## LIVESTOCK QUALITY ASSURANCE

## **Quality begins with YOU!**

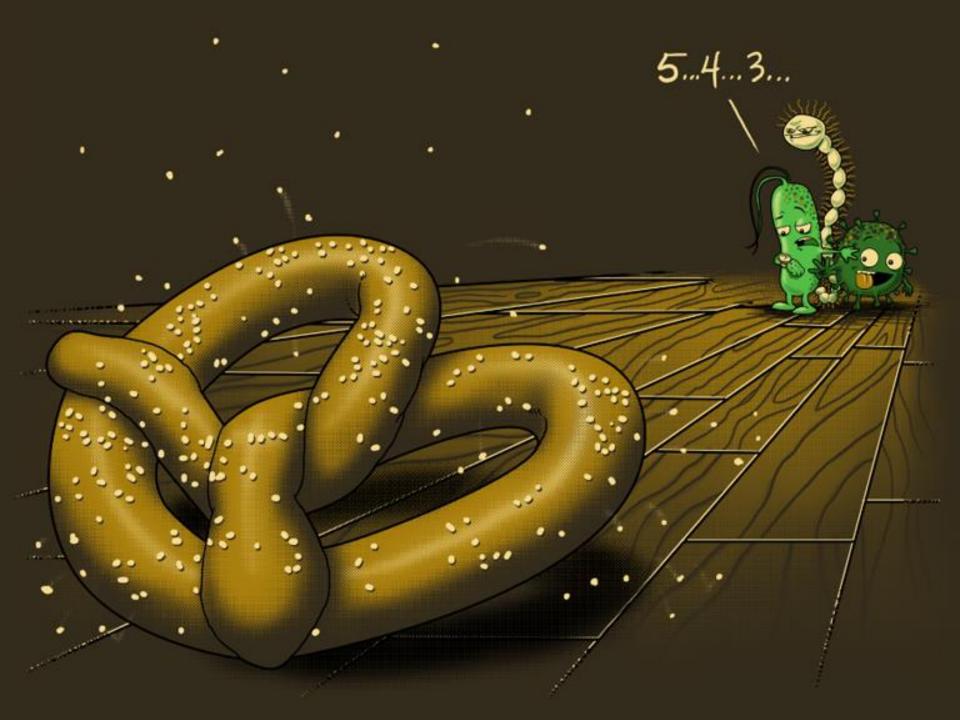


Mountains & Minds

## Those who say they can and those who say they can't are both correct.



Mountains & Minds



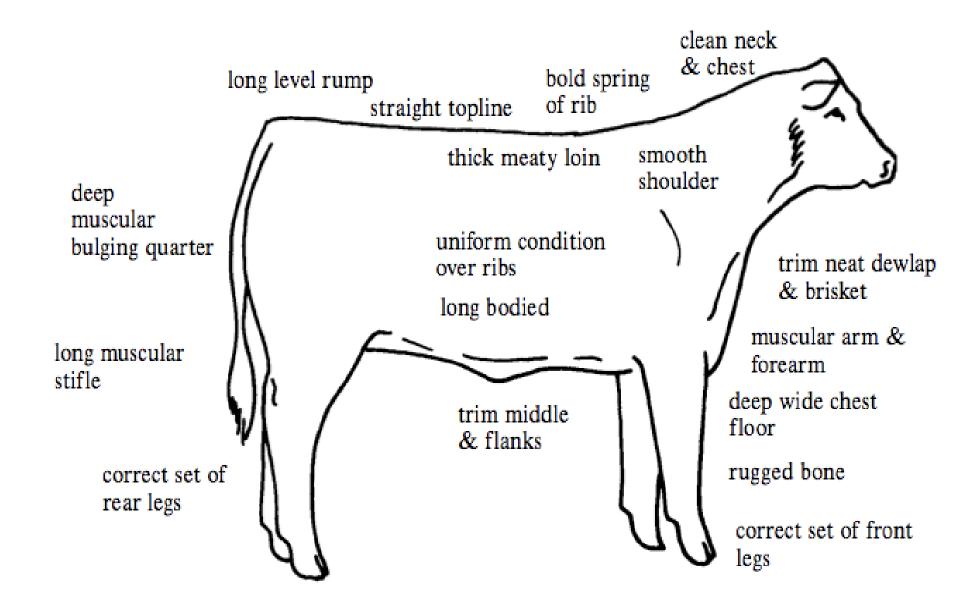


