

27th Annual
Northwest Florida



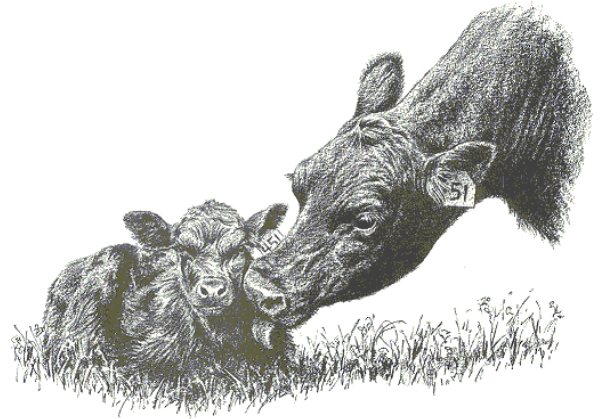
Beef Conference & Trade Show

Wednesday, February 22, 2012

\$5 per person Registration Fee

Jackson County Extension
Ag Conference Center

2741 Pennsylvania Ave, Marianna, FL - 850-482-9620



2012 Focus: Making the Most of New Opportunities

Schedule of Events:

7:30 – Trade Show & Registration Opens

8:15 – Welcome

8:30 – 2012 Cattle Market Outlook

Walt Prevatt, Livestock Economist, Auburn University

9:15 - Marketing Options to Improve Income Opportunity

Kevan Tucker, Clarke County AL Extension Coordinator

9:45 - Trade Show Exhibitor Introductions

10:00 – Trade Show Break

10:30 - Managing Cow-Calf Costs

(Lowering Your Unit Cost of Production- UCOP)

Walt Prevatt, Livestock Economist, Auburn University

11:15 – Optimizing Nutritional Management of the Herd

Nicolas DiLorenzo, UF Beef Nutrition Specialist, NFREC Marianna

11:45 – Optimizing Herd Performance

Doug Mayo, Jackson County Extension Director

12:15 – Grilled Steak Lunch *(Special Thanks to Jackson County Cattlemen's Association)*

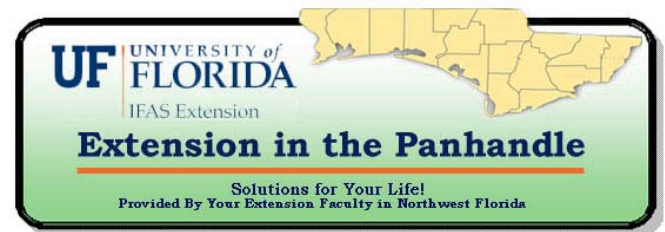
1:00 – 1:30 Trade Show Open

2:00 – 3:00 Cool Season Forage Variety Tour at the North Florida Research and Education Center Agronomy Unit with Ann Blount, UF Forage Breeder



Trade Show Exhibitors from Previous Conference

Alltech	Erika Scharnagl
Barber Fertilizer	Donald Barber
Dow AgroSciences	Al Wright
Farm Credit of NW Florida	Stephen Roach & Emily Lowe
Fuller Supply Company	Sam Gentry
Ivey's Outdoor & Farm Supply	Kenny Sikes
Intervet Animal Health	Josh Churchwell & Greg Woodard
Novartis	Steve Coop
NRCS	Andy Hopkins
Pfizer Animal Health	Billy Arrighi
Southeast Cattle Advisor	Cliff Lamb
Southern Silage Supply	James Waite
Stay-Tuff Fencing	Micheal Taylor
Sweet Pro	George Fisher & Jerry Shoop
USDA Farm Service Agency	Birdie Perkins
W.B. Fleming Company	William Scott



2012 Sponsoring Extension Agents

Jed Dillard - Jefferson County
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2012 Sponsoring Specialists

Cliff Lamb - UF/IFAS NFREC Beef Reproduction
Ann Blount - UF/IFAS NFREC Forage Breeder
Nicholas DiLorenzo - UF/IFAS NFREC Beef Nutrition

2012 Guest Speakers

Walt Prevatt - Beef Economist, Auburn University
Kevan Tucker, Clarke Co. Extension Coordinator