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**BEEF MARKETING STRATEGIES**

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**BEEF ADDED VALUE**

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**BEEF PROFITS CONFERENCE**

Thursday, August 11, 2016 9:00 a.m. – 3:00 p.m.

Dean Lee Research Station, Evacuation Building

Sponsored By

LSU AgCenter, LSU School of Animal Sciences

McNeese State University

Hitch Enterprises, Guymon and Hooker, Oklahoma

Registration begins at 8:00 a.m.

Steak lunch will be served at noon.

Cooperating Partners:

LSU AgCenter, LSU School of Animal Sciences Louisiana Cattlemen’s Association

McNeese State University Superior Livestock

Louisiana Department of Agriculture and Forestry Red River Livestock Auction

Louisiana Beef Industry Council Dean Lee Research Station

Cattle Producers of Louisiana Hill Farm Research Station

Dominique Livestock Marketing Lafourche Parish Cattlemen’s Association

Hitch Enterprises Purina

Program

8:00 a.m. Registration

9:00 a.m. Welcome – Dr. Tim Page, Moderator

Dr. Phil Elzer, Director, LSU School of Animal Sciences

Dr. Bill Richardson, LSU Vice- President of Agriculture

9:10 a.m. Louisiana Livestock Industry

Dr. Mike Strain, Commissioner of Agriculture and Forestry

9:20 a.m. “Hat Creek Cattle Company”, Tyler Canal and Kelly Hughes

9:30 a.m. Louisiana Beef Industry Council, Mr. Ronald Black

9:40 a.m. “Feeder Cattle Grading, Order Buyer, & Retained Ownership”

Dave Foster, Cattle Producers of Louisiana

Mike Kovac, Louisiana Beef Cattle Producer

10:10 a.m. Break

10:20 a.m. “Louisiana Stocker Cattle Operations”

Andrew Granger, LSU AgCenter

10:40 a.m. “Superior Livestock Marketing”

Rayburn Smith, Red River Livestock Auction

10:55 a.m. “McNeese State University Calf to Carcass Program”

Darrin Goodwin, McNeese State University

11:15 a.m. Hitch Enterprises, Guymon and Hooker, OK

Robert Bergner, Manager

11:45 a.m. Steak Lunch

1:00 p.m. “Dominique Livestock Marketing”

Mike Dominique

1:15 p.m. “Lafourche Parish F1 Heifer Sale, Heifer Vaccination, and BSE”

Mike Hebert, LSU AgCenter

Bob Pitre, Louisiana Cattlemen’s Association President

1:35 p.m. “McNeese State University Heifer Development Program”

Dr. Chip Lemieux, Department Head, MSU

1:45 p.m. “Beef Cattle Marketing Cooperatives/Alliances”

Kenny Sharpe, LSU AgCenter

2:05 p.m. “Fall Forage Transition Strategies”

Dr. Ryon Walker, LSU AgCenter

2:25 p.m. “Beef Cattle Marketing Master Degree Program”

Adam Barrilleaux, LSU Student