

# Program Enhances Beef Quality

KANSAS CITY, Mo. — Adding value to cattle, cutting costs, and producing high-quality beef are but three objectives of the recently formed American Baldy Beef Council.

Response to the program, to be launched in July by the American Polled Hereford Association (APHA), is expected to be substantial.

Initially, the services offered by the Council will include a marketing service for superior Baldy cattle, and a certification plan allowing for quality and genetic documentation throughout the production chain.

"Baldy cattle are recognized by many as the animals most in demand by producers and feeders," said John Hough, director of education and research for APHA. "The Council is working to make this demand more beneficial to

cattlemen."

The Council's marketing service will provide greater direct access to high-quality Baldies, providing increased profit and value to producers. A nationwide network of professional sales representatives will create a direct link with producers on local levels. Baldy sales representatives are knowledgeable in production practices and marketing. They will operate within guidelines based on integrity, service, skills, and standards.

"The Baldy Source," a computerized sales listing service, is being established to provide listings of Baldy replacement females and feeder cattle for sale. Each Baldy sales representative will have access to the most up-to-date listings on the service and will also have information on the superior genetics in each herd.

Hough said the certification aspect of the program adds value to Baldy cattle, already recognized as a profitability benchmark throughout the beef industry.

"The certification procedure documents management practices, genetic background information, and can serve as a vehicle for tracking the source of cattle from birth to slaughter," Hough said.

Those who participate in the certification plan will receive "management record" certificates identifying the cattle as "Certified Baldies." Management records will include sire information, dam

information, production records, and a vaccination and implant chart.

"This certification provides vital genetic and management documentation on individuals or groups of animals to enable owners to manage for maximum profit and quality," Hough said. "It (certification) will also help build the reputation of Baldy producers to provide greater and lasting equity in their herds."

Hough adds that this program incorporates the beef industry trends toward superior British breed crossbred cattle with total

quality management, emphasizing the National Cattlemen's Association's focus on quality. It also provides an opportunity to measure financial success by encouraging involvement in Integrated Resource management and NCA's Standardized Performance Analysis.

"The services of the American Baldy Beef Council are tools to help the beef industry and individual cattlemen who participate obtain greater bargaining power, increasing their competitive advantage," Hough said.

For more information about this new program, write to American Baldy Beef Council, 11020 N.W. Ambassador Dr., Kansas City, MO 64153, or call Dennis Schock at \*816) 891-8400.



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