



AUCTION MARKET

# U.S. ROUNDTABLE FOR SUSTAINABLE BEEF

FRAMEWORK OUTREACH | **MODULE TOOLKIT**



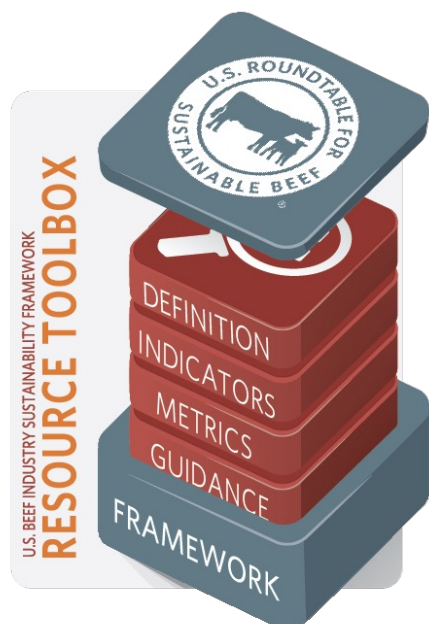
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## U.S. ROUNDTABLE FOR SUSTAINABLE BEEF: INTRODUCTION

Welcome to the U.S. Roundtable for Sustainable Beef (USRSB) Auction Market Toolkit. In this resource, you'll find a collection of external sources to support the material in the online training for auction markets. Templates are available for in-the-moment application and active links will allow you to visit websites instantly, expanding your knowledge of each topic.



### OUR FRAMEWORK

The U.S. Beef Industry Sustainability Framework is a voluntary resource developed to identify opportunities for continuous improvement in all types of operations and companies across the beef industry. The ability to establish benchmarks for current conditions and assess progress toward goals is critical to the U.S. beef industry's sustainability efforts. [Read the complete Framework here.](#)

This Toolkit addresses the following indicator areas:

- Animal Health & Well-Being
- Employee Safety & Well-Being
- Water Management





## SECTOR-LEVEL GOALS & TARGETS

The USRSB has set goals and sector-level targets for all six high-priority indicators: air and greenhouse gas emissions, land resources, water resources, employee safety and well-being, animal health and well-being, and efficiency and yield. This page shows the sector targets and metrics for the three high-priority indicator areas most pertinent for the Auction Market sector.



### ANIMAL HEALTH & WELL-BEING

**SECTOR TARGET:** All cattle handling employees of livestock marketing businesses represented by USRSB member organizations are trained through Beef Quality Assurance (BQA) or Livestock Marketing Association (LMA) by 2030.

**METRIC:** Are employees trained and auction-specific BQA principles being implemented at the auction market?



### EMPLOYEE HEALTH & WELL-BEING

**SECTOR TARGET:** All livestock marketing businesses handling cattle represented by USRSB member organizations will have documented and implemented an employee safety plan by 2030.

**METRIC:** Is an employee safety program in place?



### WATER RESOURCES

**SECTOR TARGET:** All USRSB member organizations representing livestock markets that handle cattle have implemented a water management plan by 2030.

**METRIC:** Are water resource management strategies implemented at the auction barn that address water management, water use optimization/conservation and water quality?



## ANIMAL HEALTH: MARKETING HEALTHY ANIMALS

Protecting and improving animal health and well-being in the auction market setting requires attention to multiple factors. Auction markets should ensure their animal health management plans address:



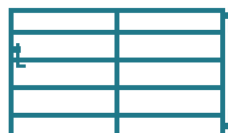
Training



Animal Handling



Biosecurity



Facilities



Transportation



Animal well-being and animal health go hand-in-hand. The U.S. beef industry has zero tolerance for animal neglect or animal abuse. An operation focused on **animal well-being** uses:

- ✓ Low-Stress Handling
- ✓ Appropriate Driving Aids
- ✓ Non-Ambulatory & Euthanasia Protocols
- ✓ Sanitary & Sufficient Feed & Water Supplies
- ✓ Adequate Space for Safe Animal Movement
- ✓ Antibiotic Management & Withdrawal Protocols
- ✓ Biosecurity Measures



## DISEASE MANAGEMENT: BIOSECURITY

Biosecurity includes three critical components:

- **SECURITY:** practices in auction markets are aimed at controlling access to the facility in an effort to protect everything within it from theft, damage, or contamination
- **BIOSECURITY:** reducing the risks associated with the entry of disease-causing agents to an auction market
- **BIOCONTAINMENT:** reducing the transmission of disease-causing agents among cattle within an auction market

These practices attempt to control risk from intentional and unintentional introduction of disease agents or toxins, as well as the risk of an individual or group carrying out an act of terrorism or vandalism against the auction market.



