

# Extra, Extra

**DNA, the costs and paybacks of technology, and consumer demand take center stage at the 2004 Beef Improvement Federation annual conference.**

by **Angie Stump Denton & Shauna Rose Hermel**

The latest theories and technologies in genetic improvement were evaluated at the 2004 Beef Improvement Federation (BIF) 36th Annual Meeting in Sioux Falls, S.D., May 25-28. An estimated 425 cattlemen, industry representatives and

university experts gathered at the Sioux Falls Convention Center to discuss the future of genetic selection and to honor those who have advanced the effort of beef improvement.

Tuesday evening's sessions explored

applications of developing technologies in animal agriculture, while Wednesday morning sessions explored the costs and paybacks of incorporating new technologies. The sessions on Thursday morning focused on meeting consumer demand. Roundtables Wednesday and Thursday afternoons allowed more thorough presentations and interactive discussion.

Through the sponsorship of Boehringer Ingelheim Vetmedica, Inc., the Angus Productions Inc. (API) staff provided real-time coverage of the meeting online. You can listen to sessions, view PowerPoint® presentations and read proceedings at [www.bifconference.com](http://www.bifconference.com). The site also provides coverage of award winners, links to related stories, and an archive of 2002 and 2003 meetings.

#### Tips to navigate the site:

- To download the proceeding papers visit the "Symposium Papers" page. All papers are posted as portable document format (pdf) files. You will need Adobe Acrobat® Reader™ to view the files. It is a free program available for download at [www.adobe.com](http://www.adobe.com).
- For other highlights of the meeting, you can visit the "Newsroom" page. In the newsroom you'll find synopses of presentations given during general sessions as well as during committee

roundtable meetings. Audio recordings of the presentations given during the general sessions are available to download.

- The audio files are posted as mp3 files. You must have Windows Media® Player, downloadable from the conference Web site, or a similar program to listen to the files. These files can be rather large in size, so if you are on a slow, dial-up connection, be prepared to wait while the file downloads.
- Also available, with speaker permission, are PowerPoint® presentations posted as .pps files — self-playing shows. These, too, can be big in size. Once you download the audio file and PowerPoint show, you can play the audio file and follow along with the presentation.

If you don't have Web access or prefer not to wait for the downloads, the Web Marketing Department can burn a set of customized CDs containing the presentations in which you are interested for a small fee.

If you have any problems navigating the site or have suggestions on how to make it more user-friendly, send e-mail to [webmarketing@angusjournal.com](mailto:webmarketing@angusjournal.com).