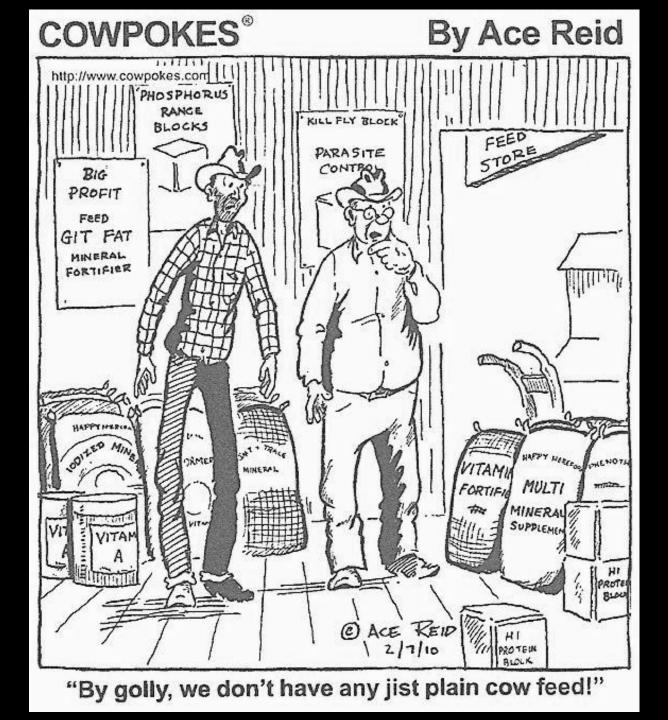


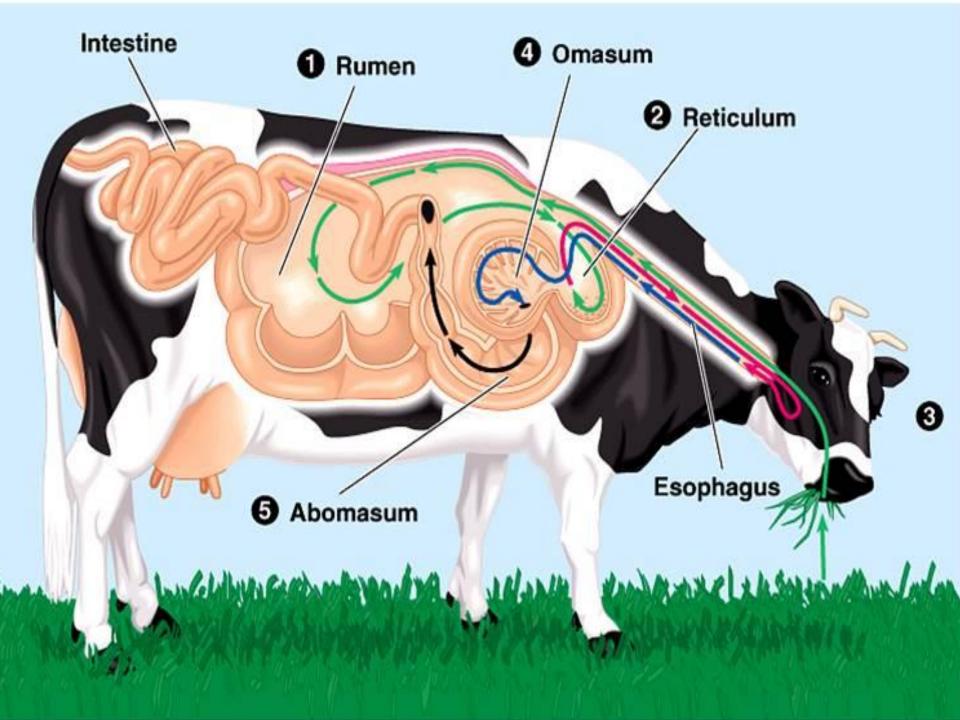


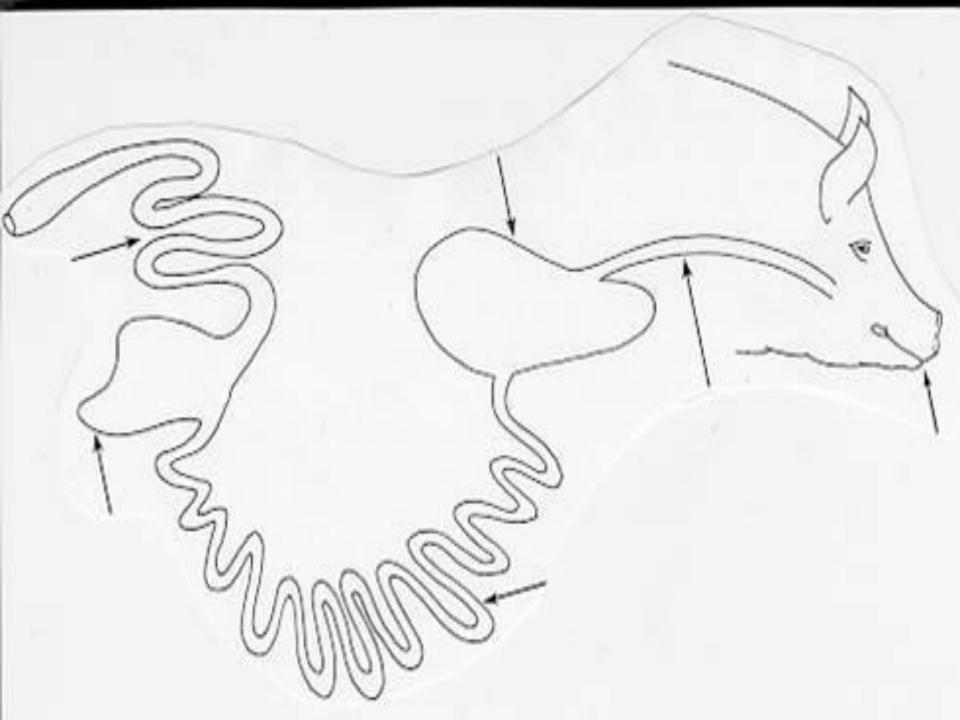
Who is responsible for safe food? · PRODUCERS · HANDLERS · PROCESSORS • FOOD SUPPLIERS · CONSUMERS

