

Feeding Quality Forums in August

“Ahead of the feeding curve” is a good place to be with the volatile markets and ever-changing dynamics in the cattle-feeding business. It’s also the theme of this

year’s Feeding Quality Forum, slated for Aug. 23 in Omaha, Neb., and Aug. 25 in Garden City, Kan.

Cattlemen and women, educators and

allied industry are invited to the sixth annual event to learn more about topics that will affect their livelihoods.

Registration after Aug. 5 is \$75 (space

permitting) and includes a *Certified Angus Beef*® (CAB®) brand lunch.

Check-in and refreshments begin at 9:30 a.m., with a welcome at 10 a.m. The program wraps up at 4:15 p.m.

Popular market analyst Dan Basse, AgResource Co., will kick off the agenda by addressing the human food protein and livestock feedstuff outlook.

“We have asked Dan back after several years of outstanding reviews,” says Larry Corah, vice president for Certified Angus Beef LLC (CAB).

“With all of the outside pressures on our markets, both inputs and fed cattle, this is a great way to get briefed on who and what the key players will be during the next year. His presentation is always very timely and insightful.”

Other topics include:

- Today’s Feedlot Profitability Factors by Shawn Walter, Professional Cattle Consultants
- Beef Quality Scorecard with Glen Dolezal, Cargill Meat Solutions
- Managing the New Workforce in the New Economy, Don Tyler, Tyler & Associates
- Clearing the Air: Livestock, Air Quality and Climate Change, Frank Mitloehner, University of California-Davis

The lunch program will feature the second annual Feeding Quality Forum Industry Achievement Award winner, Max Deets. The longtime Kansas cattle feeder and past president of the National Cattlemen’s Beef Association (NCBA) will make comments at both locations.

“Max has always been an early adopter of new ideas, a true innovator,” Corah says. He helped set up some of the first feedout programs and bull tests, and pioneered the win-win concept.

“He is a great believer in the differences in genetics, and the merit that attention to quality has for ranchers, feeders and ultimately the end consumer,” he says.

The meetings are sponsored by Pfizer Animal Health, Land O’ Lakes Purina Mills, *Feedlot* magazine and CAB.

To register, visit www.cabpartners.com/events, or contact Marilyn Conley by phone at 1-800-225-2333, ext. 298, or email at mconley@certifiedangusbeef.com.