

PRIME BEEF UPDATES

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

Quality Care Matters

Upcoming Events

BQA & BREWS

BQA RECERTIFICATION, BREWS, & BEEF SNACKS

 January 18, 2026

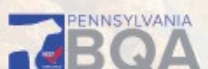
 5-8 PM

 Cobblehaus At The Falls
1015 Leesburg Station Rd
Mercer, PA 16137

 RSVP at pa-bqa.org/events
or call Hannah Walters, PBC
724-289-8510, hwalters@pabeef.org
RSVP is required by January 5, 2026

IN PARTNERSHIP WITH


PURINA
Purina Animal Nutrition, LLC





January 18, 2026 **MERCER COUNTY** 9 AM - 3 PM

 Cobblehaus At The Falls
1015 Leesburg Station Rd
Mercer, PA 16137

- Complete your Daily Biosecurity Plan alongside trained professionals
- Receive a free biosecurity toolkit for your operation
- Lunch provided for all attendees
- Multi-species panel discussion with industry experts



THIS EVENT IS A BEEF CHECKOFF PROGRAM SUPPORTED BY USDA-NIFA UNDER AGREEMENT #2024-70007-42048



Visit www.pa-bqa.org
for more details



January 24, 2026 **MONTOUR COUNTY** 9 AM - 3 PM

 Old Forge Brewery
532 Mill St
Danville, PA 17821

- Complete your Daily Biosecurity Plan alongside trained professionals
- Receive a free biosecurity toolkit for your operation
- Lunch provided for all attendees
- Multi-species panel discussion with industry experts



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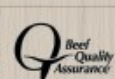
Save The Date

2026 NORTHEAST BEEF PRODUCER WORKSHOP

April 24-25, 2026
Saratoga Springs, NY

Workshop Partners:





FEATURED SPEAKER:



Sierra Anthony
Lead Butcher with Butcher Solutions, LLC

SUBMIT YOUR RSVP HERE



Checking in with the Checkoff

Expanding Healthcare Outreach at Pennsylvania Society of Physician Associates Annual Meeting

The Northeast Beef Promotion Initiative (NEBPI) subcontractor to the Beef Checkoff's staff registered dietitian nutritionist, Beth Stark, RDN, LDN, recently engaged with a new healthcare professional audience, the Pennsylvania Society of Physician Associates (PSPA) during their 50th annual CME meeting that drew over 600 PAs from the state. Over the two-day exhibit, Beth was able to engage directly with nearly 200 attendees sharing Checkoff-funded content and resources surrounding lean beef's role in a healthy, sustainable diet and has a high-quality protein source that can meet the needs of patients that are managing a variety of health conditions. The overall positive experience of this meeting reinforces the value of connecting with mid-level healthcare providers, such as PAs and CRNPs, who are typically spending more time with patients allowing for a greater opportunity to educate on nutrition-related topics. In addition to having a presence at this meeting's exhibit and sponsoring a snack break with beef jerky trail mix, NEBPI will also place quarterly, half-page ads in the PSPA print and digital newsletter that reaches 2,600 members.



PA Beef Foundation "Beefing Up Backpacks" Hosts Virtual Food Drive to Combat Hunger in PA

Help us help others this Thanksgiving season with the Beefing Up Backpacks Virtual Food Drive. The Beefing Up Backpacks program helps fight childhood hunger by adding a nutritious 1-oz beef stick to weekend food backpacks distributed across Pennsylvania. These programs rely on donations and grant funds to feed kids facing food insecurity, and currently, less than 2% of backpack contents include animal protein. By providing shelf-stable, high-quality beef sticks, we're bridging this nutritional gap and supporting healthy growth for children in need. Give the gift of providing food to those in need with a delicious beef stick. See the QR code to donate or visit www.pabeef.org/about-us/pennsylvania-beef-foundation.



Virtual FOOD DRIVE

GIVE THE GIFT OF PROVIDING FOOD TO THOSE IN NEED A DELICIOUS BEEF STICK!

The highest levels of food insecurity in PA are often found in rural counties.

In Pennsylvania, approximately 1 in 8 children face hunger

475,230 children are experiencing food insecurity statewide

Students who are food insecure are 1.5 times more likely to repeat a grade compared to their food-secure peers.

HELP US HELP Others!

DONATE HERE



VISIT PABEEF.ORG/FOUNDATION TO LEARN MORE AND DONATE!

