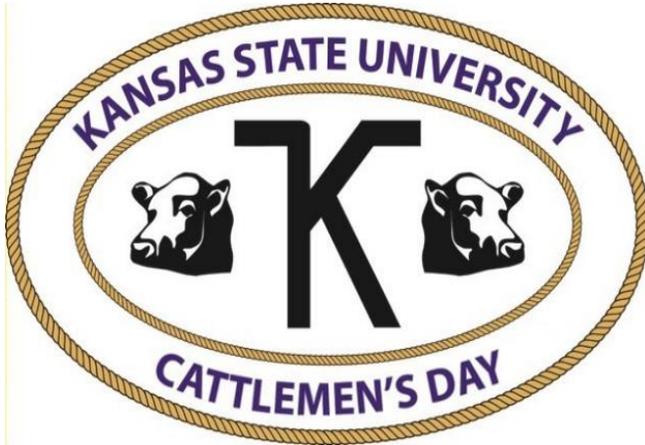


K-State Cattleman's Day



The 108th Annual K-State Cattleman's Day will be hosted on virtually on Friday, March 5th using zoom. Guest speakers this year include, Jayson Lusk, Purdue University distinguished professor and Ag Economics department head, Jason Rumley, Radian Group principal and Robert Norris Radio Group director, Sandy Johnson KSU ASI livestock production specialist, and Liz Boyle, KSU ASI Extension Meat specialist.

Following the opening by KSU ASI department head Mike Day, Mr. Lusk a food and agricultural economist who studies what we eat and why we eat it will speak to the pandemic effects on the US Beef Industry. Mr. Rumley and Mr. Norris will follow Jayson Lusk as they present information on 2020 Beef Processing Retail and Food Service COVID-19 Insights. Jason Rumley has more than two decades of fresh meat and grocery experience and specializes in P&L management, sales strategy, competitive analysis and general retail business management. Robert Norris brings more than 20 years of food industry experience in both the conventional and natural/organic segments with an emphasis on grocery and perishable departments. K-State specialist Sandy Johnson will speak on Reproductive Technology Resources and Current Tools, while Liz Boyle will speak to the Pandemic effects on Small Kansas Processors.

Registration is free for Cattleman's day this year. Registration is online at <https://www.asi.k-state.edu/events/cattlemens-day/> and registration is encouraged by February 26th.

The 44th Annual Legacy Bull and Female Sale will begin at 4 p.m. at the Stanley Stout Center (2200 Denison Avenue). They will be selling 40 Feed-Efficiency tested bulls, 41 females and 4 AQHA Ranch Performance Horses. Visit www.asi.ksu.edu/legacysale to learn more about this year's offerings and to request a sale catalog.