

## **2017 Feeder Meeting Agenda**

**Thursday, May 25, 2017**

<b><u>Time</u></b>	<b><u>Item</u></b>
6:00 a.m.	<b>Breakfast (Bayside Pavilion) – Sponsored by RaboBank</b>
6:30 a.m.	<b>Registration Opens</b>
7:15 a.m.	<b>Call to Order, Welcome &amp; Introductions</b> Mike Smith, CCA Feeder Council Chair
7:30 a.m.	<b>Beef Industry Overview and Outlook</b> Duane Lenz, Manager of Operations and Analyst Services, Cattle-Fax
8:15 a.m.	<b>Successfully Navigating the Public Challenges Facing the Beef Industry</b> Jayson Lusk, Food and Agricultural Economist, author of <i>The Food Police</i> and <i>Unnaturally Delicious</i>
9:30 a.m.	<b>15 minute break – Sponsored by Zoetis</b>
9:45 a.m.	<b>Antibiotics Resistance</b> Dr. Keith Belk, Professor, Colorado State University's Department of Animal Sciences and Center for Meat Safety & Quality
10:45 a.m.	<b>Influencing Consumer Mindset</b> Bruce Hoffman, DVM, Beef Technical Consultant, Elanco Animal Health
11:15 a.m.	<b>Mexican Beef Exporters Association Update</b> Rogelio Perez, Director, Mexican Beef Exporters Association
12:00 p.m.	<b>Lunch (Bayside Pavilion) – Sponsored by Farm Credit West</b>
1:15 p.m.	<b>The Truth About Sustainability in Animal Agriculture</b> Frank Mitloehner, Ph.D., Professor, University of California, Davis
2:15 p.m.	<b>How the Checkoff is Growing Beef Demand</b> Alisa Harrison, Senior Vice President, Global Marketing & Issues Management, National Cattlemen's Beef Association
3:00 p.m.	<b>15 minute break – Sponsored by MWI Animal Health &amp; Micro Technologies</b>
3:15 p.m.	<b>NCBA Policy Update</b> Colin Woodall, Vice President of Government Affairs, National Cattlemen's Beef Association

- 4:00 p.m.      **Boehringer Ingelheim Animal Health Update**  
                     Jerry Woodruff, DVM, Professional Services Veterinary, Beef, Boehringer  
                     Ingleheim Animal Health
- 4:15 p.m.      **Closing Comments**  
                     Mike Smith, CCA Feeder Council Chair
- 4:45 p.m.      **Dinner (Sea World) – Dinner Sponsored by Laird Mfg**

**Friday, May 26, 2017**

- | <b><u>Time</u></b> | <b><u>Item</u></b>  |
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| 7:30 a.m.          | <b>Breakfast (Bayside Pavilion) – Sponsored by Wells Fargo Bank</b>   |
| 8:30 a.m.          | <b>Education, Certification &amp; Assessment – A BQA Update</b><br>Josh White, Executive Director of Producer Education, National Cattlemen’s<br>Beef Association |
| 9:00 p.m.          | <b>Beef Industry Sustainability Overview</b><br>Josh White, Executive Director of Producer Education, National Cattlemen’s<br>Beef Association                    |
| 9:30 a.m.          | <b>Beef Yield Grading: History, Issues and Opportunities</b><br>Ty Lawrence, Ph.D., Professor of Animal Science, West Texas A & M<br>University                   |
| 10:00 a.m.         | <b>Arizona Cattle Feeders Meeting</b>   |
| 10:00 a.m.         | <b>California Feeder Council Meeting</b>  |