

CATTLE U

— VIRTUAL EVENT —

SEPTEMBER 8-11

#cattleu20

 HIGH PLAINS
JOURNAL™
AN HPJ EVENT

WELCOME

On behalf of High Plains Journal, we welcome you to Cattle U!

Our goal is simple—to offer practical, useful and timely information to cattlemen of the High Plains area that will impact the learning progress and profitability of your operation for generations to come.

We know every ranch or cattle operation is unique and there is no one-size-fits-all solution. My hope is that Cattle U will not only help provide new tools and new connections but help position you to best adapt as our industry continues to evolve. It is your legacy and we are proud to help you grow and sustain it.

High Plains Journal is proud to be located in the heart of the Beef Belt, where the cattle industry is still king. This program is designed to help all cattlemen with a specific emphasis on helping cow-calf producers, stockers and feeders become more productive. Life-long learning not only improves industry awareness but will position you for greater success in the long run.

Make the most of this week by asking questions and interacting with other attendees, speakers, and vendors. It is a privilege for High Plains Journal to be a part of your journey and commitment to make your cattle program more dynamic.

We are thrilled you are here!

Cordially,



Zac Stuckey

Associate Publisher

High Plains Journal





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9:00 a.m.

Dr. Miles Theurer

Research Director – Veterinary Research and Consulting Services, LLC

Mid-feeding period morbidity in high performing cattle

Provide preliminary observations related to bovine respiratory morbidity in high-performing cattle during the mid-portion of feeding; specifically, first treatment for bovine respiratory disease occurring after 45 days on feed. The beef industry must come together to better understand the health issues and potential implications throughout the supply chain.

Stocker operation: Optimization of health, performance, and economic outcomes

Provide an overview of stocker operations, and definition of the stocker industry within the supply chain. Highlight what is known about necessary health management strategies related to performance and economic drivers.



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12:00 p.m.

KEYNOTE | Danette Amstein

Midan Marketing

Consumer beef purchasing trends before and after COVID-19

Consumer purchasing patterns for beef have been evolving in the past decade. Midan Marketing will share insights they've gathered prior to the COVID-19 pandemic, as well as freshly collected data during the pandemic that shows that beef is still what's for dinner in many households.



Brian Bertelsen

VP of Field Operations, U.S. Premium Beef

Adding value to the cattle you produce

Explore options for adding value to the cattle you produce such as feeder verification programs, branded beef programs, and value-based grids. We will discuss some of the basic requirements and things to consider before participating.



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6:00 p.m.

KEYNOTE | Brandi Buzzard Frobose
Blogger and 2019 NCBA Beef Advocate of the Year

Battles are Won in the General's Tent
Weather, activists, markets and acts of God are all pressures and challenges that cattlemen and women are dealing with these days. Rather than sit back and wait for relief to come, progressive producers have contingency plans in place so that their world is altered as little as possible when the next earth-shattering challenge hits.



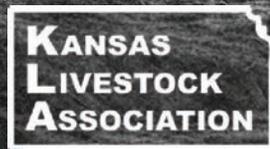
Sustainable Beef and Advocacy: Hard Work Worth Doing
Using social media to stand up for your industry. The 2019 NCBA Beef Advocate of the Year will provide attendees practical tips and advice for using the tools at hand to be an advocate for the beef industry and their own operations.

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National Cattlemen's
Beef Association

Ty Lawrence

Professor of Animal Science / West Texas A&M University

Beef Grading 101

Overview of the fundamentals of beef quality and yield grading and the methods with which that is determined.



9:00 a.m.

Dustin Aherin

Vice President, Rabo Research Animal Protein Analyst

How does cow size translate into profitability in your herd?

Biological efficiency and economic efficiency at the cow-calf level are not synonymous. The relationship between the two depends a great deal on the balance between input costs and cattle prices over the time frame of interest. One size does not fit all.



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12:00 p.m.

Dustin Aherin

Vice President, Rabo Research Animal Protein Analyst

A look at beef markets from a macro perspective

While the cattle cycle typically dominates, the beef and cattle complex is not immune to the macroeconomic environment. Consumer demand, futures markets, and trade flows all respond to realizations and uncertainties surrounding the broader economy. How does the impact of COVID-19's economic fallout compare to past economic downturns?