### Ideal Market Steer









### Adequate and Safe Feeds

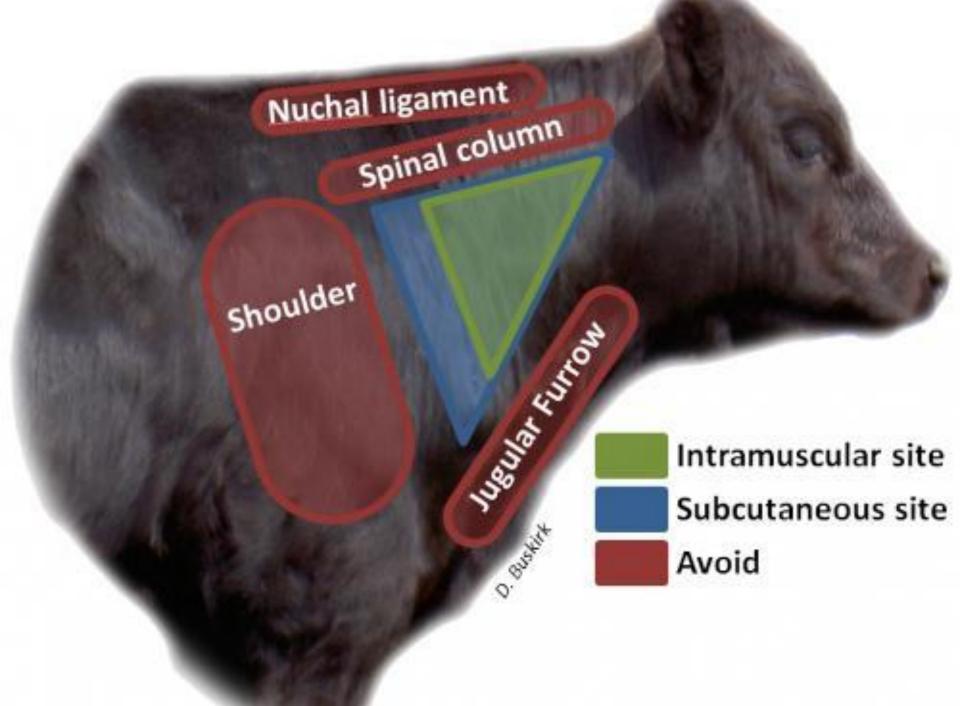
- · READ AND RETAIN FEED LABELS
- UNDERSTAND THE NUTRIENT NEEDS OF YOUR ANIMAL
- · PROVIDE A BALANCED RATION
- ENSURE FEED QUALITY AND SAFETY

