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 Fertrilizer: 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
- Henry Grant - Gadsden County
- Roy Carter - Gulf County
- Judy Ludlow – Calhoun County
- Doug Mayo - Jackson County
- Andy Andreasen - Washington County
- Shep Eubanks - Holmes County
- Mindy Hittle-McNair - Walton County
- Larry Williams - Okaloosa County
- John Atkins - Santa Rosa County
- Allison Meharg – Escambia County

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