

Registration is Open for Feeding Quality Forum

Register for the premier cattle-feeding event for half price through June.

by Morgan Boecker, Certified Angus Beef



Consumer demand signals spur progress in the cattle business, but producers must be proactive when making changes in their marketing strategy.

Join cattle feeders, cow-calf producers and industry professionals for the latest trends, hot topics and key solutions at the 18th annual Feeding Quality Forum (FQF), hosted by Certified Angus Beef (CAB). The event is set for Aug. 22-23, 2023, at the Graduate Lincoln hotel in Lincoln, Neb.

“Feeding Quality Forum presents experts on relevant topics for progressive cattlemen from the ranch to the feedyard,” says Bruce Cobb, CAB executive vice president of production. “If your goal is to raise the best fed cattle in the market, then this event brings together solution-oriented producers and industry professionals to do so.”

Speakers will bring practical solutions and beef demand insights for all attendees to apply when they get home to their operation.

Register at www.FeedingQualityForum.com. Early registration is \$125 for those who sign up before June 30. From July 1 to Aug. 4, registration costs \$250. Student registration is \$50.

What to expect

This year a morning tour will show attendees how premium beef drives value through the entire supply chain. The pre-event session will visit Sysco Lincoln, a CAB-licensed distributor, to see the ins and outs of

serving the foodservice sector. It is capped at 45 attendees and costs an additional \$50.

The main agenda begins at 1:00 p.m. with the markets, stewardship and beef grading. Tuesday’s speakers include:


- Dan Basse, AgResource Company, sharing a global market update.
- A panel featuring Hugh Aljoe, Noble Research Institute; Jesse Fulton, University of Nebraska Panhandle Research and Extension; and John Schroeder, Darr Feedlot, discussing stewardship practices.
- A panel discussion with T.J. and Tifini Olson, Round the Bend Steakhouse; and Lane Rosenberry, Sysco Lincoln, on leveraging premium beef brands to create loyal customers.

The evening program will recognize Steve Hunt, 2023 Industry Achievement Award recipient. Hunt’s vision and leadership at U.S. Premium Beef built a sustainable business model for cattlemen to target greater financial rewards, benefiting the entire beef supply chain from rancher to consumer. He joins the ranks of such industry legends as Randy Blach, Paul Engler, Topper Thorpe, Lee Borck, Larry

Corah, John Matsushima and Bob Smith, who were previously recognized for their contributions to the feeding industry.

Wednesday offers a half day of additional education, starting with packer insights on the upcoming supply challenges. Other topics will highlight cattle health at the feedyard, demand drivers and tools to enhance quality.

- Glen Dolezal, Cargill Protein, will share the packer perspective for the current cattle market environment.
- Lily Edwards-Callaway, Colorado State University, and A.J. Tarpoff, Kansas State University, will discuss survey results on heat stress in the feedyard.
- Nevil Speer, Turkey Track Consulting, will share trends and predictions for capturing more value for calves.
- A panel of Performance Livestock Analytics customers moderated by Justin Sexten, Precision Animal Health group at Zoetis.

“We’re embracing the hard conversations to bring solutions to producers to help them navigate a business that’s always changing,” Cobb says. “We do that by bringing together a network of market-focused individuals, who hopefully continue the conversations when they get home.” 

SCAN FOR MORE:

Find the full agenda, speaker bios and registration info, or go to FeedingQualityForum.com

