

PRIME BEEF UPDATES

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

Quality Care Matters

PA BQA Expands Producer Outreach Through Instagram and TikTok Education Efforts

The Pennsylvania Beef Council's PA BQA program recently expanded its digital outreach efforts by launching new Instagram and TikTok platforms designed to connect with a broader audience of producers, students, and consumers. Through short-form videos, producer spotlights, event coverage, and educational content, the platforms provide accessible and engaging information on important industry topics such as animal handling, biosecurity, injection site management, beef quality, and cattle care. By utilizing social media, PA BQA is able to meet producers where they are, helping share practical, science-based management practices in a format that is easy to consume and share. The platforms also create opportunities to highlight real Pennsylvania producers, promote upcoming trainings and events, and encourage conversations around continuous improvement and consumer confidence in the beef industry.



Checking in with the Checkoff

Penn State Students, Athletes, Farmers, and Community Leaders Unite Through Beefing Up Backpacks to Fight Food Insecurity Across Central Pennsylvania

On a night defined by service, compassion, and community, students, student-athletes, farmers, and local leaders came together at Penn State University to pack backpacks filled with food for children facing food



insecurity throughout Central Pennsylvania. Through a collaborative event hosted by the YMCA of Centre County, Feed the Valley, and the Pennsylvania Beef Council's Beefing Up Backpacks program, volunteers packed nearly 2,000 backpacks for children who rely on weekend food assistance. On April 28, those backpacks also included nutrient-dense beef sticks, adding a high-quality source of protein through the Beefing Up Backpacks initiative. "What we're doing through the Beefing Up Backpacks program goes far beyond packing meals," said Nichole Hockenberry, Executive Director of the Pennsylvania Beef Council. "We are helping ensure that kids have access to nourishing, high-quality food when they need it most." Read the full story at www.pabeef.org

BQA & BREWS

BQA RECERTIFICATION, BREWS, & BEEF SNACKS

June 23, 2026

5:30-8:30 PM

Highlands Hall Banquet Center
PA-31, Jones Mills, PA 15646

RSVP to Warren Soergel
724-272-1832 or by email:
WSoergel@landolakes.com
RSVP is required by **JUNE 15, 2026**

KEYNOTE SPEAKER TO KICK OFF THE EVENING OF
SOCIALIZATION IS PURINA'S DR. CRISLER, COVERING
"FROM PASTURE TO PREMIUM: ADDING VALUE TO
CALVES WITH CREEP-FEEDING AND PRECONDITIONING."

IN PARTNERSHIP WITH

PURINA
Purina Animal Nutrition, LLC

Agway
Ligonier Agway

King's AgriSeeds
PA BQA

Northeast's Top Meat Cutters Showcase Talent at 2026 Best Butcher Contest

The 2026 Best Butcher contest brought together 11 talented butchers and meat cutters from four states on May 14 at the Penn State University Meats Lab during the Pennsylvania Association



of Meat Processors Annual Convention. Hosted by the Northeast Beef Promotion Initiative, a subcontractor to the Beef Checkoff, in partnership with the PA Pork Producers Council, the contest showcased the craftsmanship, precision, food safety knowledge, and creativity required in today's meat industry through hands-on beef and pork fabrication challenges. The Grand Champion title was awarded to Ryan Sharrah of Weaver's of Wellsville in Dover, PA, with additional honors going to Ryan Cushing of Vermont Livestock Slaughter and Processing Co., LLC and Hunter Hill of Hillstead Farm. Following the competition, all beef and pork products used during the event were donated to the State College Food Bank, reinforcing the contest's commitment to community support and reducing food waste. Read more at nebpi.org

FREE

BROUGHT TO YOU BY:

Fall Webinar Series

THE LINEUP

1. "Condition Counts: How BCS Shapes Cow & Calf Performance"
2. "Selling Beef in Pennsylvania: Rules, Regulations & Requirements"
3. "From Trust to Transaction: Telling Your Beef Story"
4. "Theileria Orientalis: Science, Surveillance & What's Next"
5. "Your Vet, Your Operation: Building a Working Relationship That Delivers"

RSVP details to come