Presentation sponsored by:



Dr. Tera Rooney Barnhardt

Veterinarian

Protecting Our Social License to Operate

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Derrell Peel

Oklahoma State University Extension Economist

Cattle Market Outlook for Fall/Winter 2020

Dr. Peel will present the cattle market outlook for the fall/winter 2020/21 in conjunction with our Marketing Panel on Day 2.



6:00 p.m.

Marketing Panel

Moderators:

Jeff Nemecek and Nick Wells

Join High Plains Journal Livestock Marketing Consultants Jeff Nemecek and Nick Wells as they moderate this panel of livestock auctioneers from across the country. They'll share their insights into how you can make your cattle stand out in the ring to buyers. There will be time for audience interaction, so bring your questions for the panelists.



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Hours of Operatiion
Monday- Friday: 8am-6pm
Saturday: 8am-3pm
Closed Sundays

9:00 a.m.

Rebecca Kern/Ward Labs

Professional Animal Scientist (PAS) / Ward Laboratories, Inc

Representative Forage Sampling and Utilizing NIRS Analysis of Forages

Forages are typically the largest portion of a beef cow's diet. Understanding the nutrients available in forages can help producers make crucial nutritional decisions, whether balancing a total mixed ration or determining the best supplementation strategy for their herd, producers can make better decisions with a forage report in hand. These reports can help producers avoid over or underfeeding cattle. Decisions resulting in more precise nutrition result in economic benefits in the form of fewer resources wasted on unnecessary supplements, but also healthy animals and less vet bills. To get reliable results sampling procedure is key in obtaining a representative sample for laboratory analysis. NIRS analysis of forages is an affordable, rapid method to obtain valuable nutritional data. Finally, it all comes together with tips on how to interpret and make use of forage reports.



Dale Strickler

Green Cover Seed

Maximizing Pasture Production and Profit

This session will cover management methods that can dramatically increase the production of beef from grazing of native pasture, brome, fescue, and pastured cropland, including crop residue pastures and cover crops. These techniques will also focus on reducing the costs of stored feed.



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Roger McEowan

Professor of Agricultural Law and Taxation, Washburn University School of Law

Transitioning the Ranching Operation to the Next Generation

Presently, the federal estate tax isn't a concern for most ranching operations, but how to transition the business to the next generation is. This session looks at the essential keys to making an effective transition.



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12:00 p.m.

Logan Hoffman

Beef Extension, Colorado State University

Record Keeping and Accounting for Better Ranch Management

Historically, the level of net returns in the cow-calf business have been relatively low. Defining, evaluating, and utilizing key performance indicators is one way to help mitigate operation risks unique to a ranch. Managerial accounting, not tax accounting, is key to making more informed ranch management decisions. Let us show you how to create systems on your ranch that lead to better analysis.



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9:00 a.m.

Jack Oattes/ BioZyme Nutrition

Regional Business Manager and Beef Cattle Specialist, Biozyme Inc

Is Premium Nutrition Really Worth It?

When cattle producers are trying to cut costs, mineral programs seem to be the first to go, but should they be? When reproductive efficiency and performance are the pinnacles of profitability in the herd, nutrition becomes a valuable ally in maximizing profitability. Join us as we discuss the value of premium nutrition and how an investment in a quality mineral program will generate return on numerous fronts in operations of all shapes and sizes.



Sandy Johnson

Extension Beef Specialist, K-State Research and Extension

Practical consideration for use of sexed semen in beef operations

Sexed semen creates new and changing opportunities for the beef industry. Determine realistic expectations for shifts in gender ratios and understand insemination timing differences with sexed semen.



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- Brachytic dwarf for maximum leaf area and standability
- Excellent drought tolerance

SHORTY

- BMR 6 Sorghum-Sudangrass
- Brachytic dwarf for maximum leaf area and standability
- Medium-late maturity
- Produces equal or higher tonnage than taller hybrids

MG 812

- BMR Forage Sorghum
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- Great for early harvest or double crop
- Top Experimental in our 2019 Silage Tests

KRITTER KANDY II

- BMR Sorghum-Sudangrass
- 50-60 days to boot stage
- Significantly improved digestibility and high TDN
- High yields under top management

MULTI-LEAF BMR PPS

- BMR 6 Brachytic dwarf
- Purple plant type and Photoperiod Sensitive
- Excellent standability and leaf area
- Excellent regrowth potential

SUPER SIOUX

- Conventional Sorghum-Sudangrass
- 55 days to boot stage
- Excellent regrowth
- Great quality for haying or grazing

