

University of California Cooperative Extension

Beef Quality Assurance training

Join UCCE and California Beef Council <https://www.calbeef.org/> for a BQA training!
Please **RSVP by March 18th** to (530) 842-2711 or sbclawson@ucanr.edu

When: March 23rd, 2019

Time: 10:00-3:00

Where: Montague Community Hall

211 S. 11th Street

Montague, Ca 96064

\$10/person



Why participate in BQA?

BQA guidelines are designed to make certain all beef consumers can take pride in what they purchase – and can trust and have confidence in the entire beef industry. BQA programs have evolved to include best practices around good record keeping and protecting herd health, which can result in more profits for producers. When better quality cows leave the farm and reach the market place, the producer, packer, and consumer all benefit. When better quality beef reaches the supermarket, consumers are more confident in the beef they are buying, and this increases beef consumption.



Tentative Agenda

10:00-12:00 BQA training

12:00 Lunch, Provided

12:30-2:00 California Beef Council Presentation,

Jill Scofield, Director of Producer Relations

2:00-3:00 Beef council blind taste test (everyone may participate)



For more information: Carissa Rivers, Livestock and Natural Resources Advisor

UCCE – Siskiyou County (530) 842-2711 ★ ckrivers@ucanr.edu