



UNIVERSITY of CALIFORNIA
Agriculture & Natural Resources
Tehama, Glenn, Colusa Counties



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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.