

Cattlemen's Update

April 17, 2024

Historic Taylorsville Hall, 4322 Main St,
Taylorsville, CA



10:00 am Plumas-Sierra Cattlemen's Board of Directors Meeting

All welcome to join the Board meeting to get updates on local events, scholarship award program and key issues in the region.



11:30 am UC Cooperative Extension Update – Tracy Schohr, Plumas, Sierra & Butte Livestock and Natural Resources Advisor

Learn about UCCE research and extension focused on water, agribusiness management, along with livestock production and sustainable land management.



Tacos

NOON
Complimentary TACO BAR LUNCH
hosted by Plumas-Sierra Cattlemen



12:30 pm Hot Topics in the California Beef Industry & CCA Working for YOU – Rick Roberti, CCA 1st Vice President and Kirk Wilbur, VP of Government Affairs

Hear about CCA's work to promote a more favorable business environment for California Cattlemen at the state capitol and regulatory agencies throughout the state as well as on federal issues in Washington, D.C.



1:30 pm California Cattle Council Update - Justin Oldfield, Executive Director

Hear about the Council's investment in critical projects benefiting all of California's cattle sectors through advocacy, education, and research.

PLEASE RSVP - ucanr.edu/pscattlemen

