

PRIME BEEF UPDATES

A monthly page dedicated to the beef and dairy industries, The Beef Checkoff and The PA Beef Council.

Editor's Note: This is part of a monthly series of timely articles and information from the Pennsylvania Beef Council, a non-profit organization focused on strengthening Pennsylvania's beef industry.

Quality Care Matters

Intensive Biosecurity Workshops Being Held Across PA

The events brought together stakeholders from the agriculture industry in an effort to strengthen biosecurity measures at farms across the state. The workshop allowed attending producers to create a plan for more than 2,300 head of cattle representing eight Pennsylvania farms. With attention to biosecurity on the rise across the country, the workshop addressed concerns faced by agriculture producers and professionals from multiple industries. Attendees focused on developing effective biosecurity plans essential for safeguarding livestock operations against disease outbreaks. Recognizing biosecurity as a fundamental principle of the National Beef Quality Assurance program, participants gained insights into how to combine best practices in animal husbandry with scientific advancements to enhance cattle management. The collaborative workshop united beef and dairy producers, Pennsylvania's Beef Quality Assurance organization (BQA), the Penn State Extension Livestock Team, Pennsylvania Department of Agriculture, Bureau of Animal Health and Diagnostic Services, and the Center for Beef Excellence. The collective efforts of all presenting organizations emphasize a shared dedication to advancing animal health standards and ensuring the future viability of Pennsylvania's livestock industry. Throughout the day, producers participated in hands-on sessions that provided them with the tools necessary to devise comprehensive biosecurity strategies that will positively impact over 1,800 head of cattle in the region. The event also offered networking opportunities for producers representing the beef, pork, and poultry sectors and allowed for discussion of current industry challenges, including Foot-and-Mouth Disease (FMD).



Checking in with the Checkoff

Culinary Demonstrations Captivate Consumers during the 2025 Pennsylvania Farm Show

The Northeast Beef Promotion Initiative (NEBPI), a subcontractor to the Beef Checkoff, in partnership with the New York Beef Council, a subcontractor to the Beef Checkoff, highlighted beef



and veal through engaging culinary demonstrations during the 2025 Pennsylvania Farm Show, hosted January 4 – 11, 2025, in Harrisburg, PA. Beef and Veal Day was celebrated on the PA Preferred Culinary Connection Stage on Saturday, January 4, 2025. Throughout the day attendees experienced numerous cooking demonstrations featuring beef and veal. The highlight of the day was the Thermador Chefs Challenge, which was an "Iron Chef" Style Cook-Off with local chefs – Chef Kristina Wisneski of Pure Roots Provisions and Chef Bridget Callahan of SAVONA and TV Media Personalities.

PA Beef Council 'Beefs Up' School Lunches for Pennsylvania Students

The Pennsylvania Beef Council (PBC) announced that 117 school districts in 47 counties are participating in the PA Beef to PA Schools Program (PBPS) for the 2024-2025 school year.



Now in its third year, the program connects schools with local cattle producers to supply fresh, locally sourced beef, ensuring "more beef, more often" in school lunches. Over 26 farms will provide more than 132,000 pounds of beef to feed 217,000 students, marking significant growth since 2022. PBPS supports food security, promotes healthy meals with beef's ten essential nutrients, and strengthens ties between agriculture and local communities. PBPS also incorporates educational programming to help students understand food origins and beef preparation, with initiatives like Local PA Beef Days and school cooking demonstrations. The program operates through a cost-share model with additional funding from the PA Department of Agriculture and local producers, fostering connections between students and Pennsylvania farm families. "Our desire is to provide more beef, more often in schools, offering sound nutrition and growing the next generation of beef consumers," said Nichole Hockenberry, PBC Executive Director.

SAVE THE DATE

25 FEB		MERCER COUNTY
11 MARCH		WASHINGTON COUNTY
25 MARCH		BERKS COUNTY
20 FEB		UNION COUNTY
20 MARCH		ARMSTRONG COUNTY
26 MARCH		LYCOMING COUNTY
9 APRIL		CRAWFORD COUNTY
24 APRIL		TIOGA COUNTY

Visit: PA-BQA.ORG for further details & to RSVP



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