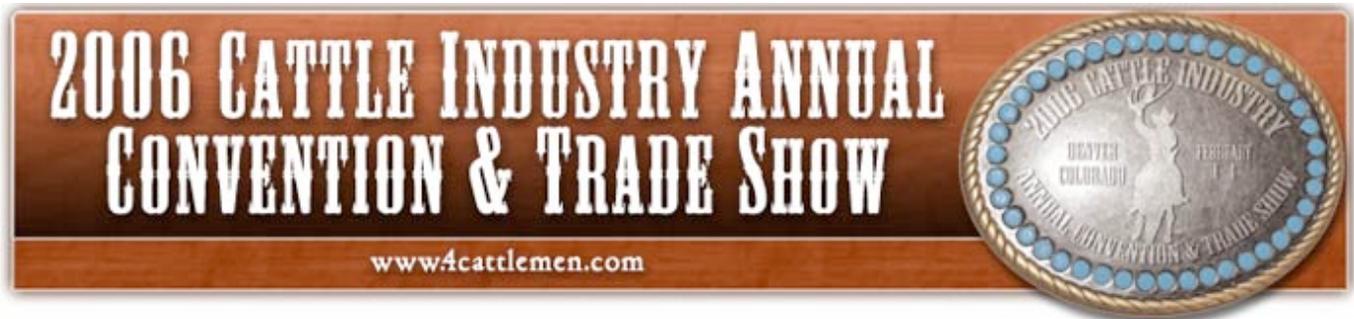


## Angus Productions Inc.'s coverage of the



# Cattlemen Gather in Denver

News release provided by the National Cattlemen's Beef Association

DENVER, CO (Feb. 1, 2006) — About 5000 cattle producers from across the nation are gathering at the Colorado Convention Center this week for the cattle industry's largest meeting, the Cattle Industry Annual Convention and Trade Show.

This convention marks the 10th anniversary of the National Cattlemen's Beef Association (NCBA), which was formed in 1996 through a merger of the National Cattlemen's Association and the National Live Stock and Meat Board. In addition to NCBA, the event is hosted by the Cattlemen's Beef Promotion and Research Board, American National CattleWomen Inc., the National Cattlemen's Foundation and Cattle-Fax.

Activities kicked off Wednesday with Cattlemen's College®, a full day of hands-on instruction and demonstrations. This year's Cattlemen's College®, sponsored by Pfizer Animal Health, was held at the National Western Complex. It featured a demonstration of low-stress cattle handling techniques, as well as breakout sessions on animal identification (ID), calf weaning strategies, feedlot performance, and Natural Resources Conservation Service Programs.

Cattlemen also attended the Cattle-Fax Outlook Seminar Wednesday, getting expert insights on trends driving the industry and the cattle market.

### Thursday sessions

Thursday's Opening General Session will feature Barry Asmus, one of the nation's most sought-after speakers on marketing and management techniques. This session will also feature the unveiling of the new Beef Industry Long-Range Plan, a road map designed to guide the growth and progress of the beef industry into the next decade.

The Long Range Plan will also be one of the topics featured in Thursday's Beef Industry Issues Forums. Other issues scheduled for discussion include the national animal movement database, the 2007 Farm Bill, instrument grading, and retail marketing strategies.

### Friday sessions

Friday's featured speaker will be U.S. Secretary of Agriculture Mike Johanns. Cattlemen look forward to hearing from Secretary Johanns on the upcoming Farm Bill, international trade, animal ID, and a host of other key issues.

"We are very pleased to have

---

*"I've never been more optimistic about the future of this industry, but success and profitability don't just happen."*

*— Jim McAdams  
2005 NCBA President*

---

Secretary Johanns on hand to address the convention and discuss issues important to cattlemen,” said Jim McAdams, a rancher from Adkins, Texas, and current NCBA president. “His appearance is a great addition to an already outstanding program.”

Friday also features committee meetings covering specific policy areas. Separate committees governing checkoff-funded programs will also receive program updates and progress reports.

The cattle industry’s largest trade show will be in full swing Thursday and Friday at the Colorado Convention Center’s exhibition hall. More than 280 exhibitors are on hand to showcase

the latest products and services.

### **Convention wrapup**

The convention concludes Saturday with meetings of the Cattlemen’s Beef Board and the NCBA Board of Directors.

McAdams said the U.S. cattle industry is coming off an exceptional year, but always looking for opportunities to grow and improve.

“I’ve never been more optimistic about the future of this industry, but success and profitability don’t just happen,” McAdams said.

“Cattlemen will continue to make every effort to refine and market our product, and meet the needs of our consumers.”



**Editor’s Note** This release is adapted from a news release distributed by the National Cattlemen’s Beef Association. For the original release, go to [www.beefusa.org](http://www.beefusa.org).