

Cattlemen's Conference – Blueprint For The Future – Part 2

May 22-23, 2024

Oklahoma State University

Wednesday, May 22

Totusek Arena

- 11:00 am** Registration/Visitation/Trade Show/Questionnaire
Lunch served by Farm Credit of Western OK
- 12:25 pm** **Welcome**
Dr. Mark Johnson, OSU
- 12:30 pm** **Why Are We Here?**
Jack Ward, Executive Vice President, American Hereford Association
- 12:45 pm** **“Selection and Mating Systems to Improve Profit Potential: The Role of Crossbreeding and Hybrid Vigor in the Beef Value Chain”**
Dr. Bob Weaber, Kansas State University
- 1:30 pm** **PANEL DISCUSSION**
Selection and Mating Systems, Breed Complementarity and Hybrid Vigor Relative to Marketing Endpoint
- Moderator:
Dr. Mark Johnson, OSU
Following introductions, panel members will give 5 minute presentation sharing their breeding & marketing plan and why it best fits their operation, followed by discussion.
- Dr. Bob Weaber, Kansas State University
- Robert Hodgen, Chief Executive Officer, King Ranch, TX
- John Maddux, Owner and Manager, Maddux Cattle Company, NE
- Jim Moore, Owner, Moore Cattle Co., Charleston, AR
- Dr. Derrell Peel, OSU & Dr. Bailey Engle, Research Geneticist, USDA –
Simulation of the Economic Impact of Hybrid Vigor Relative to Marketing Endpoint
- 3:15 pm** **BREAK (Questionnaires due)**
- 3:30 pm** **“The Impacts of Management on the Carbon Footprint of Beef”**
Dr. Jason Rowntree, Michigan State University
- 4:15 pm** **“Economics of Transitioning to Regenerative Ranching: a Look into Noble's Ranches”**
Hugh Aljoe, Director of Producer Relations, Noble Research Institute

- 5:00 pm Regenerative Ranching:** Question & Answer session
- 5:30 pm Social Hour** at Wes Watkins Center
- 6:30 pm Dinner**
- 7:00 pm KEYNOTE ADDRESS**
“Gene Editing in Food Animals: What, Why, How and Where?”
 Dr. Alison Van Eenennaam, University of California-Davis

Thursday, May 23
Totusek Arena

Two Panel Discussions featuring industry leaders addressing how consumers and policy makers view gene-edited animals. An overview of the technology, the approval process, and currently approved gene-edited animals in the beef industry. Breed association policies regarding registration of gene-edited animals and the potential impact of gene editing technology.

8:00 am PANEL DISCUSSION:
The Evolution of Technology, Successful Gene Edits, How it Works and the Approval Process

Moderator:
 Shane Bedwell, COO and Director of Breed Improvement, American Hereford Association
 Following introductions, panel members will give 15-minute presentation of their topic followed by question and answer session.

Dr. David Faber, President, Trans Ova Genetics
 The evolution of reproductive technology relative to ET and cloning

Dr. Alison Van Eenennaam, University of California-Davis
 The current inventory of gene-edited beef animals.

Dr. Tad Sonstegard, Chief Executive and Scientific Officer, Acceligen
 The technology, how it works, the timeline of the approval process with FDA and current inventory of FDA approved beef cattle.

Dr. Jon Beever, Director, University of Tennessee Institute of Agriculture Genomics Center for the Advancement of Agriculture
 The FDA approval process and what it may look like in the future

Veterinary Medical Officer (tentative), Center for Veterinary Medicine Office, FDA
 Current FDA approval process

9:50 am BREAK

10:00 am

PANEL DISCUSSION

How Consumers, Breed Associations and Policy Makers View Gene-edited Animals and the Implications of this Technology: If technology is the solution for sustainability, how is it balanced with consumer acceptance?

Moderator:

Dr. Kelli Retallick-Riley, President, Angus Genetics Inc.

Following introductions, panel members will give 5-15-minute presentation of their topic followed by discussion.

Rebecca Barnett, Director, Animal Health and Food Safety Policy, NCBA
NCBA's stance regarding gene editing and implications of the technology to cattlemen, beef demand and consumer acceptance

Tom Brink, Chief Executive Officer, Red Angus Association of America –
current RAAA policy, implications to Red Angus breeders

Mark McCully, Chief Executive Officer, American Angus Association –
current AAA policy, implications to Angus breeders

Jack Ward, Executive Vice President, American Hereford Association –
current AHA policy, implications to Hereford breeders

Cara Gerken, Business Development Specialist & Program Analyst, Where Food Comes From – how gene edited animals fit the current programs for feeder cattle and consumer acceptance of gene-edited beef

Banks Baker, Global Director, Product sustainability, Pig Improvement Company - PIC's population of hogs gene-edited for PRRS resistance, the approval timeline, global implications of the technology and consumer acceptance

12:00 pm

Where Do We Go From Here?

Dr. Mark Johnson, OSU

Wrap up/Final Question & Answer Session/Door Prizes