39th Annual
Florida Cattlemen’s Institute and Allied Trade Show

Cattlemen’s Building and Sale Arena
Highlands County Fairgrounds, 781 Magnolia Avenue, Sebring, FL
January 13th, 2022

Beefing Up the Cow Business

8am – 12:30 pm    Trade Show Set Up
12:30 pm          Trade Show Opens
1:30              Welcome from Florida Cattlemen’s Association - Cliff Coddington, FCA President
1:45              Florida Beef Council Update - DeAnne Maples, Director of Beef Marketing & Promotion, Florida Beef Council
2:00              UF/IFAS Update - Dr. Andra Johnson, Dean and Director for Extension. UF/IFAS
2:15              Creating Value in the Calf - Jesse Savell, Research Administration Manager Beef, UF/IFAS Department of Animal Sciences
3:00              Award Presentation
3:10              Highlands County Farm Bureau Video Presentation “Surviving on 2%”
3:45              How to Remain Profitable with Rising Input Costs - Dr. Derrell Peel, Extension Specialist for Livestock Marketing, Oklahoma State University
4:30              Trade Show Break
5:00              Panel – Your “Steak” in the (Marketing) Game
                  Moderator:    Dr. Chad Carr, State Extension Meat Specialist, UF/IFAS Department of Animal Sciences
                  Panelists:    Gene Lollis, Florida Cattle Ranchers Founding Member & Manager, Buck Island Ranch
                  Billy Nettles – President, Nettles Sausage Company
                  Dr. Derrell Peel, Extension Specialist for Livestock Marketing, Oklahoma State University
6:00              Program Evaluation, Door Prize Drawing & Adjourn

Be sure to complete your evaluation to receive your drawing ticket for a Florida Cattle Ranchers Beef Giveaway!