

# Top-Notch Beef Cattle Conference Set For Ozark, Ark.

## OZARK, ARK.

Live calf demonstrations and a detailed look at government animal identification programs are among the agenda topics for the 2010 River Valley Beef Cattle Conference set for February 16 at the I-40 Livestock Auction in Ozark.

The River Valley Beef Cattle Conference is a joint educational effort by the Division of Agriculture and Farm Credit Services of Western Arkansas.

The conference speakers are:

- Tom Troxel, professor and associate department head-Animal Science, for the University of Arkansas Division of Agriculture
- Brett Barham, assistant professor and beef cattle specialist
- Bill Roser, feedlot manager
- Diane Hardgrave, livestock market reporter for the U of A Division of Agriculture
- Jim Robb, director and agricultural economist at the Livestock Marketing Information Center, Denver.

Troxel will address the many different government programs related to animal identification. Many producers are confused about the terms COOL, QSA and NAIS. This will be an opportunity to review the differences of these programs.

Roser and Hardgrave will use live calves to discuss and demonstrate the factors that influence the calf's market value and how well they perform in the feedlot. Different types of calves will be examined in order to better illustrate the factors affecting selling price. In addition, the audience will have an opportunity to evaluate each calf and compare their results with the experts.

Robb will address beef cattle supply and demand plus a market outlook. He has written several hundred articles and newsletters on livestock marketing topics and is a widely traveled speaker.

A registration fee of \$20 will be collected at the door. The conference is from 9:30 a.m. to 1 p.m. Δ



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