

Shopper's Guide Article Feb. 12

Submitted by: Charlene Miller, Director/CEA Ag



K-State Cattleman's Day

MANHATTAN, Kan. – Brad Morgan, the senior director of protein for the Performance Food Group, highlights the program for Kansas State University's 106th annual Cattlemen's Day, scheduled for Friday, March 1. Early registration for this year's event is \$20 if paid by Feb. 25, or \$30 afterwards. There is no charge for students. Online registration is available at www.KSUBeef.org, or interested persons may register by contacting Lois Schreiner at 785-532-1267 or lschrein@ksu.edu.

Morgan kicks off this year's Cattlemen's Day with a talk about the potential for plant-sourced and laboratory-sourced 'meat' to take market share from the meat industry. K-State professor and beef cattle extension specialist Dale Blasi said the annual Cattlemen's Day is a celebration of beef and the cattle industry. "Our annual program strives to address key issues and to provide current information that keeps our industry efficient and relevant," he said.

The day starts at 8 a.m. with refreshments, educational exhibits and a commercial trade show. Blasi said organizers expect more than 72 participants in the trade show, which provides "a forum for the attendees to observe what's new in the beef industry and network with key industry leaders." Following Morgan's presentation at 10 a.m., K-State agricultural economist Glynn Tonsor will discuss the importance of international trade as the U.S. beef herd expands. Participant's registration includes lunch featuring smoked brisket, sponsored by U.S. Premium Beef and commercial exhibitors.

The afternoon sessions will feature K-State faculty and industry presentations in Weber Hall and at the Beef Stocker Unit discussing an array of topics, including:

- **Beef Quality Grading: Recent Revisions and Relevance to Valuation of Beef --**
- **Antibiotic Stewardship in Animal Agriculture**
- **Alternative Methods for Pregnancy Diagnosis**
- **Cattle Trace: An Industry Initiative for Disease Traceability**
- **Factors Influencing Value of Calves Sold Through Superior Livestock Video Auction**
- **Genetic Control of Cattle Feet and Leg Structure**
- **Beef Stocker Unit Open House**
- **Necropsy Demonstration**

The 42nd annual Legacy Bull and Female Sale will begin at 4 p.m. at the Stanley Stout Center (2200 Denison Avenue). Visit www.asi.ksu.edu/legacysale to learn more about this year's offerings and to request a sale catalog.