

The 2009 Missouri Cattle Industry Convention And Trade Show, Dec. 11 And 12

COLUMBIA, MO.

Calling all cattlemen! You don't want to miss the opportunity to see the best the cattle industry has to offer! Plan to attend the 42nd Annual Missouri Cattle Industry Convention and Trade Show. The two-day schedule is packed with a full range of activities designed for cattlemen, cattlemen and youth from all parts of the state and all types of production. It's all at the 2009 Missouri Cattle Industry Convention and Trade Show, Dec. 11 and 12 at the University Plaza Hotel and Expo Center in Springfield, Mo.

Cattlemen's College will kick off at 8 a.m. Friday. The program includes a BVD-PI workshop, a discussion on International Trade and a Market Outlook/Cattle Fax Update.

The one-day trade show will be open from 9 a.m. to 5 p.m. and is sure to spark the interests of all who enter. A wide range of companies will be present, displaying the latest innovations ranging from genetics and nutrition to equipment and record keeping. The Expo Center will house many programs and demonstrations, the MJCA point system awards presentation, the Saturday luncheon and the silent auction.

MCA's annual business meeting will also be Saturday morning in the Expo Center. 2009 has already proved be a year of unity during tremendous challenges to the beef industry in Missouri and across the country. It is our goal to address any issues and to work together towards making our industry prosper. Many important issues are on tap for discussion during the

annual meeting, including the election of producer leadership for the coming year. The annual meeting gives all members an opportunity to shape the 2010 policy for Missouri Cattlemen's Association.

The first-ever Foundation/PAC Bull Auction will be at 3p.m. Saturday. Donors have given a live animal, buyer's choice or credit in their respective production sales. Proceeds of this auction will benefit Missouri's Cattlemen Foundation, MCA's Political Action Committee, and Missouri's Junior Cattlemen.

Evening events include Friday's Cattlemen's Prime Rib Dinner and Foundation Auction and Saturday's Cattlemen's Awards Banquet. These events are sure to draw hundreds of cattlemen and women from around the state. During the Awards Banquet, the Cattleman and Cattle-Woman of the Year, Industry Award winner, Pioneer Award Winner and the Award for Excellence Winner will be announced. The scholarship recipients, Beef Ambassador and Beef Queen will also be named.

The Missouri Cattle Industry Convention and Trade Show is presented by the Missouri Cattlemen's Association, with the help of Missouri's Cattlemen Foundation, Missouri CattleWomen, Missouri Beef Industry Council, Mizzou Collegiate CattleWomen and Missouri Junior Cattlemen's Association.

For registration or for more information about the convention, call MCA at (573) 499-9162 or visit www.mocattle.com. △



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