



Chico State Beef Symposium



Registration: \$20/person, \$15/student

Friday, February 19, 2016 – YCA/YCC Tour

YCA/YCC members will tour Shasta Livestock Auction Yard, Cottonwood Vet Clinic, Tom Bengard Ranches, and join Butte County Cattlemen's for dinner.

- \$30/student (includes symposium registration)
- Limited to first 40 students, deadline: February 10th!
- Leave CSU, Chico University Farm @ 7am

Saturday, February 20, 2016

8:00 am – Registration

8:45 am – Welcoming remarks

9:00 am – Dr. John Paterson, NCBA - **Perception vs.**

reality: What are consumer perceptions about beef producers vs. what really happens on the ranch?

9:45 am – Judicious Use of Antibiotics Panel

- Dr. Mike Karle, Mid-Valley Vet Clinic
- Dr. Dennis Wilson, CDFA
- Dr. Dave Daley, CSU, Chico & CCA

11:00 am – Dr. Ken Tate, UC Davis - *Rangeland Water Policy*

11:45 am – CCA legislative update

12:00 pm – Tri-tip lunch, silent and live auction

Saturday, February 20, 2016, cont.

1:15 – 3:30 pm – Breakout workshops:

1. Range cattle nutrition
 - Leslie Roche, UCCE Specialist in Rangeland Mgt
 - Ken Tate, UC Davis Rustici Endowed Chair
 - Kasey DeAtley, CSU, Chico – College of Ag
 - Patrick Doyle, CSU, Chico – College of Ag.
2. Beef Quality Assurance certification –
 - Jill Scofield, California Beef Council
 - Jim Oltjen, UCCE Animal Management Specialist
3. Making Social Media Work for you
 - Malorie Bankhead, CCA Director of Communications
 - Brooke Helsel, Meet Your Beef Blogger
 - Colleen Cecil, Butte County Farm Bureau
 - Jesse Larios, Manager Foster Feed Yard (Brawley, CA)
4. Carcass Fabrication and new product development
 - Michael Chao, PhD, CSU, Chico – College of Ag.
 - James Richards, CSU, Chico Meats Lab Manager

Bring your branding iron to help us put the finishing touches on an auction item!



For more information:

Facebook: <https://www.facebook.com/events/1794399914121001/>
Website: <http://www.csuchico.edu/ag/events/beef-symposium.shtml>