

FOR IMMEDIATE RELEASE

April 28, 2010

Colorado State University to Host “Beef University” June 3-4, 2010

FORT COLLINS - Colorado State University will be offering a “Beef University” hands-on workshop on June 3-4, 2010 at CSU’s ARDEC facility, located north of Fort Collins. This day and a half workshop will educate cattle producers about topics including beef quality, cattle production and handling, consumer demand, and methods to increase profitability. Beef University at CSU has become recognized as a key outreach program to help cattle producers improve production practices that influence the safety, wholesomeness, and quality of the products they produce.

The event will begin on the evening of June 3 with a keynote speaker, meal, and interactive discussion with a consumer panel. The following day will include 4 interactive workshops where participants will be divided into smaller groups and rotated through stations. Workshop topics will include animal handling with live cattle, fabrication of actual carcasses, specific methods to add value to beef, and consumer perceptions about animal welfare. The program will conclude with tours of 2 well known beef industry enterprises, including the JBS S.A. beef packing plant in Greeley and the Five Rivers Cattle Feedyard in Kersey.

This one-of-a-kind workshop will enable attendees to interact directly with industry experts. In addition to learning from CSU faculty in the areas of meat science, beef quality assurance, and cattle production, additional featured speakers will include Dr. Tom Noffsinger, Veterinarian and animal handling consultant, Dr. Tom Field, Director of Producer Education for the National Cattlemen’s Beef Association, LeAnn Saunders, President of IMI Global, and Dave Zino, Executive Director NCBA Culinary Center. CSU’s own Dr. Temple Grandin, world renowned animal well-being expert, will serve as a special guest on the opening night of the event.

Beef University will begin at 5 pm on June 3 and include an evening program from 5:30 to 8:30 pm, followed by events on June 4 from 7:30 am until 6:00 pm. A reduced pre-registration fee of \$50 is available for all attendees that RSVP by May 24 to Dale Woerner at CSU at Dale.Woerner@colostate.edu or 970-491-7615. The fee will include all meals and transportation for tours. A block of hotel rooms is available for \$59 per night by contacting the Days Inn in Wellington, CO (970-568-0444) and mentioning CSU Beef University.