

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

Upcoming Events

FROM CARCASS TO CONSUMER: COMMUNICATING CUTS, COOKERY & CONFIDENCE

WEBINAR

SEPTEMBER 18

7:00 - 8:00 PM



SCAN CODE FOR
WEBINAR
REGISTRATION

HOSTED BY:



Asian Longhorn Tick Webinar

September 25, 2025, 7 PM - 8 PM

Join our discussions on:

- Tools & Boosting Immunity
- Pasture Management & Other Response Protocols

Featuring:



Cassandra Olds,
Kansas State University
Extension entomologist



John F. Currin, DVM
Virginia Tech

RSVP HERE:



HOSTED BY:



SAVE THE DATE

LEVEL 1 & 2 TRAINING

BEAVER CREEK ANGUS
IN CONJUNCTION WITH THEIR OPEN HOUSE

10 AM - 5 PM: CATTLE ON DISPLAY
11 AM - 3 PM: LUNCH OPEN
2 PM - 5 PM: BQA LEVEL 1 & 2

OCTOBER 12, 2025

5527 ADMIRE RD
EAST BERLIN, PA 17316

SAVE THE DATE

RECERTIFICATION
LEVEL 1 & 2 TRAINING

C DAVIS FARMS
363 MILL HALL RD
FORD CITY, PA 16226

5-6 PM - RECERT
FOR PRODUCERS ALREADY CERTIFIED
6 PM - DINNER
6-9 PM BQA LEVEL 1 & 2
OPEN TO ALL PRODUCERS

WEDNESDAY, DECEMBER 10, 2025
RSVP AT PA-BQA.ORG/EVENTS

Checking in with the Checkoff

Supporting Local Farms, One Bite at a Time with Local PA Beef Day Activations

The PA Beef Council (PBC) is proud to partner with The Nutrition Group (TNG), the contract foodservice provider for 180 public school districts across the state, to bring *Local PA Beef Days* to cafeterias during the 2025-2026 school year. These events will highlight beef smashburgers made with locally sourced beef from Happy Valley Meat Company, a business that

works directly with small Pennsylvania beef producers. Beyond serving a delicious meal, *Local PA Beef Days* provide a unique opportunity to connect students with the people behind their food, helping them learn more about the state's beef community and the role producers play in delivering beef to their lunch trays. The partnership is projected to utilize 16,000 pounds of local PA Ground Beef between all of the activations.



Back to School Made Easy with Beef and Veal

The Northeast Beef Promotion Initiative (NEBPI) and Veal Discover Delicious, both subcontractors to the Beef Checkoff, are partnering with online retailer Fresh Direct to feature a beef and veal meatball



promotion September 11-24, 2025. Fresh Direct is a leading online grocery retailer serving millions of customers across the Northeast, particularly in major metropolitan areas like New York City, Philadelphia, and Washington, D.C. This reach provides a valuable opportunity to put beef and veal in front of busy families who increasingly rely on online grocery shopping. This Back-to-School campaign highlights a quick, easy, and family-friendly recipe that showcase both proteins as versatile meal solutions. The promotion is designed to increase consumer awareness while driving demand for beef and veal during a busy season when families are seeking convenient, nutritious options.

