

CSU Beef University 2010: Beginning with the End in Mind

Colorado State University - ARDEC

June 3-4, 2010

June 3rd

- 5:00 – 5:30 PM Registration
- 5:30 PM Beef Quality Assurance: Beginning with the End in Mind
--- Travis Hoffman, Colorado BQA Coordinator
- 6:00 PM Beef & Today's Consumer
--- Chef Dave Zino, National Cattlemen's Beef Association
- 6:30 PM Beef Dinner
- 7:00 PM Dinner Discussion
- 7:15 PM Consumer Panel
--- Moderated by Dr. Tom Field, NCBA Director of Producer Education & Chef Dave Zino, National Cattlemen's Beef Association
- 8:00 PM After-Dinner Speaker: Dr. Temple Grandin
- 8:30 PM Adjourn

June 4th

- 7:30 – 8 AM Breakfast at ARDEC
- | | <u>Block A</u> | <u>Block B</u> |
|------------------|---|---------------------------------|
| 8:00 AM | Animal Handling Demonstration/ | Carcass Fabrication Demo |
| 9:00 AM | Carcass Fabrication Demo | / Animal Handling Demonstration |
| 10:00 – 10:15 AM | Break | |
| 10:15 AM | Telling the Story of Beef | / Animal Well-Being & Society |
| 11:15 AM | Animal Well-Being & Society | / Telling the Story of Beef |
| 12:30 PM | Lunch – Load Tour Bus | |
| 1:30 – 3:00 PM | Tour JBS Packing Plant, Greeley, Colorado | |
| 3:30 – 5:00 PM | Tour Five Rivers Cattle Feeding – Kuner Feedlot, Kersey, Colorado | |
| 6:00 PM | Arrive back at CSU-ARDEC – Adjourn | |

Animal Handling Demonstration conducted by Dr. Tom Noffsinger, Animal Handling Consultant / Veterinarian & Dr. Jason Ahola, CSU Beef Seedstock Specialist

Carcass Fabrication Demonstration conducted by Dr. Dale Woerner, CSU Meat Scientist

Telling the Story of Beef conducted by Leann Saunders, President of IMI Global

Animal Well-Being & Society conducted by Dr. Tom Field, National Cattlemen's Beef Association, Director of Producer Education & Travis Hoffman, Colorado BQA Coordinator