

Weekly Radio Ag Report

Craig Hemphill

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Hello this is Craig Hemphill with this week's Ag Report.

The cattle business is tough enough without doing things that don't make economic sense. Beef Quality Assurance is economically logical and each component of the BQA program relates to good business management. Information from production records maintained may be used to help prevent costly production mistakes and result in better business decisions. Implementing Beef Quality Assurance program I feel is an excellent decision, one that can help identify and avoid certain production defects. It is also who we are, it is who are parents are/were and it is who our children will be.

Above all, involvement in BQA Program is a statement that reminds everyone from cowboy to consumer that we are doing everything possible to produce a defect-free product. Involvement in BQA program is one way to show the media and consumers that Lassen County Cattlemen raise beef responsibly. Consumers may lose confidence in beef if they find a defect that escaped a cattleman's facility and entered the food chain. Loss of consumer demand for beef can cause a significant change in eating habits and impact the future of our industry.

All meat industries face similar challenges and concerns. If there was a time to get involved it was yesterday. Producers who are not BQA certified are invited to a BQA Workshop hosted by Lassen County Cattlemen's Association, Friday, Feb 22 at Lassen College. Cost to get certified is \$15.00 per ranch. Lunch is provided. So come mingle and learn with your neighbors and fellow cattle producers. Program should wrap up by 4:15.

On the Ag calendar – I would like to remind all Cattlemen of the Rotary/Cattlemen lunch to be hosted at the Elks hall at noon this Wednesday, Feb 20th.

Will Rogers said: "The world is run by those that show up." It is time for all of us Beef Producers to show up! Don't miss out on this exciting week ahead and be left out.