

2008 Cattle Industry Annual Convention & Trade Show

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Convention Set for Feb. 6-9

Issues forum, outlook seminar headline 2008 Cattle Industry Convention.

Press release provided by **National Cattlemen's Beef Association**

DENVER (Dec.13, 2007) — Cattlemen attending the 2008 Cattle Industry Annual Convention and Trade Show will hear in-depth discussions of several major issues affecting the profitability of their operation.

The convention will be Feb. 6-9 in Reno, Nev. The Beef Industry Issues Forums are scheduled for the morning of Thursday, Feb. 7. The theme of this year's forums — sponsored by Elanco Animal Health — is "Understanding the Business and Consumer Climate." Individual forum topics include:

- ▶ *Building Beef Value in Foodservice* will focus on a new line of beef value cuts designed to put more beef on restaurant menus. This new line of cuts will build on the success of the Flat Iron, Petite Tender and Ranch Steak, which now account for sales of about 174 million pounds per year.
- ▶ *Beefing up the World* identifies key issues affecting the U.S. beef industry's position in global trade. Demand for high-quality proteins is growing in many regions of the world. Is the United States in a position to take advantage of these new opportunities? Learn how growing economies can increase global demand for beef, how exchange rates are impacting trade, and which countries stand to challenge the United States' position as the world's leader in high-quality beef production.
- ▶ *The New Tactics of Anti-Beef Activists* will show cattlemen why anti-meat activism is not to be taken lightly. Activists have advanced well beyond protests and demonstrations, and now attack the beef industry through sophisticated lobbying efforts, economic pressure

on food retailers and restaurants, and spreading phony health, nutrition, and environmental information. In this session, cattlemen can hear the surprising truth about who is working to put them out of business, and how they can effectively speak out in response.

- ▶ *Beef Quality: Driving Consumer Demand* discusses the role beef quality plays in beef demand, and what technologies are being used to impact and measure this important trait. Learn more about the latest technologies that measure beef tenderness and quality, as well as those being used to enhance lean muscle growth.
- ▶ *The Tightening Grip of Government Environmental Action* discusses the attack on cattlemen's private property rights from the Clean Water Restoration Act. Participants will also receive updates on Environmental Protection Agency rules and regulations that can potentially impact their business.

Each forum will be one hour in length and will be repeated two additional times. This schedule allows each attendee to participate in three different sessions. Starting times will be 9:30 a.m., 10:40 a.m. and 11:50 a.m.


Cattle-Fax outlook

The Issues Forums will be immediately preceded by the Cattle-Fax Outlook Seminar, which is also an excellent opportunity for cattlemen to receive in-depth analysis on issues and market conditions that affect their bottom line. The seminar — sponsored by Purina Mills LLC and Pfizer Animal Health — will be held

Feb. 7 from 7:30 a.m. to 9:15 a.m.

Topics will include a detailed outlook for cattle and beef inventories and prices, the state of the cattle cycle and industry expansion, analysis of feedgrain supplies and prices, a long-term weather outlook, global trade opportunities, and a discussion of emerging beef industry issues and trends.

Admission to the Cattle-Fax Outlook Seminar is available to all convention attendees for a fee of \$30, and is free for all Cattle-Fax members. Admission is also free for all Cattlemen's College® registrants. More details will be announced soon on Cattlemen's College, a series of producer education workshops that will be Wednesday, Feb. 6, from 7:30 a.m. to 3:30 p.m.

A complete schedule for the 2008 Cattle Industry Convention and Trade Show, as well as registration and hotel information, is available at www.beefusa.org. 

Note: The National Cattlemen's Beef Association (NCBA) is the largest organization representing America's cattle industry. Initiated in 1898, NCBA is the industry leader in education, influencing public policy to improve producer profitability and in preserving the industry's heritage and future. Efforts are made possible through membership contributions. To join, contact NCBA at 1-866-BEEF-USA or membership@beef.org.

Cattle-Fax is a member-owned and member-directed market information, analysis, research and educational service organization, serving beef producers in all segments of the industry. A subsidiary, CF Resources, provides research services, educational programs and economic data for agri-business companies serving the beef industry.



Editor's Note: This release is adapted from a news release distributed by the National Cattlemen's Beef Association. For the original release or for more information about the organization, click the "NCBA & Policy News" link at www.beefusa.org/newsNewsroom.aspx.