

WSU/UI BEEF 300

WSU/UI Beef is a three-day intensive hands-on program designed for progressive individuals interested in expanding their knowledge of the total beef industry. This program utilizes a comprehensive educational approach involving individuals from all segments of the beef industry from pasture to plate. The program is a mixture of lectures, presentations, demonstrations, and group hands-on work.

The course will feature nationally and regionally recognized speakers. The featured speaker for the 2014 class will be Dr. John Unruh from Kansas State University. Dr. Unruh grew up on a diversified livestock and row-crop ranch in Central Washington and is now the Chair of the Food Science Undergraduate program with KSU Animal Science Department. Dr. Unruh focuses his research, teaching and extension work on animal production and meat quality.

Due to the intensive hands-on nature of the program, registration is limited to 32 participants on first-paid, first registered basis. The classes have been recognized by industry leaders and producers as highly educational program for producers and industry stakeholders of all sizes and market types.

WSU/UI BEEF 300

A three-day hands-on short-course designed for progressive individuals involved in the cattle industry.

Topics Include:

- Live Animal Evaluation
- Grid Pricing and Marketing
- Nutrition for Feeding Beef Cattle
- Carcass Evaluation & Meat Quality
- Measuring and Influencing Muscle Quality and Tenderness
- Carcass and Retail Meat Fabrication
- Adding Value to Beef at the Ranch or through Marketing of Beef Products
- Food Safety
- Beef Wine/Beer Pairings

Who Should Attend:

- Cow/Calf Producers
- Stockers
- Cattle Feeders
- Beef Processors
- Beef Retailers & Chefs
- Veterinarians
- Agriculture Educators
- Agency Representatives
- Niche Marketers

LOCATION:

WSU Department of Animal Sciences:

Classes and activities will take place at various locations on the WSU Pullman Campus. Complete agenda with classroom assignments will be sent to registered participants prior to the event.

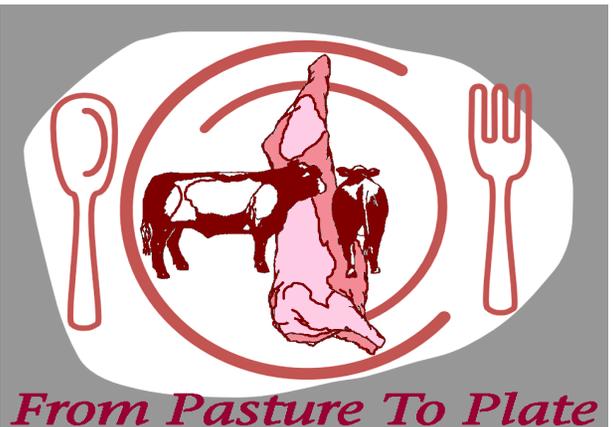
Lodging: Hotel accommodations will be the responsibility of the participants.

BEEF 300

“Learning to produce consistent, high-quality, wholesome beef from pasture to plate”

May 20-22 2014

Pullman, WA



WASHINGTON STATE UNIVERSITY
EXTENSION

University of Idaho

Sponsored By:

- University of Idaho Department of Animal and Veterinary Sciences
- Washington State University Extension and Department of Animal Sciences

BEEF 300

May 20-22, 2014

Objectives

- Provide hands-on training regarding factors that influence the prices received for cattle and beef products marketed through various outlets.
- Provide an overview of management, nutritional and genetic factors contributing to muscle quality attributes.
- Increase understanding of the links in the production chain from farm to table and their interdependence.
- Increase understanding of meat quality and marketing enabling participants to make informed decisions to improve profitability, competitiveness and wholesomeness of the food products they are producing.



For More Information: Contact Jan Busboom, WSU Meat Extension Specialist, busboom@wsu.edu or 509-335-2880 or Sarah M. Smith, WSU Grant/Adams Extension, smithsm@wsu.edu, or call 509-754-2011, Ext. 413.



Program Outline

Participants will receive over 24 hours of hands-on instruction addressing production, processing, distribution and merchandizing practices that affect consistency, quality, palatability and wholesomeness of beef products. This hands-on program will enhance your understanding of the many factors affecting marketability of cattle and demand for beef.

Day One: May 20 9:30 AM– 8:30 PM

- Live Animal Evaluation Principles
- Grid Pricing
- Ultrasound Evaluation
- Beef Harvest
- Eating Quality Attributes of Beef
- Adding Value To Beef

Day Two: May 21 TIME 8:00 AM-8:00 PM

- Beef Carcass Grading
- Carcass Fabrication
- Feeding and Managing Cattle for Quality
- Merchandizing and Preparation of Beef

Day THREE: May 22 8:00 AM—2:30 PM

- Farm to Table Food Safety
- Selection Tools for Quality and Value
- Tools to Measure Quality and Palatability
- Review Live, Carcass, and Retail Values & Sensory Panel Results

Register NOW to hold your spot!!

Registration includes educational notebook, meals, wine pairing and numerous additional resource material. Cost is only \$200 per person if registered by May 6. Only 32 spots available—register early!

To register with a credit card, visit www.BrownPaperTickets.com and enter event number 632882

To register by check, fill out form and mail in.

BEEF 300

Registration

If paying by check, please return this form with registration fee by May 6, 2014 to:

WSU Grant/Adams Extension
PO Box 37
Ephrata, WA 98823

(Make checks payable to Washington State University)

Name(s): _____

Farm/Company: _____

Address: _____

City, ST Zip: _____

Daytime Phone: (____) _____

Email: _____

Check all that apply: Cow/Calf Feeder
 Seedstock Educator Niche Market
 Other _____

Registration fee per person includes seminar, notebook, lunch & dinner and wine pairing .

Early Bird Registration, only, \$200/person.... \$_____

Late Fee, postmarked after 5/06, \$250 \$_____

Total amount enclosed \$_____

** Registration is limited to the first 32 participants and will be available on a first-pay, first-serve. Register early to save your spot!!

Persons with a disability requiring special accommodations while participating in this program may call WSU Grant/Adams Extension, 509-754-2011, Ext. 413, or email: smithsm@wsu.edu. If accommodation is not requested at least five days in advance, we cannot guarantee availability of the accommodation.

WSU Extension programs and employment are available to all without discrimination. Evidence of noncompliance may be reported through your local WSU Extension Office.