



AWARD TIMELINE AND EVENTS

- **Applications Due: June 1, 2016**-Email nominations to Gant Mourer at gantm@okstate.edu.
- **JuQH 2016:** The winners are personally notified but not publicly announced.
- **July 22, 2016:** BQA winners are announced.

NOMINATION AND SELECTION PROCESS

The applications will be judged on the following criteria:

- BQA Practices, Accomplishments and Goals
- Relevant local, regional, and national BQA leadership that improves the BQA program and consumer perception of beef and the beef industry.
- Endorsements from industry organizations, leaders, and/or other key BQA stakeholders.
- Effectiveness in promoting and implementing BQA

Applications for the Oklahoma Beef Quality Assurance Awards are due June 1, 2016. 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, we expect nominees will 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.

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 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. 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 Midnight, June 1, 2016. Information on the BQA Awards program can be found at www.bqa.org.





PRODUCER, MARKETER & DAIRY

SECTION I – HISTORY AND DESCRIPTION OF OPERATION

Please identify the name of the business, the individual(s) to be recognized, address, primary contact, phone and email. 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, feedyard, dairy, 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

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.



BQA EDUCATOR AWARD

SECTION I – INTRODUCTION OF NOMINEE

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

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

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

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)

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.