

January 5-7, 2010, SDSU Animal Science Complex, Brookings, SD

**BEEF 2020** is designed to provide an intensive, hands-on, educational opportunity to enhance the understanding of the production and marketing of high quality, high value beef. You need not be a beef producer to attend the program; anyone affiliated with the beef industry (producers, allied industry representatives, locker operators, restaurateurs, retailers, etc.) is welcome.

**Schedule:** Begins 2:30 pm, Tuesday, January 5; Ends noon, Thursday, January 7

**Topics Include:**

- Evaluation of Live Market Cattle (Interactive Demonstration)
- Beef Carcass Grading and Pricing (Interactive Demonstration)
- Feeding and Management Strategies to Improve Carcass Quality
- Genetic Prediction of Carcass Merit
- Marketing the Calf Crop
- Meat/Food Safety Technology
- Beef Carcass Fabrication (Interactive Demonstration)
- Factors that Affect Eating Quality
- Product Taste Panel (Interactive Demonstration)

**Registration Fee:** \$50 (the first 15 registrations will receive a \$50 scholarship from Beef Bucks, Inc.)

**Registration Deadline:** December 11, 2009

**Important Note:** Due to the intensive, hands-on nature of this program, registration is limited to the first 30 registrants!

**For more information contact:**  
**Dr. Cody Wright (605) 688-5448 or [cody.wright@sdstate.edu](mailto:cody.wright@sdstate.edu)**

**BEEF 2020** is funded by the South Dakota Beef Industry Council and presented by South Dakota State University



South Dakota Beef Industry Council



Department of  
Animal and  
Range Sciences

### BEEF 2020 REGISTRATION FORM

Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

Mail or fax completed form and payment to:

Dr. Cody Wright

SDSU Box 2170

Brookings, SD 57007

Fax (605) 688-6170

Payment Options (Circle One):

Check (Payable to SDSU ARS)

Visa      MasterCard      Discover

Amount \_\_\_\_\_

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_