

# CAL POLY BEEF FIELD DAY Saturday, October 4th

## The Program

This year's theme is **Marketing Opportunities** for commercial cow/calf operators. The morning program will focus on how producers can make management decisions to improve their marketing efforts and increase the value of their products. This seminar will include a panel discussion of industry experts from various marketing channels. Following lunch, the afternoon's session will provide a venue to become BQA certified through the new CCA program. Don't miss this great opportunity to learn from top professionals on how you can improve your marketing strategies!

## Sponsors

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

## Special thanks to the:

Our BBQ Crew-  
Dr. Bob Delmore, Wendy Hall, Mark Klever, Randy Gauld  
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, BQA, Lunch & Dinner \_\_\_\_\_ \$45 \$70

### Individual Programs

- Field Day, BQA and lunch \_\_\_\_\_ \$35 \$45
- Field Day and lunch (student) \_\_\_\_\_ \$25 \$35
- Dinner only \_\_\_\_\_ \$25 \$30
- BQA Program only \_\_\_\_\_ \$25 \$25
- BQA Program only (student) \_\_\_\_\_ \$15 \$15

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 4th



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**

John Toledo, President

California Beef Cattle Improvement Association

8:20 a.m. **Update from CCA**

Kevin Kester, Second Vice-President

California Cattlemen's Association

*Kevin will give an update of current issues in Sacramento and Washington that will affect cattlemen, including the latest requirements with mCOOL.*

8:45 a.m. **Age and Source Verified Program**

Mike Sulpizio

Feedyard Manager, McElhaney Cattle Company

*Mike works as feedyard manager at McElhaney Cattle Company in Wellton, AZ, one of the largest feedyards in the country. Because of the export market, McElhaney has aggressively pursued gaining ASV premiums for their cattle that they market through National Beef in Brawley, CA.*

9:15 a.m. **The Value of a Good Preconditioning Program**

Joe Campbell, DVM

Technical Services Veterinarian, Boehringer-Ingelheim

*One sure way to add value to your calves is employing an effective, proactive preconditioning program. Preconditioning calves adds pounds, enhances feed efficiency, but most importantly reduces morbidity and mortality. Establishing a comprehensive preconditioning program should be one of the lynchpins of your operation.*

9:45 a.m. **Natural Programs**

Dr. Lynn Delmore

Cal Poly State University, San Luis Obispo

Until recently, the USDA has not developed language describing what constitutes "natural", at least for producers. Dr. Delmore will update producers on the proposed requirements to qualify for the new label, and what differentiates "naturally raised" from "organic".

10:15 a.m. **COFFEE BREAK (10:15-10:45)**

10:45 a.m. **Panel Discussion**

While the beef industry is facing many challenges such as rising feed costs, environmental regulations, and a stagnant economy, there are many opportunities to add value to the bottom line through marketing alternatives. Highlighting our field day program we have assembled industry experts representing all marketing avenues for today's beef producers, who will discuss the many ways that producers can capitalize on the marketing opportunities available to them.

**Dr. Jonathon Beckett** - Moderator

**Dick Nock**

Templeton Livestock Market

**Jim Warren**

101 Livestock Market

**Mike Smith**

Harris Feeding Company

**Lee Pitts**

Western Video Market

12:15 p.m. **LUNCH**

1:30 p.m. **CCA Beef Quality Assurance Program,**  
Stevie Ipson, Dr. John Evans, Dr. Jim Oltjen & Dr. John Maas

*The California Cattlemen's Association, in partnership with the University of California, has recently unveiled the new California Cow-Calf Beef Quality Assurance manual and program. Included in the program will be the Western Region BQA curriculum, which consists of proper animal handling, care, health, nutrition and transportation information. In addition to receiving a BQA manual, attendees will also learn about the USDA's National Animal Identification System from a representative of the CDFA. A test will also be administered as a requirement of BQA certification in both California and the Western Region Alliance. Participants will be issued a BQA certification number which is valid for three years.*

3:30 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: Collegiate Cattlemen's Assn. & Livestock Judging Team

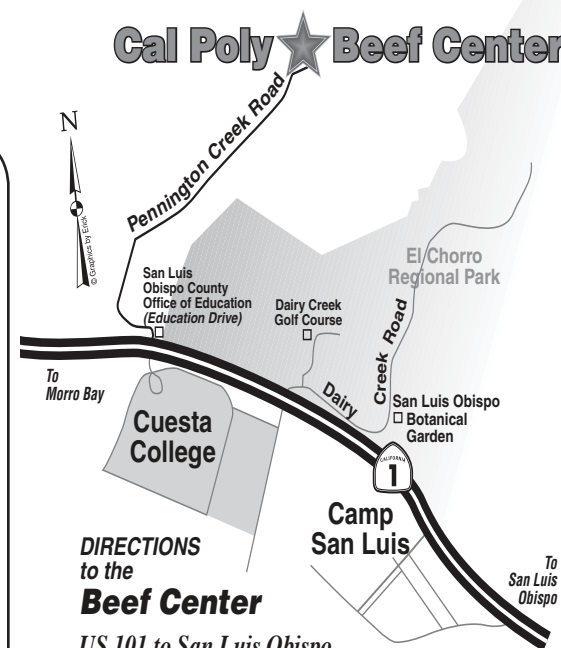
*Please join us for a fun-filled evening and a famous  
"Central Coast" Ranch Barbecue*

**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.

**52nd Annual Cal Poly  
All-Breed**

**Performance Bull Sale**

October 5th, 1:00 p.m.  
Beef Center, Cal Poly



90 of the top performing yearling  
bulls from the 172 bulls entered in  
our 2008 Test will be sold.

*Cal Poly*  
 **Bull Test**  
***MARKETING  
OPPORTUNITIES  
& CCA - BQA  
PROGRAM***

*You are invited to attend the*

**CAL POLY BEEF  
FIELD DAY**

**Saturday**

**October 4, 2008**

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Animal Science Department  
Cal Poly  
San Luis Obispo, CA 93407