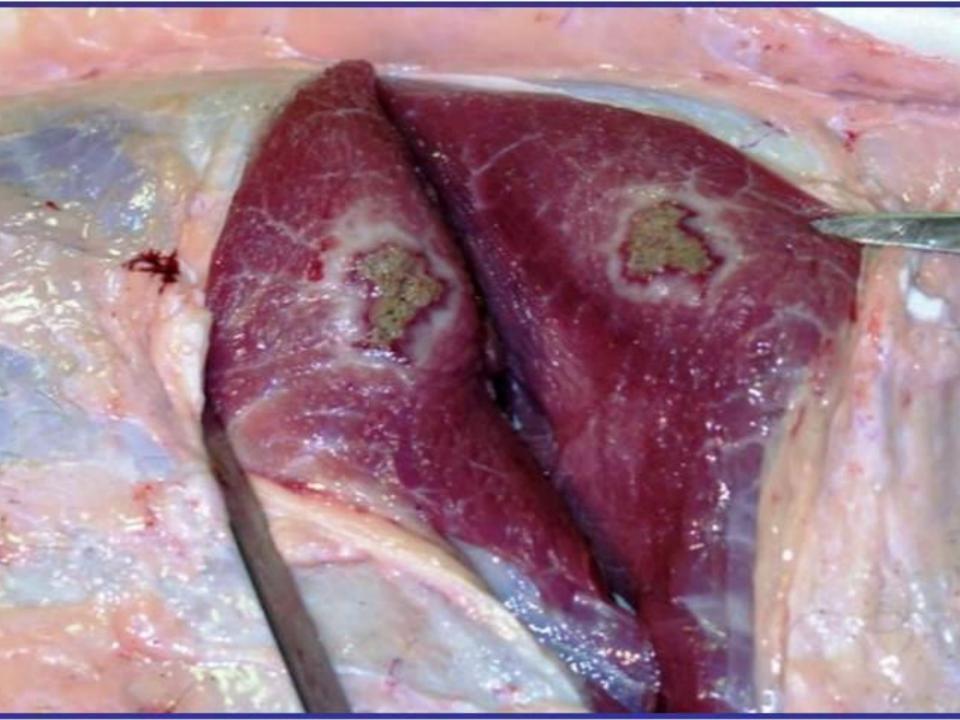








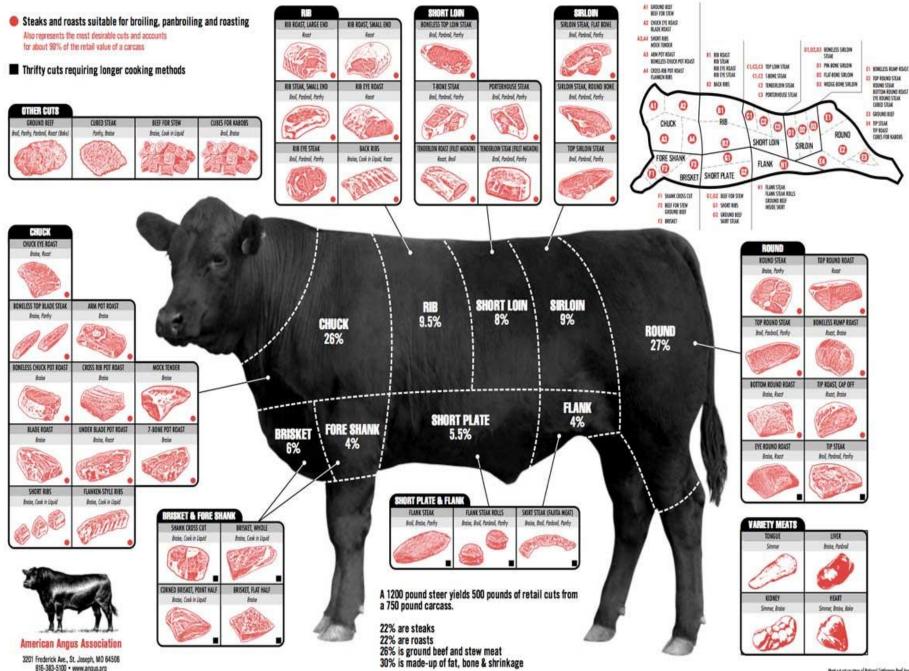




### New York Strip Steak Lesion of Unknown Origin



### **ANGUS BEEF CHART**



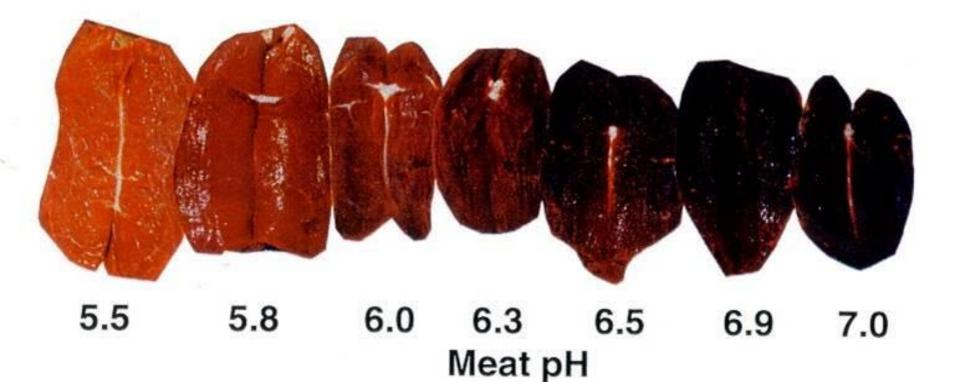
Next ext ent courtery of Rational Cattlemens Beef Association



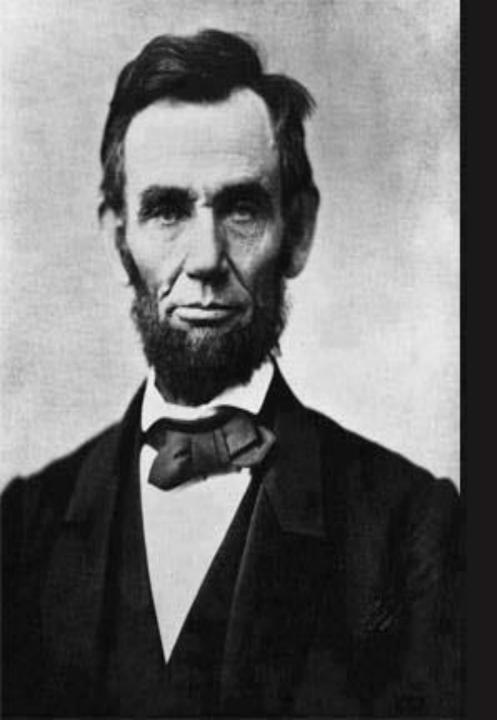


#### BEEF:

### Example of how meat colour is affected by ultimate pH







"Don't believe everything you read on the Internet just because there's a picture with a quote next to it."

-Abraham Lincoln

## You are free to choose but you are not free from the consequences of your choice.



Mountains & Minds



# EVERY DAY, THOUSANDS OF INNOCENT PLANTS ARE KILLED BY VEGETARIANS.

# HELP END THE VIOLENCE.

# EAT BACON.