



"Serving Michigan's Cattlemen Since 1960"

Contact:
Cindy Hulings
(517) 347-8117

FOR IMMEDIATE RELEASE

FREE BQA Certifications from Sept. 1-Oct. 31

For the third time, Boehringer Ingelheim Vetmedica, Inc. (BIVI) is supporting the checkoff-funded Beef Quality Assurance (BQA) program by sponsoring all online certifications this fall for producers who enroll from September 1-October 31.

Boehringer Ingelheim Vetmedica, Inc. BIVI will pick up the \$25-\$50 certification fee for beef or dairy producers who are interested in becoming certified or recertified during this period. Visit www.BQA.org/team to take advantage of the open certification period.

The BQA program is important to the cattle industry as it gives producers a set of best practices for producing a safe and high quality beef product. And for dairy producers, this offering is also beneficial as a large percentage of dairy calves and market cows make their way into the food chain.

The BQA certification modules are customized to fit the specific needs of each segment of the cattle industry – cow-calf, stocker, feedyard and dairy operations. The program covers best management practices such as proper handling and administration of vaccinations and other products, eliminating injection site blemishes, and better cattle-handling principles.

"One of the challenges that beef producers face is having all of their employees become BQA-certified," says Dr. Jerry Woodruff, Professional Services Veterinarian with Boehringer Ingelheim Vetmedica, Inc. "Boehringer Ingelheim Vetmedica's partnership with BQA helps offset some of those expenses, and we encourage producers and their employees to use the web-based training programs."

More than 11,000 producers have taken advantage of Boehringer Ingelheim Vetmedica Inc.'s BQA certification partnership. Boehringer Ingelheim Vetmedica Inc.'s partnership also includes financial support of the Beef Cattle Institute at Kansas State University, which developed the certification module.

To become BQA certified, or learn more about the program, visit www.BQA.org/team.

###