

2007 Cattle Industry Annual Convention & Trade Show

Coverage by Angus Productions Inc. — www.4cattlemen.com

Producers Need Clarification

Livestock Marketing Council addresses ways auction markets can help patrons add value.

by **Troy Smith**

NASHVILLE, TENN. (Feb. 1, 2007) — During Thursday afternoon's Livestock Marketing Council meeting, the agenda offered reports on membership recruitment efforts, availability of insurance programs and legal services, but much of the meeting was devoted to explanation of ways auction markets could help patrons add value to cattle through beef export verification (BEV) programs.

It was noted that considerable confusion exists regarding BEV programs. Consequently, many cattle may be unintentionally misrepresented at the time of sale as being in compliance with U.S. Department of Agriculture (USDA) requirements and qualified to enter supply chains targeting export markets. Rick Stott, Agri Beef Co., said auction operators who become Quality System Assessment (QSA)-certified have an opportunity to help add value to customers' cattle by facilitating compliance.

"Just putting electronic identification tags in calves isn't enough to warrant a premium for cattle."

— Rick Stott

"Just putting electronic identification (ID) tags in calves isn't enough to warrant a premium for cattle," Stott stated. "Producers need to become part of a program — a supply chain ending at a packer that pays premiums for BEV-qualified cattle with required documentation."

Stott said Agri Beef's packing plant pays premiums of \$10-\$15 per hundredweight (cwt.) for individually identified, BEV-qualified cattle.

North Dakota auction market operator Larry Schnell reported on efforts to establish

a quality assurance training program for livestock market personnel. Still in development, the program would be patterned after state-driven beef quality assurance (BQA) programs for producers and the new transportation quality program for livestock haulers, but target safety and low-stress cattle handling techniques for auction market employees.

The Livestock Marketing Council meeting was conducted Feb. 1 during the 2007 Cattle Industry Annual Convention and NCBA Trade Show in Nashville.

AJ



Editor's Note: This article was written under contract or by staff of Angus Productions Inc. (API), which claims copyright to this material. It may not be published or distributed without the express permission of Angus Productions Inc. (API). To request reprint permission and guidelines, contact Shauna Rose Hermel, editor, at (816) 383-5270 or shermel@angusjournal.com.