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NEWS

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“Black Ink Basics” set for August in Lubbock

Cattlemen who want to increase their profit potential should attend the “Black Ink Basics” seminar next month at Texas Tech University in Lubbock.

Certified Angus Beef LLC (CAB), Pfizer Animal Health and Land O’ Lakes Purina Feed are teaming up for the August 21 educational meeting. Registration by August 8 is \$25 and includes a CAB brisket lunch. If space permits, late registration is \$35.

“With rising input costs and potentially lower profit margins, focusing on beef quality and product differentiation is more critical than ever,” says Glenn Rogers, Pfizer veterinarian. “This seminar will provide valuable information to help differentiate your beef product in the current marketing environment.”

Check-in and refreshments begins at 9:30 a.m. at the Texas Tech Animal and Food Sciences Building located in the West Commuter zone of the campus. The program will conclude at 5 p.m.

Leslie Thompson, interim animal and food sciences department head, will kick-off the seminar, followed by Gary Fike, CAB beef cattle specialist.

“Genetics are part of the picture,” Fike says, “but management that begins on the ranch has the most effect on quality and yield grade in fed cattle.” That’s why he will share profit strategies from CAB’s “Best Practices Manual.”

Texas Tech assistant professor Chance Brooks will walk attendees through the beef grading process.

After lunch, seminar-goers will rotate through three breakout sessions: a live-cattle ultrasound demonstration, the latest beef value cuts from the chuck roll and marbling 101. Brooks, along with colleagues Sam Jackson and Brad Johnson, will lead the 45-minute rotations. A friendly carcass contest will give producers a chance to try out their knowledge first hand.

After learning the importance of what’s under the hide, producers will hear from Rogers.

“Preventive health management strategies at the ranch are important not only for reducing disease losses, but also for improving beef quality,” he says. “This presentation will focus on health management practices that will ultimately improve beef quality.”

Nutritionist Doug Hawkins, Land O' Lakes Purina Feed, will discuss nutrition's role in marbling development, and the afternoon will conclude with discussion on carcass grades from the earlier session. Jackson will award prizes to producers with the closest quality and yield grade predications.

To register, call Marilyn Conley, 800-225-2333, ext. 298, or email mconley@certifiedangusbeef.com. A hotel room block is available by calling Conley for details.

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