



Fact Sheet

Animal Welfare

Revised June 8, 2010

The livestock industry is under attack by animal activist groups such as the Humane Society of the United State (HSUS) and the People for Ethical Treatment of Animals (PETA). These groups are well funded and organized. They use their resources and influence to garner support for anti-agriculture legislation and regulation on the state and federal levels as well as gain recognition in the media. The tactics used by these groups are intended to scare the American public, and ultimately put all ranchers out of business.

TSCRA members know that quality beef begins with quality care, which is why we work hard to keep our animals healthy, safe and secure while protecting and preserving our natural resources and environment.

Animal care guidelines, standards and audits are developed with scientific guidance from veterinarians, animal scientists, agricultural engineers and animal well-being experts. The Beef Quality Assurance Program (BQA) was developed using these guidelines.

The BQA program raises consumer confidence by offering proper management techniques and a commitment to quality within every segment of the beef industry. The BQA program is funded with rancher dollars through the Beef Checkoff. It is not a government funded program.

More than 90 percent of all U.S. beef is raised under the BQA program, assuring the highest standard of animal care.

Providing optimal care for cattle is the right thing to do, both ethically and for the success of the ranching business today and in the future. Ranchers take this responsibility very seriously.

What is TSCRA doing?

TSCRA is committed to working with our partners in the industry to ensure the highest level of care is given to cattle every step along the way and that the nation's beef supply remains safe.

TSCRA works alongside industry partners to address false claims made by animal activist groups in the media and to the public.

TSCRA strongly urges all ranchers to continue to follow commonly accepted livestock and business management practices in animal health and care. Such practices are developed by veterinarians, animal scientists, agricultural engineers and animal well-being experts.

TSCRA strongly encourages ranchers to become BQA Certified and offers free training to all ranchers through educational events held throughout the state.

TSCRA continues to work to defeat anti-agriculture legislation and regulatory action at the state and federal levels. TSCRA continues to inform policy makers and their staffs on the true agendas of HSUS, PETA and other animal activist groups.

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