

A RENO EDUCATION

Angus Convention offers top-notch education tracks with genomics symposium, Angus University.

by Angus Communications staff

Educational opportunities will play a central role in attracting cattle producers from around the country to Reno, Nev., Nov. 2-4 for the 2019 National Angus Convention and Trade Show. Two tracks of note include the Angus Genomics Symposium and innovation workshops, and Angus University.

Genomics symposium

Sponsored by Neogen GeneSeek®, the Angus Genomics Symposium and innovation workshops will host thought leaders discussing how to continue to increase progress and development in the beef industry and the Angus breed.

“This year, we’re touching on business innovation and how producers have taken tried-and-true methods and incorporated those into new technology to move their business forward,” said Dan Moser, Angus Genetics Inc. (AGI) president.

Keynote speaker Terry Jones, founder and former CEO of Travelocity and former chairman of *Kayak.com*, will serve as the keynote speaker Saturday, Nov. 2. Jones will outline simple, yet powerful, ideas for fostering innovation. Booking travel was made easy, accessible and self-reliant when Jones disrupted the business of travel booking and founded Travelocity, the first website that allowed consumers to reserve, book and purchase travel online without going to a travel agency.

Brad Hine, research scientist at Commonwealth Scientific and Industrial Research Organisation (CSIRO), will discuss his latest project with Angus Australia and CSIRO regarding the measurement of cattle immune competency. He has developed a cutting-edge

method that allows for cattle immune function to be tested without the animal needing to contract the disease. Hine will share how his research has the potential to help create an EPD for Angus immune function that would allow producers to test and select breeding stock.

Afternoon workshops will provide hands-on experience on how to use genomic data to make better breeding

choices and boost cattle care. The workshops will feature speakers like Tim Holt, pioneer of the pulmonary arterial pressure (PAP) test, who will discuss and walk producers through his hands-on measurement technique. Holt will give a live PAP test demonstration and explain how to use the results to pick the best seedstock for herds living at high altitudes.

Neogen and AGI staff will lead interactive workshops that show how to best use genomic data to make effective breeding decisions.

Angus University

“The hands-on Angus University workshops provide an environment for producers to listen to speakers and have their questions answered in a candid format,” said Mark McCully,

American Angus Association CEO. “With a wide variety of content, there is something for producers of all sizes and segments of the cattle business. We are excited to bring Zoetis on board as a sponsor of our comprehensive educational event.”

This year’s Angus University workshops cross a multitude of topics. Angus 101 covers everything a producer needs to know about interacting with the Business Breed. From how to tell your story with the Angus Media team to learning more about Association herd management tools, the track will keep a producer up-to-date

on all things Angus.

A bull-focused track covers proper bull development, and the AGI

staff will give updates on the Association’s suite of dollar value indexes (\$Values).

A female-focused session will host industry leaders from the King Ranch® Institute and Iowa State University as they discuss decisions in a profitable cow-calf operation, as well as the relationship of marbling and cow function.

Sessions geared toward the commercial sector will help producers learn more about value-added feeder-calf programs and will include a CattleFax market report.

Finally, the live cattle-handling arena will host industry experts as they demonstrate effective stockmanship and evaluating structural correctness and foot scoring.

“Zoetis has been a great partner of the Business Breed for many years,” McCully said. “We are excited for them to join us as we present educational support for producers in every segment of the cattle industry.”

Giveaways exceed expectations

Convention attendees have a chance to take home three different grand prizes.

The first is a Priefert Rodeo and Ranch Equipment cattle handling system. The corral features a solid sweep with a straight working alley leading to a Priefert Model S04 Squeeze Chute. The set-up is completed by a Tru-Test by Datamars complete weight and water management solution, electronic identification reader, and WaterWell™ 2 automatic waterer.

The second giveaway is a new XUV835M HVAC Gator™ Crossover Utility Vehicle provided by John Deere. The Gator features an enclosed three-person cockpit with heating, ventilation and air-conditioning, power steering, front and rear suspension, and 54-hp gasoline engine.

The third giveaway, a Bale King 5300 Processor by Bridgeview Mfg., is a unique three-bale processor designed to save producers time, fuel and miles. Processing hay alleviates some of the wasted energy that livestock use in tearing a bite of feed out of a packed bale or spent digesting unprocessed bales.

Registration is open for the 2019 Angus Convention and will remain open until the day of the event. Single day passes are available, and attending only the 136th Annual Convention of Delegates is free. Visit AngusConvention.com to access registration details, the convention schedule, trade show information and much more. |

