

## **Healthy Cattle = Healthy Beef**

*Travis W. Hoffman, Colorado Beef Quality Assurance Coordinator*

During an active discussion on a balmy first day of class at Colorado State University, upper level students in my Beef Supply Chain Management class identified some major obstacles to conquer regarding consumer perception. One student, home from an internship in Washington D.C. chimed in that this summer the metro was plastered with attack ads on the misleading relationships of animal antibiotics and human health that greeted people in our nation's capitol.

Pride in our work and lifestyle, and the dedication to animal well-being are foundation pillars in a cattleman's life. Cattlemen, much like parents, care for the health of their animals. When your child gets sick, we take them to the doctor to make them feel better. If cows and calves get sick, it is simply good husbandry to help them overcome illness. Our animal health tools are about proper care, and play a role in the partnership between human and animal.

The United States Congress spent part of this summer debating the Preservation of Antimicrobials for Medical Treatment Act, which would ban non-therapeutic use of antimicrobials in food animals. The Pew Campaign on Human Health and Industrial Farming plans to cripple livestock production through its aforementioned advertisement campaign and congressional lobbying. Dr. Ron Dehaven, CEO of the American Veterinary Medical Association, stated to Congress that the Pew advertisements are misleading and scientifically untrue.

Cattle producers currently have the liberty to work with veterinarians to effectively treat animals with pharmaceuticals that have been proven safe through continuous FDA scientific testing. Our answer lies in responsible antibiotic use by cattlemen and veterinarians that ensures our viability in the industry while maintaining a focus on animal care and husbandry. Remember, healthy cattle equates to healthy BEEF. American beef is wholesome and nutritious, and our dedication to safety and quality provides the motivation to produce flavorful protein for everyone's dinner table.

*Article written by: Travis W. Hoffman, M.S., Colorado Beef Quality Assurance Coordinator. As Colorado BQA Coordinator, he has the responsibility and opportunity to work with producers to ensure a safe, high quality beef product for America's consumers. Phone: 970-491-BEEF (2333)*