



# Alabama Beef Cattle Conference

OCTOBER 3-4, 2024



AUBURN  
ANIMAL SCIENCES

2024

# Alabama Beef Cattle Conference

## Thursday, October 3rd

6:00 – 8:00 p.m.

### Networking Reception

Join us for dinner and networking with fellow beef cattle enthusiasts.

**Guest Speaker: Dr. Tony Frasier and Emma Mulvaney**

### Lazenby Farms

11546 Society Hill Rd, Auburn, AL 36830

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## Friday, October 4th

### MORNING SESSION

8:00 - 9:00 a.m.

### Keynote Presenter: Frank Mitloehner

What do beef producers and advocates need to know about beef sustainability?

### Student Center

9:00 - 9:30 a.m.

### Chandler Mulvaney, *Director of Grassroots Advocacy and Spokesperson*

*Development, NCBA*  
Perceptions of Beef – What Consumers Are Saying?”



### Keynote Presenter: Frank Mitloehner

Dr. Frank Mitloehner is a professor and air quality specialist in cooperative extension in the Department of Animal Science at UC Davis. As such, he shares his knowledge and research, both domestically and abroad, with students, scientists, farmers and ranchers, policy makers, and the public at large. Frank is also director of the CLEAR Center, which has two cores – research and communications. The CLEAR Center brings clarity to the intersection of animal agriculture and the environment, helping our global community understand the environmental and human health impacts of livestock, so we can make informed decisions about the foods we eat and while reducing environmental impacts.

Frank is committed to making a difference for generations to come. As part of his position with UC Davis and Cooperative Extension, he collaborates with the animal agriculture sector to create better efficiencies and mitigate pollutants. He is passionate about understanding and mitigating air emissions from livestock operations, as well as studying the implications

of these emissions on the health of farm workers and neighboring communities. In addition, he is focusing on the food production challenge that will become a global issue as the world’s population grows to nearly 10 billion by 2050.

Frank received a Master of Science degree in animal science and agricultural engineering from the University of Leipzig, Germany, and a doctoral degree in animal science from Texas Tech University. Frank was recruited by UC Davis in 2002, to fill its first-ever position focusing on the relationship between livestock and air quality.

**MORNING SESSION CONT.****9:30 - 10:00 a.m.****5 Minute Theses Presentations**

Department theses of beef sustainability research

**Audrey Craner**

Livestock Genomics & Bioinformatics

**Brooke Newell**

Reproductive Biology

**Ella Johnson**

Veracis Animal Sciences Communications Research Program

**Cody Brown**

Livestock Genomics & Bioinformatics

**Ashlyn Hurst**

Beef-Forage Nutrition

**Isabella Gafanha**

Meat Science & Microbiology

**10:00 - 11:00 a.m.****Guest Presenter: David Dayhoff**

Drivers of sustainability and implications for the business case change.

**11:00 a.m. - 12:00 p.m.****Facilitated Discussion of Beef Community Panelists****Randa Starnes**

Tennessee River Music

**Eric Smith**

Xtra Ranch

**Chuch Madaris**

CK Cattle Co

**John Harrell**

Highlander Ranch

**Student Center****Guest Presenter: David Dayhoff**

David Dayhoff is the North American Director of Sustainability & Precision Services for dsm-firmenich Animal Nutrition & Health. He represents the company on sustainability matters with customers, partners and industry associations, as well as helping lead business development of digital and precision nutrition technologies including Verax and Sustell.

Prior to joining DSM in Dec 2021, David worked over a decade for a series of corporate-funded non-profit organizations focused on various social responsibility aspects of the food and agriculture systems in the USA and internationally, following almost 15 years with Cargill, Incorporated in various agribusiness roles. He began his career in Washington, DC working in the US Senate, including on the Senate Agriculture Committee. He has a Master's Degree in International Affairs from Johns Hopkins University and a Bachelor's in Spanish & Portuguese from Princeton University.

Originally from Indiana, he resides in Minnetonka, Minnesota with his wife and two children.

**BREAK FOR LUNCH**

12:00n - 1:00 p.m.

Lunch provided by  
Graduate Learning  
Community



**AFTERNOON SESSION**

1:00 - 2:30 p.m.

**Workshop options:**  
*\*more information can be  
found online*

**Beef Unit**  
500 Shug Jordan  
Pkwy, Auburn, AL  
36832

- **Marketing and Financial Planning for Sustainability**  
Dr. Kelli Russell  
*Assistant Extension Professor*  
Dr. Adam Radbinowitz  
*Associate Professor & Extension Specialist*
- **Reproductive Success – Heifer Retention**  
Dr. Jessica Rush  
*DVM*
- **Better Nutrition for Sustainability**  
Dr. Brandon Smith  
*Assistant Professor*  
Dr. Leanne Dillard  
*Associate Professor & Extension Specialist*  
Dr. Kim Mullenix  
*Professor and Department Head*

2:30 - 4:00 p.m.

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- **Herd Health**  
Dr. Misty Edmondson  
*DVM*
- **Local Processed Beef Options and Opportunities**  
Barney Wilborn  
*Associate Director of the Auburn University Lambert-Powell Meats Lab*
- **Advocacy Opportunities to influence Sustainability**  
Dr. Donald Mulvaney,  
*Associate Professor*  
Chandler Mulvaney  
*Director of Grassroots Advocacy and Spokesperson Development, NCBA*



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