

PRIME BEEF UPDATES

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

Quality Care Matters

BQA Brings Hands-On Value to Dairy Producers Through Animal Care Workshops

The Pennsylvania Beef Quality Assurance (BQA) program recently partnered with the Center for Dairy Excellence to support a series of Animal Care

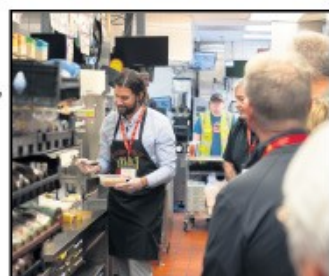
Workshops, bringing practical, hands-on education to dairy producers across the state. During the workshops, one of four sessions focused on low-stress cattle handling techniques. A portion of the classroom time was dedicated to these principles before transitioning into a live cattle session, where producers applied proper handling methods in real-time and gained a better understanding of how their actions directly impact animal behavior, safety, and overall herd performance. In addition to handling, the sessions provided a valuable, up-close look at beef quality outcomes. Producers examined blemished meat cuts and engaged in discussions around proper injection site placement, the impacts of bruising, and the causes of dark cutter beef. These conversations helped connect on-farm management decisions to carcass quality and ultimately, producer profitability. "These workshops brought a lot of value to my employees. Seeing firsthand the impact of trim loss and carcass damage was a powerful learning experience, and it gave us the confidence to make simple changes that can prevent those losses," shared one attending producer. By combining hands-on learning with real-world examples, the workshops reinforced how BQA principles play a critical role not only in animal welfare, but also in improving meat quality and strengthening consumer confidence in beef and dairy products alike.



Checking in with the Checkoff

Pennsylvania Beef Council Joins McDonald's to Celebrate Pennsylvania Farmers During National Agriculture Month

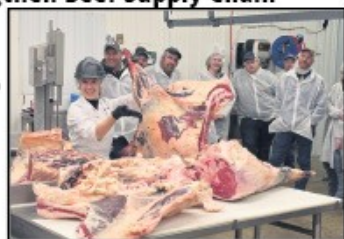
The Pennsylvania Beef Council joined McDonald's Owner/Operators, farmers, and community leaders on March 10 at the Big Mac Museum Restaurant to celebrate National Agriculture Month and the partnerships connecting



farmers to consumers. The event included a behind-the-scenes kitchen tour and highlighted McDonald's sourcing of more than 19 million pounds of Pennsylvania beef each year. Executive Director Nichole Hockenberry emphasized the importance of these partnerships in supporting local agriculture and delivering high-quality beef to consumers. Attendees also sampled McDonald's newest burger while learning more about its ingredients. McDonald's sources a variety of Pennsylvania agricultural products, reinforcing strong ties to local farms and highlighting agriculture's role in the food supply chain. Pennsylvania's beef industry contributes about \$1 billion annually to the state's economy, supporting thousands of jobs and strengthening rural communities. Read the full story at www.pabeef.org.

Butchery Trainings Bring Producers, Meat Cutters Together to Strengthen Beef Supply Chain

The Northeast Beef Promotion Initiative (NEBPI), subcontractor to the Beef Checkoff, recently hosted a series of hands-on butchery trainings to strengthen connections across the



beef supply chain while equipping meat cutters with skills to maximize carcass value. Events included the "Cutting Edge: Beef Butchery Workshop" at Thomas Smoked Meats, where nearly 75 participants observed full carcass breakdown and cutting techniques, followed by a second session at Meatheads Market that also engaged FFA students and educators. Led by Sierra Anthony of Butcher Solutions LLC, the trainings brought together producers, processors, and students to build practical skills and foster industry collaboration. "Sharing the craft of butchery is incredibly important to the future of our industry," said Anthony. "When meat cutters understand how to break down a carcass efficiently and highlight underutilized cuts, they improve profitability and help tell the story of beef to consumers." These workshops supported the Beef Checkoff's mission by enhancing workforce development, strengthening supply chain relationships, and ensuring beef is prepared and marketed with quality, versatility, and value in mind. Visit www.NEBPI.org for the full story.



PA BQA BIOSECURITY GRANT PROGRAM

The PA BQA Biosecurity Grant Program supports Pennsylvania beef producers in enhancing on-farm biosecurity practices. With a maximum award of \$500, this program assists producers in implementing tangible, day-to-day improvements that reduce the risk of disease introduction and spread.

Deadline to apply: May 31, 2026

APPLY NOW

<https://www.pa-bqa.org/resources/pa-bqa-biosecurity-grant-program>

