

World Beef Expo Offers Expanded Educational Schedule

For more information, contact Jeff Swenson: 608-224-5082 jeff.swenson@wi.gov

Whether you're a life-long beef producer or new to the business, the 2009 World Beef Expo educational seminars will provide learning opportunities for everyone. The format has been expanded to provide more seminars over a two day period. Sessions covering a variety of topics will be presented on Friday and Saturday September 26th and 27th during the annual event held at Wisconsin State Fair Park in West Allis.

"We are excited about the new format for 2009," says Jeff Swenson who serves as chairman for the World Beef Expo Education Committee. "The committee identified topics that are important to beef producers. There really is something for everyone this year," he said.

The 2009 Educational Seminar Schedule:

Friday, September 25, 2009

- 10:00-11:00 am** **Concepts of Profitable Beef Pasture Management**
Laura Paine, WI Dept.of Agriculture, Trade and Consumer
Protection Grazing and Organic Specialist
- 1:00 – 2:00 pm** **Beef Production Economics 101:**
Paul Dietmann, WI Dept.of Agriculture, Trade and
Consumer Protection Farm Center Bureau Director
- 4:00-5:30 pm** **Breeding, Selection and Marketing Tools (Panel)**
Kelly Schmidt – American Simmental Association
Jerry Cassady – American Angus Association
John Boddicker – American Maine Anjou Association
John Meents – American Hereford Association

Saturday, September 26, 2009

- 9:00-10:30 am** **Adding Value To Feeder Calves**
Jim Thormenson, Pfizer Representative
Jeff Swenson, BADGER VAC 45
Jerry Huth, *Certified Hereford Feeder Calf Auctions*
- 11:30 am – 12:15 pm** **Cattle Handling Equipment Walking Tour**
Jim Murray – Murray's Dairy and Refrigeration
- 5:00-6:00 pm** **Molecular Genetics Use in the Beef Industry**
Dr. Jon Beaver – University of Illinois

The World Beef Expo runs September 24th – 27th. For more information and a complete Expo schedule, visit www.worldbeefexpo.com.