

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

STOCKMANSHIP STEWARDSHIP

**STATE COLLEGE, PA
MARCH 28, 2026**

Hands-on learning from the pros who live it!

- ✓ Consumer Insights & BQA - BQA & NEBPI
- ✓ Cattle Handling ft. Dr. Ron Gill & Curt Pate
- ✓ Calving Issues 101 — Dr. Jody Kull
- ✓ Euthanasia & Emergency Decisions — Lisa Pederson, NDSU & Jerry Yates, WVU
- ✓ Soil testing & Facility Design - Jacob Borrelli, Shannon Borrelli, Arrowquip
- ✓ Putting It All Together - Moving Cattle Through Systems

Sponsors: Beef Quality Assurance, NCBA, National Cattlemen's Beef Association, BQA, NEBPI, NEUGEN

To sign up please visit:

stockmanshipandstewardship.org/events/state-college-pa

Intensive Biosecurity Workshop
EST. 2024

March 21, 2026 WESTMORELAND COUNTY 9 AM - 3 PM

Helltown Brewing
5578 Old William Penn HWY
Export, PA 15632

- 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

SCAN ME!

Visit www.pa-bqa.org for more details

Sponsors: USDA, National Institute of Food and Agriculture, BEEF, CBE

2026 NORTHEAST BEEF PRODUCER WORKSHOP

**April 24-25, 2026
Saratoga Springs, NY**

Save The Date

FEATURED SPEAKER:
Sierra Anthony
Lead Butcher with Butcher Solutions, LLC

Workshop Partners: Butcher Solutions, Farm Credit Northeast AgEnhancement, Beef Quality Assurance

SUBMIT YOUR RSVP HERE

Checking in with the Checkoff

2026 Pennsylvania Farm Show Highlights - Beef & Veal Day

Beef and veal were featured prominently on opening day of the 2026 Pennsylvania Farm Show, taking center stage on the PA Preferred Culinary Connection Stage. Throughout the day, local chefs led engaging, family-friendly culinary demonstrations, with all recipes featuring beef or veal through our continued partnership. The highlight of the day was the Thermador Chefs Challenge, where Chef Anthony Bianco and Chef Scott Calhoun went head-to-head in a 30-minute competition to create an elevated dish featuring sirloin steak. The challenge drew strong audience engagement and generated great excitement. We are grateful for this ongoing partnership, which allows us to consistently connect with Farm Show attendees by delivering approachable, inspiring beef and veal recipes while reinforcing the value of these proteins to Pennsylvania consumers.



Calling All Butchers & Meat Cutters!

Applications are now open for the 2026 Best Butcher Contest, hosted by the Northeast Beef Promotion Initiative, subcontractor to the Beef Checkoff, in partnership with the PA Pork Producers Council! This exciting competition celebrates the skill, precision, and craftsmanship of butchers and meat cutters across the Northeast. Whether you're a seasoned pro or know someone who deserves the spotlight, now's the time to step up!

Event Date: Thursday, May 14, 2026

Location: Penn State Meats Lab, State College, PA

Prize: \$500 + regional recognition

Application Deadline: April 14, 2026

Contestants will put their skills to the test with precision cutting, yield evaluation, consumer display development, and even a sales-pitch challenge!

Sign up at: nebpi.org/education/best-butcher-contest

2026 BEST BUTCHER Contest

SUBMIT YOUR APPLICATION Today

SPONSORS: PENNSYLVANIA PAMP, BEEF, PA PORK

JOIN US MAY 14, 2026 @ 12 PM

