

# Experience the Angus Convention in Orlando

*American Angus Association members prepare for educational opportunities and networking.*

*by Holly Martin, American Angus Association*

If you leave the cows in someone else's hands for a few days, you need to make it count. The Angus Convention combines sessions, tours, speakers and a solutions-based trade show, specifically targeted to the Angus breeder at the 2023 Angus Convention—highlights that make the event worth the trip.

"Throughout the year, we make note of the topics of interest to our members," says Mark McCully, CEO of the American Angus Association. "Those notes become the blueprint for sessions and speaker topics to make it a valuable educational weekend on top of conducting the business of the Association."

For the first time, the Angus Convention will be hosted in the Southeast.

"While the average consumer may think of beaches and amusement parks when they think of Florida, we know the state is rich cow country," McCully says.

The Angus Convention is set for Nov. 3 to 6 in Orlando, Fla., at the Rosen Shingle Creek. In the few days leading up to the convention, several group tours are planned.

## Experience tours

Attendees interested in learning



more about Florida's cattle industry should attend the National Angus Tour to Deseret Ranch and Kempfer Cattle Company. Deseret uses a three-way rotational breeding system with Angus, Brahman, Simmental, Red Poll and South Devon to maximize their herd's adaptability to Florida's subtropical climate. Kempfer Cattle Company consists of three separate commercial herds of Brahman, Angus and Shorthorn, but all with Brahman influence to fit in the environment.

One of the most popular tours every year, the Beef Blitz provides attendees with a closer look at how beef makes its way to consumers. Tour attendees will see how Angus beef that starts at the ranch adds value to users further down the supply chain.

"Being in Florida, we knew that members might want to bring their families for a few days to experience the sights," says Caitlyn Brandt,

director of events and junior activities. "There are several options to choose from including Gatorland, Kennedy Space Center and more."

The first gathering of all attendees will be at the Grand Opening of the trade show on Friday evening, and stretches

into the educational session. One of the highlights of the general sessions will be a focus on genomics.

## Discover solutions

"Genomics has transformed how we think about breeding cattle today. But it's not just the Angus world that has seen change," McCully says.

Human, plant and animal genomics have all seen dramatic advancements over the last decade.

"We'll examine the latest innovations and how different areas can learn from each other," McCully adds.

Throughout this year's Angus Convention, topics will be introduced that allow for attendees to learn more about production practices, new technologies and marketing. Angus University sessions on Sunday morning are designed to pique the interest of cattlemen from across the country.

"We've planned a wide range of



sessions this year,” Brandt says. “We want attendees to have the chance to interact with the speakers, ask questions and come away with good understanding of the topics.”

Over the last couple of years, the Angus Media Marketing Summit has been hosted in various parts of the country. This year, the valuable training is a part of Angus University. Participants can attend one or all three of the sessions to learn more about developing brands, connecting with customers and creating a customized marketing plans.

Beyond marketing, there will be a variety sessions centering around industry topics relevant to breeders across the country.

“We know there will be many questions about the upcoming functional longevity EPD (expected progeny difference), gene editing and the *Certified Angus Beef*® (CAB) brand’s Ranch to Table program,”

McCully says. “So we’ve created an opportunity to hear more in these Angus University sessions.”

Production topics of artificial insemination (AI) best practices, fly control, parasite resistance and more will be on the schedule.

Association members are also encouraged to invite their commercial cattlemen customers for Saturday of convention, in particular.

“The convention isn’t just for Angus breeders,” Brandt says. “All users of Angus genetics will find something of interest.”


The trade show is geared toward any cattleman, and many of the educational sessions highlight production practices for the commercial segment, she says.

The popular “Capturing Value” session will be hosted Saturday afternoon. With today’s competitive cattle market, gaining the advantage on sale day is important.

“Cattlemen invest in their herd — genetics, health, nutrition — so it’s important for them to reap the rewards of that work,” says Troy Marshall, director of commercial industry relations for the Association.

Marshall will host the session highlighting proven techniques and tips for gaining every dollar possible out of the market.

Producers can become Beef Quality Assurance (BQA)-certified through a special partnership with CAB and Sysco. A patio reception will celebrate cattlemen and their commitment to good animal husbandry practices.

The 140<sup>th</sup> Convention of Delegates will conduct the business of the Association Monday morning, including the election of the Board of Directors. 

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