

CAL POLY BEEF FIELD DAY

Saturday, October 3rd

The Program

This year's theme is "Surviving in Tough Times". The morning program will focus on how producers can cut costs while improving profitability of their operation. The afternoon program will include a panel discussion of successful cattle producers that have done a profitable job at "Surviving in these Tough Times".

Sponsors

Cal Poly State University, San Luis Obispo
California Beef Cattle Improvement Association
California Cattlemen's Association

Special thanks to the:

BBQ Crew-
SLO County Cattlemen's Association
Dr. Bob Delmore, Mark Klever and Wendy Hall
Trade Show Participants

Location

Cal Poly Beef Center- See Map Provided

Questions

Contact: Mike Hall,
Animal Science Department
805-756-2685 or mhall@calpoly.edu

Cal Poly Field Day Registration Form

List number attending for pre-registration....

	No.	Pre-Registration	At the Door
Full Package			
● Field Day, Lunch & Dinner	___	\$45	\$70
Individual Programs			
● Field Day and lunch	___	\$35	\$45
● Field Day and lunch (student)	___	\$25	\$35
● Dinner only	___	\$25	\$30

Deadline for pre-registration is September 29.

Name _____

Ranch Name _____

Address _____

City _____ State _____ Zip _____

Phone # (_____) _____

Make check payable to: Cal Poly Corporation

Enclosed is \$ _____ for number attending as indicated.

Return to:
Mike Hall
Animal Science Department
Cal Poly
San Luis Obispo, CA 93407

Field Day Program

Saturday, October 3rd



- 7:00 a.m. **Registration & Trade Show**
Cal Poly Beef Center
Refreshments will be served, so come visit with our sponsors and hear more about their new products.
- 8:00 a.m. **Introduction and Program Overview**
Dr. Jonathon Beckett, Beckett Consulting
Welcome
Dr. Andrew Thulin, Department Head
Animal Science Department
John Toledo, President
California Beef Cattle Improvement Association
- 8:20 a.m. **Update from CCA**
Kevin Kester, First Vice-President
California Cattlemen's Association

Kevin will give an update of current issues in Sacramento and Washington that will affect cattlemen.
- 8:45 a.m. **Past, Present and Future in Cattle Production**
Dan McCarty, Marketing Specialist
National Cattlemen's Beef Association

Dan will give us an update on the current status of the cattle industry and shed some light on what can be expected in the future for producers. He will explain how one can become a "low cost - high return producer" so they can better survive these tough times and in the future.
- 10:00 a.m. **Balancing Productivity and Quality in Tough Times**
Dr. Brad Johnson, Meat Specialist
Texas Tech University

Cow size will affect production costs where bigger is not usually better in the cow herd. Brad will discuss present research data that will explain how producers can cut costs and increase profit through moderating cow size while enhancing carcass quality traits.

10:30 a.m. **COFFEE BREAK (10:30-11:00)**

11:00 a.m. **Reproductive Efficiency and Profitability**
Dr. Richard Linhart, Technical Veterinarian
Pfizer Animal Health

Reproduction is the most important trait in a beef cow herd. Dr. Linhart will explain how producers can capture more dollars by addressing this production trait in the cowherd.

11:30 a.m. **Managing Annual Rangelands During Drought**
Dr. Marc Horney, Range Specialist
Cal Poly State University

Marc will discuss ranch planning & preparation for drought conditions, managing rangelands to preserve their capacity to recover following drought, and minimizing weed intrusion and other problems affecting long-term quality and productivity during these periods

12:00 p.m. **LUNCH**

1-2:30 p.m. **Panel Discussion**

While the beef industry is facing many challenges such as rising costs, environmental regulations, and a depressed economy, there are many opportunities to cut costs and add value to the bottom line. Highlighting our field day program we have assembled cattlemen representing different segments of the commercial cow/calf industry that have been successful cutting costs and increasing value of their product. This will be a great opportunity for the audience to hear about their operations and ask questions from these successful cattlemen.

Dan McCarty- Moderator
Pat Molnar, Cayucos
John Hammon, Exeter
Jerry Williams, Buellton
Mike Massey, Parkfield

2:30 p.m. **ADJOURN TO "BULL SESSION"**
Time to visit trade show exhibits, view and evaluate the test bulls.

6:15 p.m. **Attitude Adjustment** (price included with dinner ticket)

7:00 p.m. **Ranch Barbecue - Cal Poly Beef Center**
Following dinner will be an Auction of Western Treasures to support our Collegiate Cattlemen's Assn. & Block & Bridle Clubs

*Please join us for a fun-filled evening and a famous
"Central Coast" Ranch Barbecue*

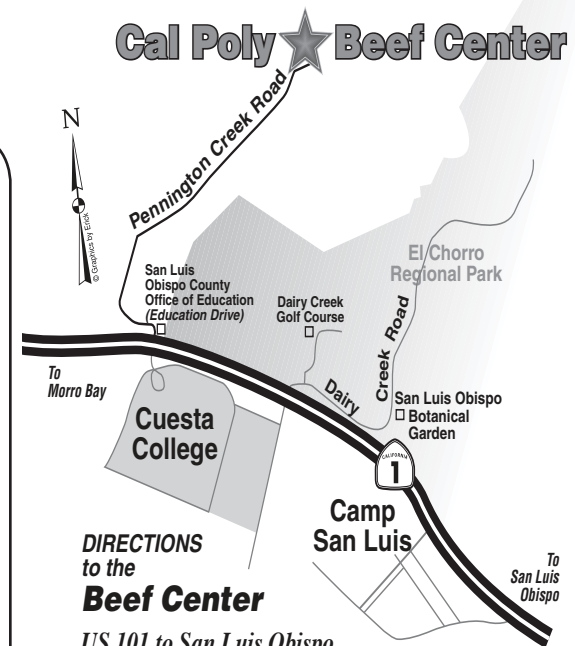


**Recommended
Lodging Locations**

Holiday Inn Express
1800 Monterey
San Luis Obispo, CA
(805) 544-8600

Sands Motel
1930 Monterey
San Luis Obispo, CA
(800) 441-4657
(805) 544-0500

La Cuesta Motor Inn
2074 Monterey
San Luis Obispo, CA
(805) 543-2777



**DIRECTIONS
to the
Beef Center**

US 101 to San Luis Obispo...

Exit US 101 at Santa Rosa St. (Hwy. 1); head north toward Morro Bay. Continue past Cal Poly, the California Mens Colony and Camp San Luis Obispo. At the second entrance to Cuesta College, turn right onto Education Drive. Follow road around the County Office of Education to where it turns into Pennington Creed Road. Go straight back over bridge to the brand new Cal Poly Beef Center.

**53rd Annual Cal Poly
All-Breed**

Performance Bull Sale

October 4th, 1:00 p.m.
Beef Center, Cal Poly



90 of the top performing yearling
bulls from the 168 bulls entered in
our 2009 Test will be sold.

Cal Poly



Bull Test

***SURVIVING IN
TOUGH TIMES***

You are invited to attend the

**CAL POLY BEEF
FIELD DAY**

Saturday

October 3, 2009

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Animal Science Department
Cal Poly
San Luis Obispo, CA 93407