### MORE RESOURCES

*This is not an exhaustive list. Continue exploring resources specific to your state or region.*

#### BIOSECURITY

- Find [a practical approach to biosecurity](#) in this Penn State Extension article
- Learn more about specific [roles and responsibilities in biosecurity](#) from this University of Tennessee publication
- View the industry manual for [Foreign Animal Disease Preparedness and Response Plan](#) from USDA-APHIS
- Find professional services and resources from [SBS – Secure Beef Supply](#)
- [BQA Daily Biosecurity Template](#)



## ANIMAL WELL-BEING: EUTHANASIA PROTOCOL

Use these guidelines from the [BQA Manual \(page 65\)](#) to review your current euthanasia protocol or to develop a protocol if you do not yet have one, ensuring that animal well-being is the focus of any methods and procedures.

/// If it is in the **best, humane interest** of the animal to be euthanized, that task is accomplished with **kind, caring consideration.** ///



**Euthanasia Protocol should describe:**

- ❑ **The conditions that must be met for the animal to be slaughtered rather than euthanized**
  - These include, at minimum, that the animal is not in severe pain, freely able to stand and walk, capable of being transported and free of disease and drug residues that would constitute a public health risk.
- ❑ **The conditions for when an animal should be euthanized**
  - This includes severe injury or illness such that additional treatment options will not be effective, failing to euthanize the animal will extend its suffering or there is little or no hope of improvement.
- ❑ **The preferred euthanasia method, any equipment needed to perform the euthanasia and where the equipment is stored**
  - Humane euthanasia methods in cattle include gunshot and penetrating captive bolt with a secondary step to ensure death.
  - A licensed veterinarian may use other acceptable methods to protect the well-being of the animal.
- ❑ **Any training required for personnel who may be asked to conduct euthanasia**
  - Persons who perform this task must be technically proficient and have an understanding of the relevant anatomical landmarks and the protocols used for humane euthanasia of animals.
- ❑ **Indications for loss of consciousness and confirmation of death**
  - Loss of consciousness behaviors include animal collapse with no attempt to right itself, muscle tension followed by collapse and possible spasms, absences of vocalization and eye movement and/or lack of rhythmic breathing.
  - Confirmation of death signs include lack of pulse, lack of breathing, lack of corneal reflect, lack of response to firm toe pinch, failure to detect/hear respiratory sounds or heartbeat, graying of the mucous membranes and rigor mortis.



## DISEASE MANAGEMENT: JUDICIOUS USE OF ANTIBIOTICS

The Beef Quality Assurance Program (BQA) provides 14 Guidelines for the Judicious Use of Antibiotics, which are outlined below. You can find more information on these guidelines in the [BQA Antibiotics Stewardship for Beef Producers Guidebook](#).

- 1 Prevent problems:**  
Emphasize appropriate husbandry and hygiene, routine health examinations and vaccinations.
- 2 Adhere to FDA guidance:**  
Follow label instructions and FDA guidance for the use of all antibiotics. The use of antibiotics medically important in human medicine should only be used after careful consideration. If medically important feed grade antibiotics are used, they must be under the guidance of a Veterinary Feed Directive (VFD).
- 3 Select and use antibiotics carefully:**  
Consult with your veterinarian on the selection and use of antibiotics, under the premise of a valid Veterinarian-Client-Patient-Relationship (VCPR). Have a valid reason to use an antibiotic. Appropriate therapeutic alternatives should be considered prior to using antimicrobial therapy.
- 4 Use the laboratory to help you select antibiotics:**  
Cultures and sensitivity test results should be used to aid in the selection of antibiotics, whenever possible.
- 5 Combination antibiotic therapy is discouraged unless there is clear evidence the specific practice is beneficial:**  
Select and dose an antibiotic to affect a cure.
- 6 Avoid inappropriate antibiotic use:**  
Confine therapeutic antibiotic use to proven clinical indications. Avoid inappropriate uses, such as for viral infections without bacterial complication.
- 7 Treatment programs should reflect best use principles:**  
Regimens for therapeutic antimicrobial use should be optimized using current pharmacological information and principles.





