Baldy sales representatives will have access to the most up-to-date listings on "The Baldy Source" and will be in a position to encourage the use of superior genetics in herds across the nation. The system will enable all cattlemen to have access to top quality Baldy feeders and replacement heifers, giving new opportunities for producers to gain increased profits through individual sales, cooperative marketing and satellite video sales.

"The certification aspect of the program adds value to the Baldy cattle which are already recognized as the benchmark for profitability for all segments of the beef industry," Schock said. "It will provide documented management practices, genetic background information and can serve as a vehicle for tracking the source

of cattle throughout the production chain.

Producers who subscribe to the certification plan will receive a "Management Record" certificate, thus identifying the cattle as "Certified Baldies." Baldy cattle with sire or sire group EPD data on the certificate will be designated as "Certified Baldy Plus." Management records on both "Certified Baldy" and "Certified Baldy Plus" animals will include sire information, dam information, production records and a vaccination and implant chart.

The "Management Record" will be filled in by each owner and will follow calves from producer to feeder to packer. This quality management tracking is important as the beef industry focuses on Total Quality Management (TQM) production.

Baldy certification provides vital genetic and management documentation on individuals or groups of animals to enable owners to manage for maximum profit and quality throughout the production chain. Certification will

help build the reputation of Baldy producers to provide lasting value and greater equity in their herds.

Subscribing to the Certification Services and the listing and selling of cattle is accomplished on a personalized basis through the Baldy sales representatives. Low-cost service fees have been established to encourage maximum participation. To use the listing service, a fee will be charged by the American Baldy Beef Council. Commissions on sales are negotiated by the Baldy Sales Representative with individual Baldy producers. Certification charges are \$1 per head, with discounts for more than 500 head. The minimum certification charge per producer is \$50, with the maximum charge set at \$1,000.

"This program merges the beef industry trends of superior British breed crossbred cattle with total quality management," Heidebrecht said. "The plan emphasizes the National Cattlemen's Association's focus on quality and provides opportunity to measure fi-

nancial success by encouraging involvement in Integrated Resource Management and NCA's Standardized Performance Analysis. Quality assurance checks at strategic points will be established to ensure customer expectations are met."

"We believe this innovative concept will help bridge the educational and marketing gap between consumers, packers, feeders and producers," Schock said. "The services of the American Baldy Beef Council are tools to help the beef industry and individual cattlemen who participate gain greater bargaining power, thus increasing their competitive advantage."

"The Council is dedicated to addressing and helping solve the major issues and challenges facing the industry. Our primary aim is to assist cattle producers in achieving greater profits through quality beef production."

For more information, contact the American Baldy Beef Council, 11020 NW Ambassador Dr., Kansas City, Mo 64153, (816) 891-8400.

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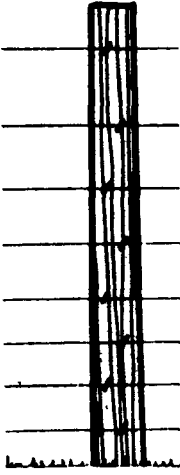
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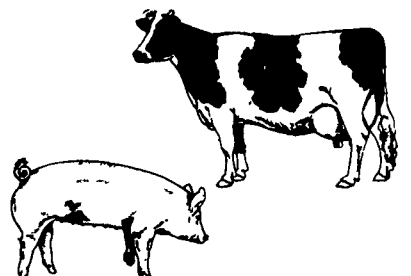
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