

2007 Cattle Industry Annual Convention & Trade Show

Coverage by Angus Productions Inc. — www.4cattlemen.com

Cattle Industry Annual Convention and Trade Show Kick Off in Nashville

by Joe Schuele

NASHVILLE, TENN. (Feb. 1, 2007) — More than 6,000 cattle producers from across the nation have descended on Nashville for the U.S. cattle industry's largest meeting, the Cattle Industry Annual Convention and NCBA Trade Show. The convention is hosted by the National Cattlemen's Beef Association (NCBA), the Cattlemen's Beef Board, American National CattleWomen, the National Cattlemen's Foundation and Cattle-Fax.

Wednesday's activities began with Cattlemen's College®, a full day of hands-on instruction and producer education. Sponsored by Pfizer Animal Health, this year's session is the most comprehensive Cattlemen's College® ever. It featured 18 breakout workshops, on a wide range of topics, including estate planning, low-stress cattle handling, conservation easements, the 2007 Farm Bill, calf weaning strategies and preconditioning, and improving genetics.

Wednesday afternoon, the cattle industry's largest trade show opened a four-day run, featuring more than 270 exhibitors. For the first time ever, the trade show will conclude on Saturday with a day that is free and open to the public.

Wednesday's general session will featured Kevin Freiberg, who will discussed unconventional business practices and how entrepreneurs can use unique strategies to gain a competitive edge. This session also provided a preview of NCBA's Cattlemen to Cattlemen, the new weekly television program that makes its debut Feb. 6 on RFD-TV.

Thursday is an information-packed day for cattlemen, beginning with the annual Cattle-Fax Outlook Seminar. Top experts from Cattle-Fax will discuss the cattle market outlook for 2007, including the effect of exports and rising feedgrain prices. Beef Industry Issues Forums will offer insights on animal identification (ID), natural and organic beef, the effect of ethanol and biofuels on the livestock industry, facts about foot-and-mouth disease (FMD), and recent task force recommendations for enhancing the Beef Checkoff Program.

Friday's keynote speaker will be U.S. Secretary of Agriculture Mike Johanns. Cattlemen look forward to hearing from Johanns on such issues as the upcoming Farm Bill debate and USDA's ongoing efforts to expand foreign market access for U.S. beef.

Friday features committee meetings in which NCBA members debate specific policy issues. Separate committees governing checkoff-funded programs will receive program updates and evaluate the progress this year's checkoff program goals. These committee meetings lay the groundwork for Saturday, when the convention concludes with meetings of the Cattlemen's Beef Board and the NCBA Board of Directors.

NCBA President Mike John, a cattleman from Huntsville, Mo., is pleased to conclude his term with one of the largest cattle industry conventions in recent memory.

"I'm glad to see so many cattlemen bringing energy and enthusiasm to the annual convention," John said. "It tells me

that despite some difficult challenges, U.S. cattlemen want to play an active role in shaping their business climate and take charge of their future."

Angus Productions Inc. (API) is providing real-time coverage of the event online at www.4cattlemen.com. Go to the newsroom to see highlights of the convention and trade show. Materials will continue to be added to the site over the next two weeks.

— adapted from release provided by NCBA



Editor's Note: This release is adapted from a news release distributed by the Cattlemen's Beef Promotion and Research Board. For the original release or for more information about the organization, click the "Press Releases" link at www.beefboard.org.



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