



Auburn University Presents

Locally-produced, Locally-marketed Beef Field Day and Conference **JULY 30-31, 2009**

Where?

July 30 9:00–11:30am
E.V.Smith REC Beef Unit
(1 mile N & 2 miles W of I-85 Exit 26)

July 30 12:30–7:00pm &
July 31 8:30am–Noon
Lambert-Powell Meat Lab
(Corner of Wire Rd. & Shug Jordan Pkwy)



Topics

- Getting your label approved through the USDA (including production & nutrition claims)
- Developing new beef products that will allow you to market the whole carcass
- How to find a market for your beef—connecting the producer and consumer
- Forage-based production systems for year-round beef production

HOSTED BY:

AUBURN UNIVERSITY
ANIMAL SCIENCES/
AG ECONOMICS
DEPARTMENTS

Event Organizers:

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Thursday, July 30

- 9:00am Registration at EVSmith REC Beef Unit
- 9:15am a) View steers on 3 summer annual forages (Dr. Chris Kerth, AU Animal Sciences)
- b) Forage technology Speaker (TBA)
- 11:30am Travel to Auburn Campus
- 12:30pm Lunch at Lambert-Powell Meat Lab
- 1:30pm Impact of diet on meat quality (view carcasses from E.V.Smith Project, Dr. Kerth)
- 2:00pm Value cuts of Beef (Ed Whatley, ACA)
- 3:00pm BREAK
- 3:30pm Developing new products—Beyond Steaks and Hamburger (Dr. Brian Smith, John R White, Inc.)
- 4:00pm Inspection requirements (Dr. Chris Bishop, USDA-FSIS)
- 6:00pm Dinner

Friday, July 31

- 8:00am Registration and Breakfast
- 8:30am USDA Label Regulations—Getting your label approved (Dr. Kerry Smith, USDA AMS)
- 9:30am The economics of producing locally (Dr. Walt Prevatt, AU Ag Economics)
- 10:15am BREAK
- 10:30am Connecting the producer and consumer (Dr. Rich Knipe, U of Illinois Market Maker)
- 11:30am A Marketing Success Story
- 12:00pm Lunch
- 1:00pm Roundtable Discussion — What would an Alabama Beef Marketing Alliance look like?

For more information about speakers:

www.ag.auburn.edu/~ckerth
www.marketmaker.uiuc.edu
www.bamabeef.org

Registration fee covers 2 lunches, dinner, snacks, & a copy of the conference proceedings



Return by July 15, 2009 to:

Beef Field Day
c/o Heidi Finegan
Animal Sciences Department
Auburn University
209 Upchurch Hall
Auburn, AL 36849

Please make checks payable to:
Auburn University
Animal Sciences

In each space below, list the names of the participants and fee payment:

Name	Before July 15 \$35/person	After July 15 \$50/person
1. _____	_____	or _____
2. _____	_____	or _____
3. _____	_____	or _____
4. _____	_____	or _____
5. _____	_____	or _____
Total amount paid \$ _____		or _____