

Registration Form

CSU Beef University
May 17-18, 2012

Name: _____

Name: _____

Name: _____

Company: _____

Billing address: _____

City/State/Zip: _____

Phone: _____

Email: _____

Number of people attending: _____

Registration fee: _____ × \$150 ea.

Total amount enclosed: \$_____

***Please RSVP by May 4, 2012 to ensure that
you get all the meals!***

Please make check payable to:
Colorado State University

Mail, fax, or scan and email to:
**Colorado State University
Attn: Beef University Workshop
Room 12A Animal Sciences Building
Fort Collins, CO 80523-1171**

***cas_BeefWorkshop@mail.colostate.edu
970-491-3750 (phone)
970-491-5326 (fax)***

Why Should You Attend CSU Beef University?

1. Improve Your Profitability: CSU's Beef University has become recognized as a key outreach program to help cattle producers improve production practices that influence the safety, wholesomeness, and quality of the products they produce, as well as their profitability.

2. Learn from Experts: This one-of-a-kind workshop will enable attendees to interact directly with industry experts. Attendees will learn from CSU faculty in the areas of meat science, beef quality assurance, and cattle production. Many of the presentations will involve a hands-on and interactive approach.

3. Hands-on Workshops: The event will begin on the evening of May 17 with a steak sampling exercise, banquet-style beef dinner, and keynote speaker. The following day will include 4 interactive workshops where participants will be divided into smaller groups and rotated through stations. Workshop topics will include animal handling with live cattle, fabrication of actual carcasses, specific methods to add value to beef, and consumer perceptions about animal welfare.

4. Great Tours: The program will conclude with unique tours of 2 well-known beef industry enterprises, including the JBS beef packing plant in Greeley (5,000 head/day capacity) and the Five Rivers Cattle Feedyard in Kersey (100,000 head total capacity).

CSU Beef University

“Beginning with the end in mind”

May 17-18, 2012



COLLEGE OF AGRICULTURAL SCIENCES
Department of Animal Sciences

A hands-on workshop to educate cattle producers about topics including beef quality, cattle production and handling, consumer demand, and methods to increase profitability

**CSU ARDEC Facility
4482 East County Road 56
Fort Collins, CO**

**For information:
970-491-3750
cas_beefworkshop@mail.colostate.edu
www.ansci.colostate.edu**

Beef University Program Agenda

May 17th (Day 1)

Evening:

- 5:00 pm Registration and refreshments
- 5:30 pm Welcome and introductions
- 5:45 pm Beginning with the End in Mind
Dr. Jason Ahola, Ph.D.
- 6:30 pm Steak sampling exercise & discussion
*Attendees will be blindly served
beef steaks with varying attributes
and diverse production histories*
- 7:00 PM Banquet-style beef dinner
- 7:15 PM After-dinner keynote speaker.
*Beef and Today's Consumer:
What factors influence a
consumer's decision to make a
beef purchase*
Dr. Dale Woerner, Ph.D.
- 8:00 PM Adjourn

May 18th (Day 2)

Morning:

- 7:30 am Breakfast at ARDEC
- 8:00 am Welcome and directions
- 8:15 am Begin "station" rotations
- Station 1: *Animal handling demo*
- Station 2: *Carcass fabrication demo*
- 10:00 am Break
- 10:15 am Resume station rotations
- Station 3: *Telling the story of beef*
- Station 4: *Animal well-being and society*

Afternoon:

- 12:00 pm Load tour bus with boxed lunch
- 1:00 pm Tour a large beef feedyard
Five Rivers (Kersey, CO)
- 3:00 pm Tour a beef packing plant
JBS USA (Greeley, CO)
- 5:30 pm Arrive back at CSU-ARDEC
Adjourn



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"Stations" (rotating):

Live animal demonstration – A hands-on, live animal demonstration highlighting low-stress animal handling and management, facility design, and animal welfare issues.

Carcass fabrication demo – Attendees will be led through the fabrication of a beef carcass cut-by-cut in order to specifically identify beef value cuts as well as beef carcass quality defects and how to avoid them.

Telling the story of beef – Issues including animal traceability, animal identification, evolving product value attributes, and the use of information and technology to increase beef marketability will be addressed.

Animal well-being and society – The focus of this discussion will be about consumer issues and the effective communication of these issues to consumers.

Facility Tours:

Beef Feedlot – Attendees will tour a large modern feedlot featuring modern animal nutritional management and feedlot designs that address industry and environmental issues. Led by Five Rivers Cattle Feeding management.

Beef Packing Plant* – A tour of the JBS beef processing facility will highlight the commercial beef packing industry. JBS personnel and CSU Meat Science faculty and graduate students will serve as tour guides.

**Note: Open-toed sandals/shoes will not be allowed on this tour.*

Hotel: Rooms are available at the Wellington Days Inn for \$89/night by calling 970-568-0444.

Registration: The \$150/person registration fee covers all meals, steak sampling, tour bus transportation, guest speaker travel, etc.

For more information: 970-491-3750 or
cas_beefworkshop@mail.colostate.edu

Registration deadline: May 4, 2012

Location: ARDEC, 4482 E. Co Rd 56, Ft Collins