

Make Plans for Florida

Registration is open for the 2023 Angus Convention in Orlando, Fla.

by Holly Martin, Julie Isbell & Taylor Edwards



“While the average consumer may think of beaches and amusement parks when they think of Florida, we know the state is rich cow country,” says Mark McCully, American Angus Association CEO.

McCully invites Angus enthusiasts to see for themselves while attending this year’s Angus Convention Nov. 3-6. The event will be hosted at Rosen Shingle Creek Hotel in Orlando, Fla. It is the first time the Angus Convention will be hosted in the Southeast.

Attendees can look forward to a lineup of engaging sessions; renowned speakers; interactive workshops; and, of course, the Annual Convention of Delegates, during which the Association conducts its official business.

Tour Florida

A large variety of tours this year make it a family-focused event.

In the days leading up to the convention, several group tours are planned. Attendees interested in learning more about Florida’s cattle industry should attend the National Angus Tour to Deseret Ranch and Kempfer Cattle Co.

The Beef Blitz provides attendees with a closer look at how beef makes its way to consumers. Tour attendees will see how Angus adds value, starting at the ranch and continuing further down the supply chain.

Other tours being offered include Gatorland, Kennedy Space Center and Wild Florida.

Informational sessions

The first gathering of all attendees will be at the Grand Opening of the trade show on Friday evening.

Genomics will take center stage for one of the convention’s general sessions.

“Genomics has transformed how we think about breeding cattle today,” says McCully. “But it’s not just the Angus world that has seen change.”

Human, plant and animal genomics have all seen dramatic advancements during the last decade.

“We’ll examine the latest innovations and how different areas can learn from each other,” McCully adds.

“We know there will be many questions about the upcoming functional longevity EPD (expected progeny difference), gene editing and the *Certified Angus Beef*® (CAB) brand’s Ranch to Table program,” McCully says. “So we’ve created an opportunity to hear more in these Angus University sessions.”

Commercial appeal

With production topics like artificial insemination (AI) best practices, fly control and parasite resistance, commercial cattlemen will benefit from Saturday in particular.

“The convention isn’t just for Angus breeders,” says Caitlyn Brandt, director of events and junior activities. “All users of Angus genetics will find something of interest.”

The trade show is geared toward any cattleman, and many of the educational sessions highlight production practices for the commercial segment, she says.

The popular “Capturing Value” session will be hosted Saturday afternoon. With today’s competitive cattle market, gaining the advantage on sale day is important.

“Cattlemen invest in their herd genetics, health, nutrition — so it’s important for them to reap the rewards of that work,” says Troy Marshall, director of commercial industry relations for the Association.

Marshall will host the session highlighting proven techniques and tips for gaining every dollar possible out of the market.

Producers can become Beef Quality Assurance (BQA)-certified through a special partnership with CAB and Sysco. A patio reception will celebrate cattlemen and their commitment to good animal husbandry practices.

Register now

Registration for Angus Convention 2023 is open. Visit the official convention website at www.angusconvention.com to secure a spot and access additional information about the event, including the schedule, tours, registration, accommodations and exhibitor details. **ABB**

Editor’s note: Holly Martin is director of communications and Julie Isbell is communications specialist for the American Angus Association. Taylor Edwards, an ag communications major at Auburn University, is the 2023 summer *Angus Beef Bulletin* intern.