## DISEASE MANAGEMENT: JUDICIOUS USE OF ANTIBIOTICS

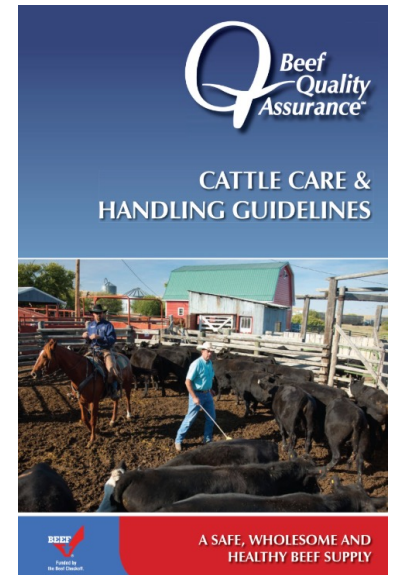
The Beef Quality Assurance Program (BQA) provides 14 Guidelines for the Judicious Use of Antibiotics, which are outlined below. You can find more information on these guidelines in the [BQA Antibiotics Stewardship for Beef Producers Guidebook](#).

- 8** **Treat the fewest number of animals possible:**  
Limit antibiotic use to sick or at-risk animals.
- 9** **Treat for the recommended time period:**  
To minimize the potential for bacteria to become resistant to antimicrobials.
- 10** **Avoid environmental contamination with antibiotics:**  
Steps should be taken to minimize antimicrobials reaching the environment through spillage, contaminated ground runoff or aerosolization.
- 11** **Keep records of antibiotic use:**  
Accurate records of treatment and outcome should be used to evaluate therapeutic regimens and always follow proper meat and milk withdrawal times. Keep records for a minimum of two (2) years or longer based on state and local regulations.
- 12** **Follow label directions:**  
Follow label instructions and never use antibiotics other than as labeled without a valid veterinary prescription.
- 13** **Medically important antibiotic use should be limited to the control and treatment of disease:**  
Medically important antibiotics should not be used if the principal intent is to improve performance. Antibiotics that are medically important to human medicine may not be used for performance. Guidelines developed from AVMA, AABP, and AVC provide guidance on appropriate veterinary antibiotic use.
- 14** **Extra label antibiotic use must follow FDA regulations:**  
Prescriptions, including extra label use of medications, must meet the Animal Medicinal Drug Use Clarification Act (AMDUCA) amendments to the Food, Drug, and Cosmetic Act and its regulations. This includes having a valid VCPR.

## TRAINED PERSONNEL: STOCKMANSHIP

Review the resources below to refresh your knowledge or see what opportunities are available to continue developing your stockmanship skills.

- The [Livestock Marketing Association](#) offers training for animal handling specifically for market environments, including this [guide to Animal Handling and Sustainable Practices](#).
- The [LMA Animal Handling Program Self-Assessment](#) encompasses animal health and well-being and employee safety. LMA recommends conducting the assessment periodically or at least once annually, documented by management, and kept on file in the auction office.
- The [BQA Cattle Care and Handling Guidelines](#) provides detailed information about proper cattle care and handling techniques which should be followed by all personnel.
- [BQA Self-Assessment Guides](#) can be utilized to gauge effects of current handling and care protocols and identify areas of improvement.
- The Farmers Assuring Responsible Management (FARM) from the National Milk Producers Federation and the BQA program partnered to create this [Stockmanship Video](#).
- Consider attending the [Stockmanship and Stewardship](#) unique two-day training with hands-on practice for low-stress cattle handling, or visit the website for instructional cattle handling videos.





