

PRIME BEEF UPDATES

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

Quality Care Matters

Webinar Series Registration Now Open

FREE Fall Webinar Series
BROUGHT TO YOU BY: **PA BEEF COUNCIL** **BQA** **Beef Quality Assurance**

FIVE WEBINARS • 7 - 8 PM

Sept. 3
"Condition Counts: How BCS Shapes Cow & Calf Performance?"
Elizabeth Becker-Belox, PhD
NUTRITIONIST, PURINA BEEF TECHNICAL INNOVATION

Sept. 10
"Therapeutic Interventions: Science, Surveillance & What's Next?"
Dr. John Garber, DVM & Dr. Cassandra Oble
VA-MD COLLEGE OF VET MEDICINE & ASSISTANT PROFESSOR, DEPT OF ENTOMOLOGY, KANSAS STATE UNIVERSITY

Sept. 24
"From Trust to Transaction: Telling Your Beef Story?"
Katie Lenzak
ROAN MARKETING & BEEF CATTLE PRODUCER

Oct. 8
"Scaling Success: Pennsylvania's Beef Producers & Researchers?"
Dr. Jonathan Campbell, PhD & Rob Hoss
SCIENTIFIC OUTREACH & TECHNICAL SPECIALIST KERRIS USA & BOW CREEK FARM & CATTLE

Oct. 15
"Your Vet, Your Operation: Building a Working Relationship That Endures?"
Jennifer Kauf, DVM & Bob VanKirk
LEGACY LIVESTOCK VETERINARIAN SERVICE & 4 SEASONS FARM LLC

LOGO INDICATES ELIGIBLE BQA RECERTIFICATION WEBINARS

Don't miss out, RSVP today!

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: APRIL 30, 2027

APPLY NOV. 1 <https://www.pa-bqa.org/resources/pa-bqa-biosecurity-grant-program>

ELIGIBILITY REQUIREMENTS:

- Be a beef cattle producer operating in Pennsylvania
- Be currently certified in Beef Quality Assurance (BQA)
- Have a written biosecurity plan (e.g., Secure Beef Supply Plan or veterinarian-approved plan)
- Submit their written biosecurity plan to the PA BQA program or the Pennsylvania Department of Agriculture (PDA) for review prior to grant approval
- Be able to provide a receipt or product quote for each item requested
- Completed grant application

SCAN ME!

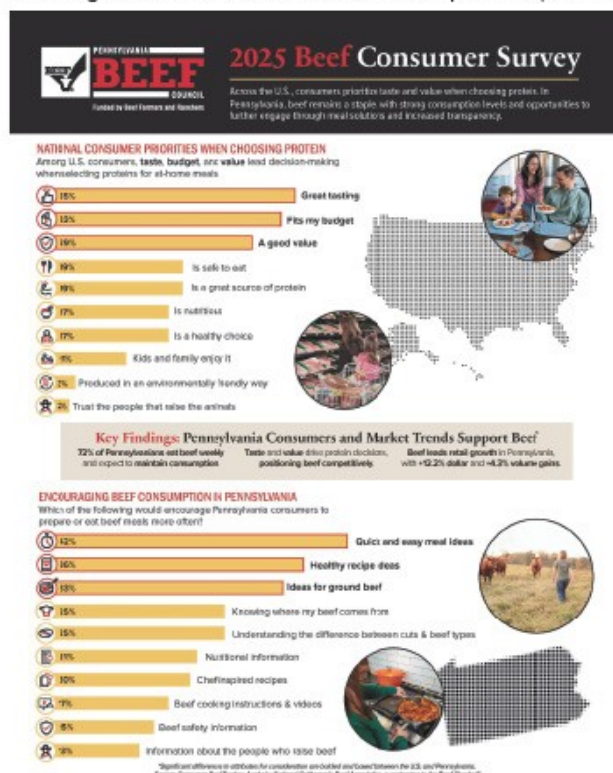
APPLY NOW



Checking in with the Checkoff

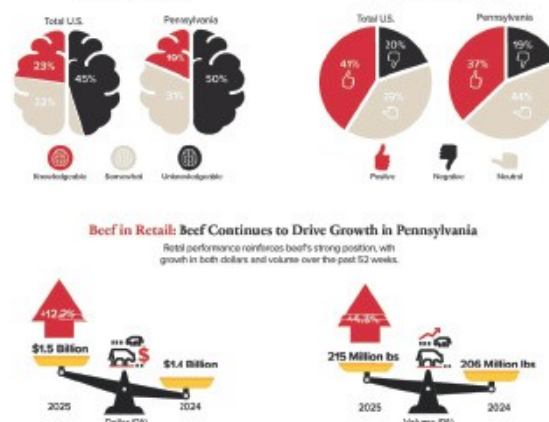
Consumer Research Reinforces Strong Demand for Beef in Pennsylvania

Consumer research shows beef remains a staple for Pennsylvania families, with 72% of consumers eating beef at least once a week and fresh beef retail sales increasing 12.2% in dollar sales and 4.3% in volume over the past year. The findings also highlight opportunities to provide more meal inspiration, nutrition education, and transparency about beef production to strengthen consumer confidence and keep beef top of mind.



Beef in Retail: Beef Continues to Drive Growth in Pennsylvania

Retail performance reinforces beef's strong position, with growth in both dollars and volume over the past 52 weeks.



Opportunities for Continued Success

DEMAND DRIVERS OPPORTUNITY
Pennsylvania consumers may be inspired to eat beef more often by seeing quick and easy meal ideas, using beef, healthy recipe ideas, ways for how to use ground beef, as well as more information about knowing where their beef comes from.

EDUCATION & PERCEPTION OPPORTUNITY
Lower knowledge and less positive perceptions of beef production highlight an opportunity to increase transparency, build understanding, and strengthen trust.



Source: Grocery Fresh Beef Sales by Volume and Value, 52 Weeks ending 12/28/2025. Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.