

YBIC Is March 27-30

The 2008 Youth Beef Industry Congress (YBIC), titled "Focused on My Future," will take place March 27-30 at the Purina Research and Conference Center at Gray Summit, Mo. The conference is designed for the top young individuals in the beef industry and will be hosting between 150-200 students this year.

Purina Mills LLC recently announced a generous donation to the 2008 YBIC in the amount of \$20,000. In addition to this, Purina will be providing all conference facilities at no additional charge to the conference. Purina was also a major corporate sponsor to YBIC in 2000.



Aside from the educational tours of the Purina Research Farm, professionals of the agriculture industry will enlighten students

by giving helpful tips and insight on how to better themselves and their association. The speakers will provide conference attendees educational and motivational

tools needed to assist toward roles as future agricultural leaders.

The Youth Beef Industry Congress was created in the early 1980s from a concern voiced by the American Junior Hereford Association (AJHA) board of directors for the need to broaden young people's view of

the beef industry and to provide them with the background and motivation needed to assist them toward future leadership roles in the beef cattle industry.

With that goal in mind, 14 breed associations put their thoughts and ideas together and developed the first YBIC in December 1981 in Denver, Colo. The event was extremely successful, with participation from approximately 100 young adults representing 14 national beef breeds and two state cattle organizations.

YBIC strives to bring concerned youth together working in the interest of the beef cattle industry and to provide youth with further knowledge and understanding of all segments of the beef industry and how these segments are related to each other.

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