## SAFETY MATTERS: CREATING A SAFETY PROGRAM

USRSB recommends the use of outside expertise and consultants who can aid in the development of an employee safety and well-being training program. Public and private agencies and institutions who can help auction markets develop or evaluate a safety and health program include:

- [Agricultural Safety and Health eXtension](#) – resources, training events, and expert advice.
- [American Farm Bureau Safety & Health Network](#) – provides leadership and assistance to local and state Farm Bureaus promoting safety and health in agricultural and rural communities.
- [University of Minnesota Extension Farm Safety](#) – find a collection of resources on risk management and farm safety.
- [USDA National Institute of Food and Agriculture Farm Safety](#) – browse resources and external links in partnership with USDA NIFA on farm safety and employee well-being.
- [Ohio State University Extension Ag Safety & Health Program](#) – browse employee safety resources, including videos and print materials.
- [USDA Preparedness Fact Sheet](#) – do you have a plan should disaster strike? Use this guide from the USDA to develop a plan in case of an emergency.
- [Department of Homeland Security](#) – visit Ready.gov to see what you can do to prepare for disasters if you have livestock or other animals.
- [North Carolina State University Agricultural Safety for Farmers and Workers](#) – find a collection of resources from pesticide safety to OSHA trainings.
- [Livestock Marketing Association](#) – handling guides and training modules for low-stress handling and care.

## TRAININGS

The [Southwest Center for Agricultural Health, Injury Prevention, and Education](#) is a part of the National Institute for Occupational Safety and Health (NIOSH) and conducts programs designed to reduce occupational injuries and diseases among agricultural workers and their families.

The University of Nebraska Medical Center [Central States Center for Agricultural Safety and Health \(CS-CASH\)](#) provides agricultural safety information unique to the industry, including livestock handling.



## SAFETY MATTERS: EMPLOYEE TRAINING

Use the checklist below to help develop your worker safety and well-being training. As you read through each section, consider if your auction market is currently implementing these in your training, or if they could improve.

### Safety Training Components

- Identifying hazards and implementing control measures.
- Learning the proper safe work practices.
- Learning when and how to use personal protective equipment.
- Learning to perform basic first aid, CPR and emergency training.

### Training Tips

- Be specific
- Give examples
- Provide feedback
- Schedule regular practice, interactive components and hands-on activities
- Provide feedback to participants
- Give positive reinforcement
- Keep it short
- Encourage employee involvement
- Mix it up – keep training fresh and engaging

### Advice for the Trainer

- ✓ The trainer should know the job well and be prepared ahead of time for each training.
- ✓ Explain the purpose of the training.
- ✓ Treat the worker as an equal or a friend.
- ✓ Demonstrate the process step by step.
- ✓ Instruct the worker to perform the job one step at a time and repeat the process, as needed.
- ✓ Monitor performance and evaluate the training.

*Adapted from Noble Research Institute, LLC. Special thanks to Megan Kelley, Sharon Bard, the Beef Quality Assurance (BQA), and the Integrity Beef Alliance.*





## SAFETY MATTERS: EMPLOYEE TRAINING

In addition to the checklist, consider these suggestions to make your trainings more impactful.

**TAILGATE TRAINING:** Tailgate training is an effective, informal way to communicate safety information to workers. It is usually conducted in 15- to 20-minute time periods, covering a specific safety topic to a small group of workers. Given by managers, the tailgate sessions usually happen at the beginning of the week, in the morning before work has begun. They are usually conducted weekly and directly related to the work assigned for that timeframe.

Near misses are a good topic to cover. This is a good, proactive approach to help reduce injuries and incidents. Make sure the training is directed at learning and understanding rather than alienating the people involved in the near miss.

**EVALUATION:** Evaluation is a key part of training. You can use informal evaluation to find out what the worker learned from the training experience. You can ask questions and have them perform the job while you are observing to make sure the job is done correctly and in the safest manner possible. You can use formal evaluation to get a more thorough, objective understanding of the training process. Training pre-tests and post-tests can be used to measure whether the training was effective. You can also use follow-up assessments to measure whether the information learned was retained. Document all trainings, including attendance.

