

EVENT ALERT

Cattle rancher educational program returns virtually for 2021

February 3, 2021

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Cattle producers from Florida and beyond are invited to attend the annual Northwest Florida Beef Cattle Conference. Although the free conference is hosted by the UF/IFAS Extension agriculture team in the Panhandle, the transition to a virtual format means that travel will not limit attendees.

For the past 35 years, the cattle rancher educational program has included a trade show of business and organizations that serve the cattle industry in Northwest Florida, Southeast Alabama and Southwest Georgia. Due to COVID-19, the usual in-person cattle producer meeting was shifted to a virtual format, including speakers, brief updates from cattle and forage researchers and a question-and-answer period at the end.

WHAT: 2021 Northwest Florida Beef Cattle Conference, “Moving Forward from Disruption.”

WHEN: Feb. 10 at 7:30-9:30 a.m. Central time / 8:30-10:30 a.m. Eastern time.

WHERE: Live on Zoom; Register now at tinyurl.com/NWFLBeefConf to receive the access information.

WHO: Cattle producers in Northwest Florida, Southeast Alabama and Southwest Georgia may be particularly interested, but other interested parties are also welcome to register and attend.

Speakers and topics will include:

- **Chris Prevatt**, UF/IFAS livestock and forage Extension economist, will present the Cattle Market Outlook for 2021 and Beyond.
- **Glenn Selk**, emeritus beef Extension specialist from Oklahoma State University, will provide the keynote presentation, “Cornerstone Concepts for Cow Herd Sustainability,” detailing the foundation for profitable commercial cow-calf operations.
- An overview of the most significant research breakthroughs in cattle and forage agronomy research in North Florida.

COST: Free

MORE INFORMATION: nwdistrict.ifas.ufl.edu/phag/2021/01/08/2021-virtual-northwest-florida-beef-cattle-conference-webinar-february-10. Or contact Doug Mayo, UF/IFAS Extension Jackson County, 850-482-9620 or demayo@ufl.edu.

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