



2023

# Louisiana BQA Awards

Presented during the 2023 LCA Convention

Hotel Bentley - Alexandria, LA

January 7, 2023



## **AWARD TIMELINE AND EVENTS**

There are three categories: Cow-Calf, Marketer, and Educator.

State winners will be nominated for the national BQA Awards.

- Applications Due: December 1st, 2022.
- December 2022: The selection committee meets to determine winners in each award category. The winners are personally notified but not publicly announced.
- January 6 - 8, 2023: All winners are expected to attend the 2023 LCA Membership Convention in Alexandria, LA. Registration will be paid for two attendees. Winners are publicly announced and honored at the Queen's Reception.

## **NOMINATION AND SELECTION PROCESS**

The applications will be judged on the following criteria:

- BQA Practices, Accomplishments and Goals.
- The promotion and improvement of animal care practices, BQA program and consumer perception of the beef industry.
- Effectiveness in promoting and implementing BQA.
- Applications will be judged using a points system totaling up to 100 points.

Applications for the 2023 Beef Quality Assurance Awards are due December 1, 2022. Any individual, group, or organization is eligible to nominate one operation. Individuals and families may not nominate themselves, however, we expect nominees to be involved in the preparation of the application. Past nominees are encouraged to submit updated versions of previous nominations. Previous winners may not reapply. The full nomination application and directions for its completion are enclosed in this packet. Along with a typed application, one nomination letter and three letters of recommendation highlighting the nominees BQA efforts are expected.

**APPLICATION TECHNICAL GUIDELINES** The nomination packet is limited to the total pages 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. 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 keep to traditional font standards, size 12 point. All applications will be compiled and printed in color for judges to review.

**SELECTION COMMITTEE** will consist of one representative from the following organizations: Louisiana Cattlemen's Association, Louisiana Beef Industry Council, LSU AgCenter Extension, the LSU AgCenter State Beef Specialist, the Louisiana State BQA Coordinator, and three Louisiana cattle producers.

Applications can be found at [www.labeef.org](http://www.labeef.org) or scan the QR Code to apply.

If you have any questions please reach out to:

- Christine Navarre - (225)773-1382 or [cnavarre@agcenter.lsu.edu](mailto:cnavarre@agcenter.lsu.edu)
- Shae Simon - (225)428-7163 or [lcamem@labeef.org](mailto:lcamem@labeef.org)

# COW-CALF AND MARKETER



## **SECTION I – HISTORY AND DESCRIPTION OF OPERATION (5 points)**

Please identify the name of the business, the individual(s) to be recognized, address, primary contact, phone and email. Nominator name, email and phone number required. This section would provide a brief description of the operation's history, business model and/or production practices. What sector of the cattle industry does the operation primarily participate in (cow/calf or marketer)? 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 (50 points)**

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) (10 points)**

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 (20 points)**

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) (15 points)**

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.

# **BQA EDUCATOR AWARD**



## **SECTION I – INTRODUCTION OF NOMINEE (10 points)**

Please identify the name of the individual(s) to be recognized, their affiliation, business, or employer, address, primary contact, phone and email. This section should provide a brief description of the educator's BQA efforts, and educational model. What state or national reach does the nominee work within? How many cattle producers has the nominee worked with? What impact have they made on BQA locally and nationally? Remember to keep this as a brief introduction as many of these topics will be addressed at a more in-depth level in the details of the nomination.

## **SECTION II – INDIVIDUAL INVOLVEMENT IN BQA (30 points)**

Please address the following questions in a meaningful and in-depth manner.

- Biography of the nominee, with specific attention to relevance within the Beef Quality Assurance program and model.
- Describe the nominee's history and involvement with BQA.
- Describe individual BQA practices implemented within the education system or at the operation.

## **SECTION III – BQA LEADERSHIP WITHIN THE COMMUNITY AND THE INDUSTRY (30 points)**

- How does this educator contribute to a positive perception of the impact of BQA for the beef industry?
- What Involvement in cooperative research, demonstration, education, or industry programs has this educator been involved in to promote BQA?
- How would the individual persuade other producers to implement BQA programs in their operations or businesses?

## **SECTION IV – ADVOCACY AND CONSUMER CONFIDENCE (20 points)**

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

## **SECTION V – LETTERS OF RECOMMENDATION (3 maximum) (10 points)**

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.