

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.

Beginning **January 1, 2019** Tyson Fresh Meats will 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 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 40 minutes. 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 hopefully add value to your animals.

As this process is just beginning we assume that finished cattle consigned to us from a BQA certified operation or farm will have a special designation such as backtag color, chalk mark, or announcement from the auctioneer. The Tyson buyer will most likely not bid on cattle without that designation.

There are 2 ways 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.
- Join us here at Napoleon Livestock **Thursday October 11th at 5:00 pm.** MSU Ag extension will do the training and testing here free of charge. They will then provide you and Napoleon Livestock with your certification.

Even if you complete the training online, feel free to join us for a refresh, conversation, and a BBQ dinner!

Please notify us if you plan on attending the training here at Napoleon Livestock so that we will have materials and food for everyone. RSVP to Randy @ 517-474-5544 or randyhesel@hotmail.com.

FAQ

Can I still sell cattle if I don't do the certification? Yes, but we believe there will be added value to properly finished cattle from BQA certified producers.

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 feeders, 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