

Cattle Industry Sets Sail for San Diego

Registration and housing for the 2016 Cattle Industry Convention and National Cattlemen's Beef Association (NCBA) Trade Show opened Dec. 8, 2015. The 118th Annual Convention will be in San Diego, Calif., Jan. 27-29, 2016. Advanced registration is open until Jan. 4, 2016. Convention participants will hear from industry leaders, gather insight on industry trends, enjoy an evening of stars and stripes on the USS Midway and this year's Cowboy Concert Series will feature Martina McBride. NCBA President Philip Ellis said this convention is a must for everyone involved in the cattle industry.

"The Cattle Industry Convention is the oldest and largest national convention in the cattle business," Ellis said. "We look forward to another great meeting in an outstanding location. Once again, NCBA will have one of the largest trade shows in agriculture, with 350 companies exhibiting on nearly 6 acres of show floor. Between the USO show on the USS Midway and Martina McBride, our entertainment will be outstanding."

The National Cattlemen's Beef Association's Cattlemen's College® series will kick off its 23rd year Jan. 26-27, 2016, in San Diego. Widely hailed as the premier

educational event in the cattle industry, this series, sponsored by Zoetis, will feature speakers and live animal demonstrations that give cattlemen and women the tools to connect, learn and innovate.

"Cattlemen's College is a great opportunity for producers from all parts of the country, all ages, and all operations to learn from leading industry experts and their fellow cattlemen and women," said Ellis. "Never has producer education been more important in our industry, and if applied, the principles discussed in this program will add value to your operation."

Cattlemen's College will start Jan. 26 with an opportunity to listen to and question five of the most influential and dynamic experts in the beef industry through the session "Whole Herd Makeover: Cowboy Style." Industry experts will include Dave Daley, Don Schiefelbein, Patsy Houghton and Tom Brink, with Tom Field moderating. Topics will range from expanding your cow herd with a vision to genetics and animal health. This session will feature live demonstrations. The day will conclude with a California Fresh Reception, showcasing the bounty



of California's ag products and produce, sponsored by Zoetis.

Jan. 27 will start with a general session hosted by Robert Fraley, executive vice president and chief technology officer for Monsanto, who believes the challenge to feed a growing world population will take collaboration and a greater focus on maximizing the use of resources. Fraley will share his outlook and thoughts on how agriculture will meet those goals.

Following the general session and throughout the morning, attendees will have a choice of five key topic areas for hour-long breakout sessions. These breakouts will focus on cattle health, nutrition, hot industry topics, business development, production and how to seize future opportunities.

To register and secure housing for the 2016 Cattle Industry Convention and NCBA Trade Show, visit www.beefusa.org or email meetings@beef.org.

Follow the convention on Facebook and join the conversation on Twitter at #beefmeet.



Editor's Note: This article was compiled from press releases from NCBA.