CSU, Chico Annual Beef Day & Trade Show  
February 21, 2009  
Sponsored by: CSU, Chico, YCA, CBCIA, and UCCE

8:00 - 9:00  Registration and Trade Show ($12 – includes lunch and breaks)
9:00 - 9:15  Introductions and Welcome
9:15 - 9:30  An Update on Foothill Abortion  
Tom Talbot, President  California Cattlemen’s Association
9:30-10:15  Consumer Trends Forum  
Jim Ethridge, Director of New Product Industry Partnerships, NCBA
10:15-10:30  Break - Coffee, Doughnuts and Trade Show
10:30-11:00  Current Issues about Pathogens and Rangeland Water Quality  
Rob Atwill, University of California, Davis, School of Veterinary Medicine
11:00-11:15  CCA Issues Update – Matt Byrne and Tom Talbot
11:15-11:45  Animal Welfare and Animal Rights – Where do we go from here?  
Dave Daley, CSU, Chico
11:45-12:00  Marketing Trends in Cow-Calf and Yearlings  
Glenn Nader, UCCE
12:00-1:00  Tri-tip Lunch and Trade Show  
Butte County Cattlemen’s Association
1:00-2:00  Value Added Chuck Fabrication – (in the CSU, Chico Meats Lab)  
Jim Ethridge and Bridgit Wasser, NCBA  
(repeated from 2:00-3:00)
1:00-2:00  Use of Byproduct Feeds in Cow-calf Operations.  
Glenn Nader, UCCE (not repeated)
1:00-3:00  Beef Quality Assurance Certification Program  
John Maas, Jim Oltjen, Josh Davy, and Stevie Ipsen (UCCE and CCA)*

* everyone is welcome to attend this session. However, for those ranches requesting official certification, there is an additional $25 fee per ranch, payable to CCA at the beginning of the session.