



TAMA LIVESTOCK AUCTION



Beef consumers have become more environmentally conscious, and scrutinize agricultural practices that affect air and water quality and animal well being. Although these factors may or may not directly affect the safety and quality of beef, they do impact the public perceptions of the beef industry, which may alter consumer acceptance of beef products. Consumers purchase products that they trust and have confidence in. If they have no confidence in products, they spend their money on an alternative protein source. This has become apparent as end users are demanding, from Tyson Fresh Meats, to source their cattle from only Beef Quality Assurance certified producers. Tyson Foods has moved forward with this requirement and will no longer be buying cattle that come from producers that are not certified, after **January 1, 2019.**

Beef Quality Assurance is a national program that raises consumer confidence through offering proper management techniques and a commitment to quality within every segment of the beef industry.

At Tama Livestock, we remain committed to providing our customers with an open competitive market for your fed cattle. So as we move ahead, we ask that you consider completing your BQA certification and providing us with a copy of that certificate so that we can continue to market your cattle to all packers participating in our weekly auction.

To complete this BQA certification, you have a couple of options.

- 1) Go to <https://bqa.org> to earn your free certification.
- 2) BQA Training Session: Nov. 28 – 6-8 pm, Hansen Ag Student Learning Center, Ames.
Preregister by Nov. 14 to 712-957-5045.
- 3) Contact your state BQA coordinator to locate other BQA training sessions being hosted around the state.

Once you have your certification, contact Tama Livestock to get us a copy of that certification.

Or bring along with you when you deliver cattle so we can make a copy.

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