

**Napoleon Livestock Commission Co.  
6810 Brooklyn Road  
Napoleon Michigan 49261  
517-536-4201**

As you are probably aware, our beef consumers in the USA have become very conscious of what they eat. More and more food decisions are no longer made based entirely on price or quality, but the story behind that food choice as well. We as producers of beef do things right, and our story becomes more important every day.

**January 1, 2019** Tyson Fresh Meats began to require that all producers who supply live cattle to them be Beef Quality Assurance (BQA) certified. This is based on not just Tyson, but a prominent fast food chain (Wendy's) that is one of their main customers for boneless beef.

BQA certification is not a hard thing to complete. It is free of charge, and takes approximately two hours to complete. In order for us to best market your finished cattle, we hope you or a person associated with your operation will become certified as soon as possible and provide us with your Certificate of Completion. We will then be able to market your cattle as "BQA" verified and add value to your properly finished animals.

To become certified.

Google "BQA" or go to <https://bqa.org> to complete the Feedyard module online. Once completed, print your certification and provide us with a copy. Fax to 517-536-0108 or email to [randyhesel@hotmail.com](mailto:randyhesel@hotmail.com)

### **FAQ**

Can I still sell cattle if I don't do the certification? Yes, but we have quickly found there is added value to properly finished Angus, Hereford, and Charolais cattle from BQA certified producers. An additional \$30.00 to \$50.00 per head is what we've seen so far.

Is this for all cattle? No. At this time we have only been notified by Tyson Fresh Meats of this requirement. Other packers could implement the same requirements in the future though.

What about cull cows and Holsteins? As Tyson currently buys only finished beef breed cattle, it doesn't pertain to feeder cattle, cows, or dairy breed steers. Other packers may implement a similar requirement in the future though.

Please feel free to call me with any additional questions!

Randy Heselschwerdt 517-474-5544