

Creating Value-Added Feeder Cattle

The 2017 Beef Producers Seminar will be held on Thursday, November 9th, at the St. Peter Catholic Church, Parish Hall in Stanberry, Missouri. Registration begins at 5:00 p.m. with the seminar to start at 6:00.

Robert Wells, a livestock consultant at the Noble Research Institute since 2005, and executive director for the *Integrity Beef Alliance*. Will be visiting with attendees about their marketing alliance that produces high quality value-added calves, feeders and replacement quality females.

Shane Tiffany is co-owner and operator of Tiffany Cattle Company, and will be visiting with attendees about how they properly manage 65,000 head of cattle fed annually and owned by over 225 different customers, as well as the approximately 5,000 head of cattle they custom graze through the summer in the Flint Hills of Kansas.

Mark Harmon is the Marketing Manager and Value Added Procurement Manager for the Joplin Regional Stockyards, and publisher of Cattlemen's News monthly. Mark will be discussing how they properly manage approximately 400,000 head of cattle per year through their livestock marketing facility, with some 75,000 head of these cattle being marketed as value-added.

Mike John is the Director of MFA Health Track Operations. A Vac 45 preconditioning program that has enrolled nearly 650,000 head (40,000/year) since 2001. Mike will discuss how Health Track has expanded into a whole herd program called PowerCalf, with an in-house database that stores all the production and carcass data for producers, that is readily available to them. Additionally, Mike is the past president of National Cattlemen's Beef Association (NCBA).

Area cattleman's organizations, pharmaceutical companies, beef cattle industry representatives will have booths set up for attendees to visit before, during and after the program. Cost of admission to the event is \$25 per person and includes a beef dinner. Pre-registration is requested by November 6, 2017. For those companies or individuals wanting to display their products and information, the cost is \$75 per booth and includes a complimentary beef dinner for one attendee.

For more information regarding the Beef Producers Seminar or to pre-register, please contact the Andrew County MU Extension Center at 816-324-3147 or humphreyjr@missouri.edu. If you need any special accommodations due to a disability, or if you need materials in an alternative format, please contact us before November 2, 2017. If you are interested in learning more contact the

University of Missouri Extension Center in your area.