**YOUTH REGULATIONS:** The federal child labor provisions were enacted to ensure that young workers are protected from unsafe and hazardous jobs. The federal child labor provisions, authorized by the Fair Labor Standards Act (FLSA) of 1938, were enacted to ensure that when young people work, the work is safe and does not jeopardize their health, well-being, or educational opportunities. By knowing minimum wage, overtime, discrimination protections and ages, and conditions guidelines, and complying with these provisions, agricultural employers, parents, and teachers can help working teens enjoy those safe and positive early work experiences that can be so important to their development.

*Adapted from Noble Research Institute, LLC. Special thanks to Megan Kelley, Sharon Bard, the Beef Quality Assurance (BQA), and the Integrity Beef Alliance.*

## SAFETY MATTERS: SAFETY & HEALTH PROGRAMS

How do you currently implement or want to start implementing these components in your employee safety programs?



### Evaluate

*How do you determine the effectiveness and outcomes of safety methods?*

### Train

*How often do you offer, participate in and document trainings?*

### Eliminate, Prevent, or Control

*How are you managing or mitigating hazards and risks?*

### Establish

*Have you established written safety policies and procedures?*



## SAFETY MATTERS: SAFETY & HEALTH POLICY

Use the sample Safety & Health Policy below as a starting point for your own policy. Adapt as needed for your auction market and remember to include authorizing signatures. Fill in the name of your auction market in the blanks below.

### \_\_\_\_\_ **Safety and Health Policy**

The safety and health of workers and cattle is very important. Our farm will comply with all applicable workplace safety and health regulations and support and enforce occupational safety and health regulations. Everyone, including management, will be involved with the safety program.

**Based on everyone’s involvement, our safety and health goals are:**

1. Strive to achieve a “zero incidents” goal.
2. Train staff to perform all work tasks safely.
3. Provide personal protective equipment (PPE) appropriate for all job activities.
4. Improve and maintain equipment and environmental conditions on the premises.
5. Perform regularly scheduled work inspections, document and remediate all hazards.
6. Prepare and train all employees to react appropriately under emergency conditions.
7. Establish a continual reporting system for “close call” and “near miss” incidents.
8. Reward workers appropriately for their safety and health workplace achievements.

Owners and managers are responsible for training workers in specific safe work practices. Owners and managers must enforce company policies and make sure everyone is following proper safety procedures. Everyone working at \_\_\_\_\_ is responsible for safety and everyone is required to participate in reporting of accidents, recognizing hazards and unsafe acts and wearing proper personal protective equipment.

**The following workplace safety rules apply to everyone employed at this auction market:**

1. No employee is required to do a job that they consider to be unsafe.
2. No horseplay will be tolerated.
3. No illicit drug or alcohol use is permitted.
4. Injuries and/or unsafe work practices should be reported to management immediately.
5. Employees are not permitted to operate machines for which they have not received training.
6. Failure to follow these safety rules can result in verbal or written warnings, job re-assignment or retraining or employment termination.

As a worker of \_\_\_\_\_, I have read, understand, and will abide by the safety and health policies stated above.

\_\_\_\_\_  
Signature of Employee

\_\_\_\_\_  
Signature of Owner or Manager



## Community Engagement



Being engaged with your community and the lives of your employees will support their well-being. What options do you have available to become involved?

### Try these to start:

- Volunteer at or attend youth livestock fairs
- Offer student-shadow or internship opportunities
- Find out what your employees and their children are involved in and support something that would relate to them



## MORE RESOURCES

*This is not an exhaustive list. Continue exploring resources specific to your state or region.*

- Planning and protocols can help reduce injury at work, but accidents can still occur. When this happens, use the [OSHA Form 300](#) to track and report occupational injury and illness.
- The [Agricultural Safety & Health Council of America](#) is a coalition of organizations, businesses, and agencies with a mission to “proactively address ongoing and emerging occupational safety and health issues affecting U.S. agriculture.”
- For online training materials, visit [Safety Made Simple](#), where you can find courses for individuals or groups created by safety experts.
- The [Great Plains Center for Agricultural Health](#) offers posters, handouts, and activities regarding farm and agricultural safety.
- For HR resources, visit the [Society for Human Resource Management](#), a credible source of human resources information for all industries.

