



**39th Annual
Florida Cattlemen’s Institute and Allied Trade Show**

**Cattlemen’s Building and Sale Arena
Highlands County Fairgrounds, 781 Magnolia Avenue, Sebring, FL
January 13th, 2022**

Beefing Up the Cow Busine\$\$

8am – 12:30 pm	Trade Show Set Up
12:30 pm	Trade Show Opens
1:30	Welcome from Florida Cattlemen’s Association - <i>Cliff Coddington, FCA President</i>
1:45	Florida Beef Council Update - <i>DeAnne Maples, Director of Beef Marketing & Promotion, Florida Beef Council</i>
2:00	UF/IFAS Update - <i>Dr. Andra Johnson, Dean and Director for Extension. UF/IFAS</i>
2:15	Creating Value in the Calf - <i>Jesse Savell, Research Administration Manager Beef, UF/IFAS Department of Animal Sciences</i>
3:00	Award Presentation Highlands County Farm Bureau Video Presentation “Surviving on 2%”
3:10	Trade Show Break
3:45	How to Remain Profitable with Rising Input Costs - <i>Dr. Derrell Peel, Extension Specialist for Livestock Marketing, Oklahoma State University</i>
4:30	Trade Show Break
5:00	Panel – Your “Steak” in the (Marketing) Game Moderator: Dr. Chad Carr , <i>State Extension Meat Specialist, UF/IFAS Department of Animal Sciences</i> Panelists: Gene Lollis , <i>Florida Cattle Ranchers Founding Member & Manager, Buck Island Ranch</i> Billy Nettles – <i>President, Nettles Sausage Company</i> Dr. Derrell Peel , <i>Extension Specialist for Livestock Marketing, Oklahoma State University</i>
6:00	Program Evaluation, Door Prize Drawing & Adjourn

Be sure to complete your evaluation to receive your drawing ticket for a Florida Cattle Ranchers Beef Giveaway!