



## 52nd Annual Western Farm Show To Offer Low-Stress Livestock Handling Seminars

*Agronomic Seminars Added to 2013 Show Lineup*

### KANSAS CITY, MO.

Improving the well-being and productivity of cattle is the focus of the Stockmanship & Stewardship Low-Stress Handling Demonstration to be featured at the 52nd Annual Western Farm Show Feb. 22-24, 2013, in Kansas City.

Offered by the National Cattlemen's Beef Association, the demonstration will be held Saturday, Feb. 23, at 10:30 a.m. and again at 2:00 p.m. in Scott Pavilion, adjacent to the American Royal Complex where the Western Farm Show takes place. The demonstration is sponsored by MFA Incorporated, which is also a primary sponsor of this year's show.

Returning to lead the livestock sessions for the third year is Ron Gill, Ph.D., Texas AgriLife Extension Specialist. Dr. Gill has been providing technical expertise to livestock producers in beef cattle nutrition, management and livestock handling techniques for over 21 years.

Dr. Gill said the demonstration is designed to provide a better understanding of cattle's natural instincts to help reduce animal stress and sickness through improved livestock handling and facility design. "The focus is on the safety and well-being for the animals as well as their human handlers," he explains. "Animal quality of life and performance are important issues for our industry, not just for the economic benefits but also because it's the right thing to do."

Attendees will learn the four basic principles of cattle behavior, which can improve the ease and speed of working with them while reducing stress and increasing efficiency. These principles include:

1. Cattle want to see you.
2. Cattle want to go around you.
3. Cattle want to be with and will go to other cattle.
4. Cattle can only process one main thought at a time.

"This livestock demonstration is becoming a

must-see part of our farm show," says Western Farm Show Manager Ken Dean. "We're thrilled to have MFA Incorporated on board as our primary show sponsor. Their involvement with the livestock demonstration and promotional efforts are major assets to the show."

### Seminars Added to 2013 Western Farm Show

In addition to the livestock demonstration, MFA Incorporated is also sponsoring four seminars at this year's show, all held at the Wagstaff Theater:

- "Market Outlook 2013" – 2 p.m., Friday, Feb. 22 – by Randy Blach of Cattle Fax.
- "Are You Resistant to Weed Management?" – 1:30 p.m., Saturday, Feb. 23 – by Dr. Jason Weirich, director of agronomy for MFA Incorporated.
- "Precision Planting" – 2:30 p.m., Saturday, Feb. 23 – by Rick Greene, director of MFA Precision Advantage.
- "Insect Control on Livestock and in Stored Grain" – 2 p.m., Sunday, Feb. 24 – by Dennis Meyer and Rick Short of Central Life Sciences.

Other show highlights include one of the region's largest indoor displays of farm equipment, the Western Farm Show Championship Tractor Pull, the Health & Safety Roundup Area, featuring educational exhibits and free health screenings, FFA Day and more.

Show hours are from 9 a.m. to 5 p.m. on Friday, Feb. 22; from 9 a.m. to 5 p.m. on Saturday, Feb. 23; and from 9 a.m. to 4 p.m. on Sunday, Feb. 24. Adult admission is \$8 and free for children 12 and under. Separate admission is required for the tractor pull event, held at Kemper Arena, a short walk from the American Royal Complex.

For more information, visit [www.WesternFarmShow.com](http://www.WesternFarmShow.com). Like us on Facebook at [www.facebook.com/WesternFarmShow](http://www.facebook.com/WesternFarmShow) and follow us on Twitter at [www.twitter.com/westernfarmshow](http://www.twitter.com/westernfarmshow). Δ



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