Soybeans

Group III and Group IV Maturity, Enlist E3™, Roundup Ready 2 Xtend®, Xtendflex®, Virtue™ Conventional

Alfalfa

America's Alfalfa®, S&W Alfalfa, Cosmo Brand, VNS and Common

Cover Crops

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Wheat

AgriPro®, AgriMAXX®, WestBred®, Oklahoma Genetics, Inc., Limagrain Cereal Seeds, Kansas Wheat Alliance

Grain Sorghum

MG 4590, MG 4595, MG 5750, MG 5710, MG 5727, MG 5730, MG 5740, MG 5745W, MG5790

Corn

100-118 Day Relative Maturity Hybrids, Conventional, POWERCORE® ENLIST™ CORN, VT DOUBLE PRO® RIB COMPLETE®, TRECEPTA® RIB COMPLETE, DROUGHTGARD® HYBRIDS WITH VT DOUBLE PRO® RIB COMPLETE®, SMARTSTAX® RIB COMPLETE®, AGRISURE VIPTERA® 3220 EZ Refuge



Mark Gardiner

Gardiner Angus Ranch

Genomic applications for Beef Producers

Genomics may be misunderstood from the standpoint that producers may not understand how they can use them in their operation to their benefit. These tools are real and will make you money.



Presentation sponsored by:



Rick Pfortmiller/NeoGen Genomics

Beef Genomics Territory Manager, Neogen

Genomics: The new frontier in the beef business

Explore options for adding value to the cattle you produce such as feeder verification programs, branded beef programs, and value-based grids. We will discuss some of the basic requirements and things to consider before participating.



12:00 p.m.

KEYNOTE | Dave Nichols

Nichols Farms

How do we go forward and make the best better?

2015 Saddle & Sirloin Club inductee Dave Nichols, Bridgewater, Iowa, has spent a lifetime making the best better, whether it's in his cattle herd or in his professional work on behalf of the beef industry. Nichols will wrap up our 2020 Cattle U with an energizing message for attendees, encouraging them to use the wisdom they gathered at Cattle U to go forth and make the best decisions for their operations, their families, and their communities.

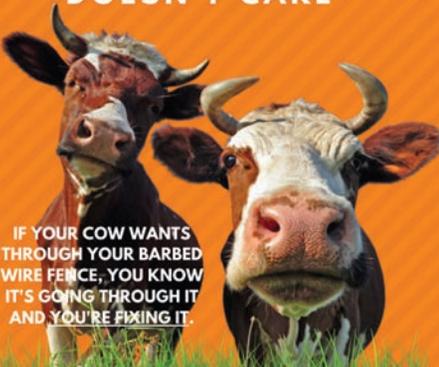


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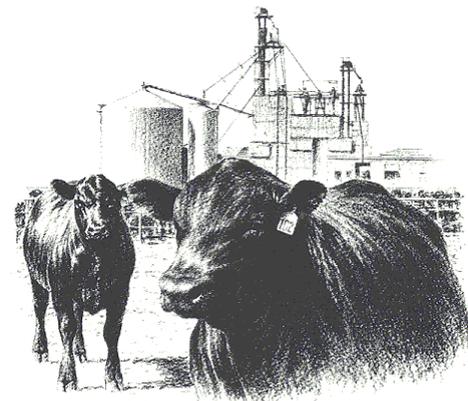
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Soybeans

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Alfalfa

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Wheat

AgriPro®, AgriMAXX®, WestBred®, Oklahoma Genetics, Inc., Limagrain Cereal Seeds, Kansas Wheat Alliance

Grain Sorghum

MG 4590, MG 4595, MG 5750, MG 5710, MG 5727, MG 5730, MG 5740, MG 5745W, MG5790

Corn

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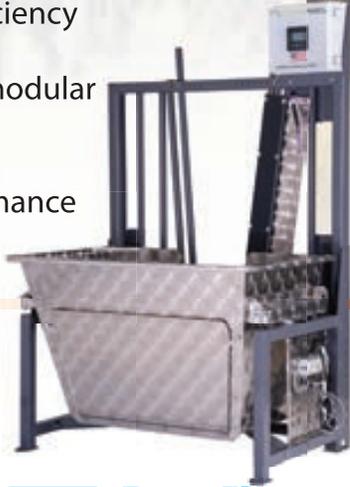
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