Stop the Truck
Healthy Cattle>>Healthy Beef>>Healthy People

Public Value Statement
The “Stop the Truck” initiative furthers the effort to increase the safety and quality of beef, and continue to implement judicious antibiotic use principles on beef and dairy cattle operations.

The Situation
There is an ongoing effort by animal agriculture to implement best use practices regarding antibiotic use on farms and ranches. One area of emphasis is improving record keeping related to the use of animal health products.

According to the 2011 National Beef Quality Audit, less than 50 percent of all cattle operations kept records of their animal health products use.

Extension Response
Extension developed an interactive educational program designed to demonstrate the best use practices regarding antibiotic use and residue avoidance to producers. These practices include only selling cattle that: 1. Have met all animal health product withdrawal times detailed in their animal health records; 2. Are a body condition score of 3 or higher; 3. Able to stand and walk on all four feet and legs; and 4. Are healthy. The fifth criteria is answering the question, “Would you feed your family what you just loaded?”

Activities include:
- Selecting the “treated M&M” from an offering of four M&Ms. This demonstrates that you cannot tell if an animal has met withdrawal times by how they look.
- Drinking chocolate milk from a plastic glass and then estimating with amount of rinses it will take to make the glass clean. The amount of rinses simulates withdrawal time and the residue left in the glass demonstrates residues.
- Body condition scoring and mobility scoring livestock.

Impacts
About 800 adult and youth beef and dairy producers, and animal health product distributors have taken part in this programming. Each participant was asked “do you currently keep all animal health records?” before the programming, and “will you keep all animal health records after the program. 75% more attendees intended to keep all animal health records than were currently keeping all animal health records.

Feedback
“We’ve always kept some but not all records. We now will keep every record, every time. Our integrity depends on it.” “The question “Would you eat what you just loaded?” is very impactful. We will ask ourselves this every time.

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