

for immediate release  
**NEWS**

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## Feeding Quality Forum registration opens

These are not easy times for cattle feeders. A little extra information may be just what's needed to keep ahead of the feeding curve.

That's the focus of the 2009 Feeding Quality Forums, set for Nov. 10 in South Sioux City, Neb., and Nov. 12 in Garden City, Kan.

"We plan to cover everything from markets and economics to nutrition and genomics," says Mark McCully, assistant vice president of supply development for Certified Angus Beef LLC (CAB). "We're now in our fourth year planning these forums and we feel we keep stepping up the quality and usefulness of information we provide."

Registration is just \$50 through Oct. 30, and includes a *Certified Angus Beef*<sup>®</sup> (CAB<sup>®</sup>) brand steak lunch. Late registrations of \$75 will be taken as space allows.

The event will start at 9:30 a.m. with check in and refreshments, followed by the welcome at 10 a.m. Back by popular demand, Dan Basse, AgResource Company, will share his market outlooks. Other speakers include CAB's McCully, Mark Allan and Kent Andersen of Pfizer Animal Genetics, and Ron Scott of Land O' Lakes Purina Feed LLC.

Alex Avery, director of research for the Hudson Institute, will cover "Conventional Beef Production's Economic and Environmental Advantage," in the closing presentation.

The meetings are co-sponsored by Pfizer Animal Health, Land O' Lakes Purina Mills, Feedlot magazine and CAB.

To download or view the event brochure, visit [www.CABpartners.com/events](http://www.CABpartners.com/events). For more information and to register, call Marilyn Conley, 800-225-2333, ext. 298, or email [mconley@certifiedangusbeef.com](mailto:mconley@certifiedangusbeef.com).

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