

<http://www.MSCNews.net/news/index.cfm?nk=51909>

Sustainability Resources for U.S. Beef Industry

K·Coe Isom, in collaboration with The Beef Cattle Institute (BCI) at Kansas State University (K-State), will unveil plans to provide resources that enable the beef industry to effectively measure and communicate its progress on sustainability. The joint effort will provide much-needed assistance for the beef supply chain in responding to the ever-increasing demands of food companies, supply chain partners and consumers regarding key issues like animal care, environmental impact and worker/community engagement.

Be the first to hear about this industry-leading initiative that will change how producers and consumers look at beef. Learn the latest about sustainability in the beef industry. Attend the press conference and networking event on the campus of Kansas State University on September 22nd.

Date: *Tuesday, September 22, 2015*

Time: *3:00 – 5:00pm*

Location: *Multi-purpose room at the IGP Institute Conference Center* located on the north end of campus in the International Grain Science Complex across the street from Bill Snyder Family Stadium on the Kansas State University campus in Manhattan, KS

RSVP to: kkim@kcoe.com

For more information, contact, Sara Harper, K·Coe Isom's Director of Sustainability & Supply-Chain Solutions at sharper@kcoe.com or 202.595.3514.

About K-State's Beef Cattle Institute

The mission of the Kansas State University Beef Cattle Institute is to serve the beef industry and beef consumers through critical evaluation, open discussion, education and on-farm implementation of every day beef production management and cattle health. The Beef Cattle Institute faculty, staff and students work diligently to conduct timely, relevant research, education and outreach to advance cattle health and well-being, cattle production management, industry economic sustainability, environmental responsibility and safe, wholesome beef.