

Marketing and Financial Planning for Sustainability

Dive into the essential strategies for ensuring sustainability in the beef industry through effective marketing and financial planning. This workshop is tailored for farmers, ranchers, and beef industry stakeholders who are looking to enhance their business practices, boost profitability, and promote sustainable beef production. Join us to learn how to effectively market your sustainable beef products and develop robust financial plans that ensure lasting success in the beef industry.

Reproductive Success

Join us for an in-depth workshop on Advanced Reproductive Technologies and calving, tailored specifically for beef cattle producers, veterinarians, and industry professionals. This session will focus on the latest innovations and best practices in reproductive management, offering practical insights to enhance herd productivity and health.

Better Nutrition for Sustainability - What do I feed my cattle?

Feeding cattle is more than just providing them with food; it's about ensuring they receive a balanced diet that promotes health, growth, and productivity. Understanding the dietary needs of cattle at different stages of their life cycle is crucial for achieving peak performance, maximizing beef production, and maintaining overall herd health. This workshop will explore nutritional requirements, forage quality, feed types and strategies, cost management and health considerations.

Advocacy Opportunities to Influence Sustainability

In this transformative workshop, we will delve into the intersection of advocacy and global perceptions of beef cattle production. Drawing on research from esteemed institutions like Auburn University and beyond, we'll explore the vital role of advocacy in shaping perceptions and driving positive change. Whether you're a seasoned professional or just beginning your journey, this workshop will empower you with the knowledge and tools to effectively communicate facts and stories about sustainability, environmental progress, economic contributions, and animal welfare within your community. Together, let's embark on a journey to advocate for a more sustainable future.

Local Processed Beef Options and Opportunities

Join us for an insightful workshop that delves into the world of locally processed beef, exploring the various options and opportunities available to farmers, processors, retailers, and consumers. This workshop is designed to provide a comprehensive understanding of the benefits, challenges, and potential of local beef processing in our community. Learn

about the variety of cuts and marketing strategies that can be used to maximize your profits in beef sales.

Herd Health

The herd health workshop is designed to help livestock producers understand best practices in maintaining and improving livestock herds, particularly cattle. A veterinary professional will discuss identifying and treating common diseases found in cattle herds, reproductive management, nutrition, record-keeping and low input health management practices.