## LMA EMERGENCY MANAGEMENT PLANNING TEMPLATE

LMA worked with USDA APHIS VS Grassroots Initiative to create a [Livestock Market Emergency Operations Plan Template \(EOP Template\)](#). The template can assist auction markets in preparing for and responding to emergencies, such as an emerging or foreign animal disease, bioterrorism, or a natural disaster. If you have questions, need assistance developing an emergency response plan or developing media releases and public relations statements, **please contact LMA at 800-821-2048.**





## WATER RESOURCES: MANAGEMENT STRATEGIES

Water management strategies allow the auction market to monitor and put measures in place to optimize the usage of water, protect surface and groundwater quality, and utilize water wisely as heat or dust control measure, as well as to maintain and provide an adequate supply of clean water to animals. For water management to be effective it must consider both the **quantity of water** and the **quality of water** that is available, used and returned to the environment.

## NUTRIENT MANAGEMENT PLANS

For the auction market, a nutrient management plan (NMP) helps document practices and protocols which will effectively dispose of or appropriately utilize nutrient-rich water to protect other water sources. Done properly, the cycling of these nutrient-rich waters is a sustainable practice that reduces the need for other inputs for crop production. An NMP addresses water quality as well as other natural resource concerns, such as soil health and crop nutrient requirements, making it a comprehensive resource in an auction market's overall environmental strategy. For more on NMP, visit the [Livestock and Poultry Environmental Learning Community](#) page on the subject.



### Why use an NMP?

- ✓ Protect local and regional water resources
- ✓ Reduce contamination to waterways by plant nutrients, such as nitrate nitrogen and phosphorus
- ✓ Reduce nitrate nitrogen levels that are sometimes elevated in ground water





## MORE RESOURCES

*This is not an exhaustive list. Continue exploring resources specific to your state or region.*

- For more on nutrient management plans, visit the NRCS Comprehensive Nutrient Management Plan ([CNMP](#)) website.
- Under the Clean Water Act, the [Environmental Protection Agency \(EPA\)](#) gathers data on the conditions of surface water throughout the nation. Visit their website to learn more about impaired water bodies.
- A truly comprehensive and data-rich resource, the EPA also provides information on any water body in the nation at [My Waterway](#).
- A [Texas A&M Study](#) offers information for determining watering equipment to provide optimal water efficiency for both feedyards and auction markets.
- For [waste water containment pond](#) recommendations, visit North Dakota State University's downloadable publication.
- [Self-assessments like this one from the Livestock Marketing Association](#) help your operation benchmark, plan, and track continuous improvement.
- For more information, view the [Auction Market Resources](#) from USRSB.



## COMMERCIAL SERVICES

Additional organizations that may be able to help you navigate environmental strategies at your auction include:

- [AGPROfessionals](#)
- [Enviro-Ag](#)
- [Livestock Marketing Association](#)
- [Terracon](#)





## BEEF QUALITY ASSURANCE: BQA MANUALS & GUIDES

Beef Quality Assurance (BQA) is a national program funded by the Beef Checkoff that raises consumer confidence by offering proper management techniques and a commitment to quality within every segment of the beef industry. You can find online trainings, manuals, and resources at the National Cattlemen's Beef Association website: [BQA.org](https://www.bqa.org)



## »»» MORE RESOURCES

- The [National BQA Manual](#) provides an in-depth look into all aspects of proper animal care and handling topics. This link also provides the manuals for *Antibiotic Stewardship for Beef Producers* and the *Cattle Industry Guidelines for the Care and Handling of Cattle*.
- For interviews, producer profiles, and demonstrations on BQA practices, visit the [BQA YouTube Channel](#).



## WHAT ABOUT TRANSPORTERS?

For cattle transporters, the [BQA Transportation Quality Assurance Program](#) is an online training to provide steps to implement during the transportation of cattle.