2017 Iowa Beef Quality Assurance Producer Award Applications

The Iowa Beef Quality Assurance (BQA) Producer Awards recognize outstanding members of the beef industry in the categories of: Cow-Calf, Feedyard, Dairy, and Marketer. By focusing attention on daily production practices that influence the safety and quality of beef through the use of science, research and education initiative, the BQA program strives to maximize consumer confidence in and acceptance of beef.

The Iowa BQA Cow-Calf, Feedyard, Dairy, and Marketer Award recipient is selected annually by a committee of representatives from universities, state beef council and affiliated groups of the beef industry. Nominations may be submitted by any organization, group or individual on behalf of an Iowa beef producer. Please take this opportunity to nominate an individual that assist the beef industry present a positive story about cattlemen’s contributions to the BQA Program.

Any individual, group, or organization is eligible to nominate one individual/operation who raises or feeds cattle. Individuals and families may not nominate themselves, however, nominees may be involved in the preparation of the application. Past nominees are encouraged to submit their application under the new nomination structure. Previous winners may not reapply.

NOMINATION AND SELECTION PROCESS
The applications will be judged on the following criteria:
1) BQA Practices, Accomplishments and Goals
2) Relevant local, regional, and national BQA leadership that improves the BQA program and consumer perception of beef and the beef industry.
3) Endorsements from industry organizations, leaders, and/or other key BQA stakeholders.
4) Effectiveness in promoting and implementing BQA

APPLICATION TECHNICAL GUIDELINES
The typed nomination packet is limited to 20 pages total as follows:
• 12 pages for the application,
• 2 pages for each letter of recommendation (total of 6 pages), and
• 2 pages for the nomination letter.
  o Photos are encouraged to be included within the nomination, but no more than 5 please. A complete PDF document, submitted electronically, is suggested with all the pieces compiled in a single file. Please do not send nominations in notebooks, binders, or booklets. Please keep to traditional font standards, size 12 point. All applications will be compiled and printed in color for judges to review.

Completed nominations must be received by 5PM on Wednesday, November 15, 2017. Additional information on the 2017 Iowa BQA Awards program should be addressed to Doug Bear, BQA Coordinator at doug@iabeef.org or 515-296-2305 or can be found at http://iabeef.org/beefqualityassurance.aspx.
COW-CALF, FEEDYARD, DAIRY, & MARKETER AWARDS

SECTION I – HISTORY AND DESCRIPTION OF OPERATION

Name of Nominated Business:
Name of Individual to be recognized:
Address:
City, State, Zip Code:
Country:
Phone Number:
Cell Phone Number:
Email
- Segment of the beef industry (cow/calf, feedyard, dairy, or marketer)?
- Brief description of the operation’s history, business model/structure, and/or production practices.
- How many cattle are raised on the operation?
- What is the operation’s history and/or ownership and business structure?

SECTION II – BEEF QUALITY ASSURANCE IN ACTION

Unique BQA Implementation
What form does BQA take within the operations unique production environment and business structure?
What are the nominees trying to accomplish by implementing BQA?

Outcomes & Accomplishments: Documenting BQA Success
What are the management accomplishments and goals of your business specific to BQA guidelines?
Supporting information, benchmark data and measured results are encouraged. Please be specific.

Innovative BQA Implementation
Describe specific, innovative BQA practices in detail pertaining, but not limited to, on-site implementation, employee training, transportation, etc. Be sure to focus on what makes this operation unique related to BQA.

Industry Perception of BQA
How does your business contribute to a positive public perception of the impact of BQA in the beef industry?
Has there been involvement in cooperative research, demonstration, education or industry programs that promote BQA?
How does the operator encourage other producers to implement BQA programs?

SECTION III - WHAT WOULD THE CONSUMER FIND INTERESTING OR COMPELLING ABOUT THE CANDIDATES OPERATION

200 words maximum
This is an opportunity to put Beef Quality Assurance in terms that the consuming public will understand and appreciate.
- What is unique about the operations strategies, tactics or successes that will appeal to the average consumers understanding of cattle production practices?
- Why should anyone care that the candidate implements BQA practices on their operation and how do their actions enhance consumer confidence in beef?
SECTION IV – ADVOCACY AND CONSUMER CONFIDENCE
BQA winners will become spokespeople for the beef industry, carrying forth the message that dairy and beef producers are committed to responsible cattle production.

- How does this operation engage consumers to further beef demand?
- How has the candidate demonstrated the drive and ability to communicate that message to a sometimes skeptical and hostile public? How well would the candidate serve as spokesperson for the cattle industry?

SECTION V – LETTERS OF RECOMMENDATION (3 MAXIMUM)
No more than three letters of recommendation should be included. These letters should emphasize the nominee’s outstanding implementation of BQA. Recommendations can come from fellow cattle producers, local or state organizations, foundations, national organizations, neighbors, friends, extension agents, BQA state coordinators, etc. Each letter should be no longer than two pages.