

## **Cattlemen's Conference Schedule**

**Wednesday, May 24<sup>th</sup>, 2023 at Totusek Arena**

**8:00 Coffee/Registration/Visitation/Videos of Steers for Eval/Questionnaire**

**9:00 Welcome**

- Dr. Richard Coffey, OSU

**9:05 Historical Review of Beef Cattle Industry and Genetic Improvement**

- Dr. Mark Johnson, OSU

**9:45 Why Are We Here?**

- Mark McCully, AAA

**10:00 Land Stewardship for Improved Soil Health**

- Hugh Aljoe, NRI

**10:45 Enhancing Soil Health of Grazing Lands**

- Dr. Jeff Goodwin, TAMU

**11:30 Land Stewardship Panel Question & Answer**

**Noon Lunch** at Totusek Arena

**12:45 Questionnaire and Eval Estimates Due**

**1:00 The End Product – National Beef Audit**

- Dr. Gretchen Mafi, OSU

**1:40 Trends in Beef Products and Consumer Demand**

- Dr. Nick Hardcastle, Cargill

**2:10 End Product/Trends Question & Answer**

**2:40 Break**

- Sponsored by The American Hereford Association

**3:00 Effectiveness of Selection Indices Panel Discussion**

Moderator – Mark McCully, American Angus Association

- Jarold Callahan, Express Ranches

- Mark Gardiner, Gardiner Angus Ranch

- Dr. Bob Weaber, Kansas State University

- Bill Bowman, Method Genetics

**4:00 Impact of Genomics on EPDs Panel Discussion**

Moderator – Shane Bedwell, American Hereford Association

- Jack Holden, Holden Hereford Ranch
- Kelli Retallick-Riley, Angus Genetics Inc.
- Dr. Matt Spangler, UNL
- Kent Anderson, Zoetis

**5:00 End of Day Question & Answer Session**

**5:30 Social Hour at Wes Watkins Center**

**6:30 Dinner**

- Sponsored by Certified Angus Beef and The American Angus Association

**7:00 Keynote Speaker**

- Dr. Frank Mitloehner, UC-Davis

**Thursday, May 25th, at Totusek Arena**

**8:00 Selection for Extremes/How Much Do We Need?**

Moderator – Jack Ward, American Hereford Association

- Dr. David Lalman, Oklahoma State University
- Luke Lind, 5 Rivers Cattle Company
- Dr. Miles Theurer, Veterinary Research and Consulting Services, LLC
- Dr. John Stika, Certified Angus Beef

**9:15 Break**

- Sponsored by Neogen

**9:30 Ethics in the Showring Panel Discussion**

Moderator – Dr. Scott Greiner, VPI

- Stefan Marchman, Fort Worth Stock Show and Rodeo
- Chad Holtkamp, Holtkamp Cattle Company
- Blake Bloomberg, BHE
- Jim Williams, V8 Ranch
- Gary Buchholz, GKB Cattle

**10:45 Break**

- Sponsored by Zoetis

**11:00 Ethics in Marketing Panel Discussion**

Moderator – Blake Nelson, American Maine-Anjou Association

- Graham Blagg, Innovation AgMarketing
- Jirl Buck, Buck Cattle Co.

- Christy Collins, CCI
- Kyle Conley, Conley Cattle

12:15 **Lunch at Arena**

12:45 **Review Information Collected on Eval Steers & Questionnaire**

1:15 **Report from Competing Protein Sources** - Chad Martin, Tyson Foods

2:00 **The Next Decade: How Consumers and Economic Trends Will Influence the Beef Industry**

- Katelyn McCulloch, LMIC

2:45 **Emerging Trends in Consumer Demand/Market Outlook**

- Dr. Derrell Peel, Oklahoma State University

3:30 **Question & Answer**

4:00 **Where Do We Go From Here?**

- Jack Ward, AHA