2022 Feeding Quality Forum Heads to Kansas City

Register by July 30 to save your seat.

by Morgan Boecker, Certified Angus Beef

You need solutions in the cattle business. Feeding Quality Forum (FQF) delivers answers.

The 17th annual FQF, hosted by Certified Angus Beef (CAB), brings the latest production trends and solutions to generate greater revenue for cattle feeders and cow-calf producers. The event will be at the Hilton Kansas City Airport in Kansas City, Mo., Aug. 23-24, 2022.

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"Feeding Quality Forum creates an environment of like-minded cattlemen and industry partners who want to be on the forefront of high-quality beef production," says Kara Lee, CAB director of producer engagement. "If you're interested in raising, managing and marketing the best finished cattle, this event brings together the people and information to do so."

FQF attendees learn more about practical, profitable and progressive ideas for raising cattle in high demand.

To stay on the cutting edge of premium beef production, register at *www.FeedingQualityForum.com*. Early registration is $100 for those who sign up before June 30. Late registration is $200 from July 1 to 31. Student registration is $50.

Tuesday's afternoon sessions will kick off with Dan Basse, president of AgResource Company, sharing a global market update. Other sessions include risk-management strategies, a cattle procurement discussion and an overview of shoppers' meat purchasing habits.

"We're in a fast-paced, ever-changing business," Lee says. "To stay ahead of the curve and be profitable, you have to be in the room for tough conversations and be willing to work together to find answers."

The evening program will recognize the 2022 Industry Achievement Award recipient, Randy Blach, CattleFax CEO. Blach has dedicated his career to analyzing cattle, grain and protein markets around the world to provide timely insight to cattlemen to make risk-management decisions.

He joins the ranks of such industry legends as Paul Engler, Topper Thorpe, Lee Borck, Larry Corah, John Matsushima and Bob Smith, who have also been recognized for their contributions to the feeding industry.

"This conference is all about

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cultivating success and innovations in the fed cattle industry," Lee says. "Honoring an influential leader who helped pioneer those successes has become a signature part of the program. It's always a treat to showcase their contributions and celebrate among their peers."

Wednesday morning will start with a look into CAB's sustainability efforts to maintain its premium beef market share. Other topics will highlight cattle health at the feedyard, the beef-on-dairy landscape and best practices for getting the most for your feeder calves.

For those interested in learning more about how beef gets to restaurants, sign up for the exclusive, pre-event Beef Blitz the morning of Aug. 23. The outing is limited to the first 45 attendees to claim a spot.

The tour will include a tour of CAB-licensed distributor Sysco Kansas City, followed by lunch, before heading back for the opening FQF program. Beef Blitz is a free addition to early or late registration, space permitting. AJ

Editor's note: Find more information for speakers, updated agenda and registration deadlines online at www.FeedingQualityForum.com.