

**41st Annual**

**Florida Cattlemen’s Institute and Allied Trade Show**

**Okeechobee County Agri-Civic Center, 4601 Highway 710, Okeechobee, FL**

**Wednesday, January 24, 2024**

**“Capitalizing on the Market”**

8:30 Trade Show Opens

9:00 Welcome & Florida Cattlemen’s Association Update – *Pat Durden, FCA President*

9:10 Research Update - Dr. Joao Bittar, UF/IFAS Assistant Professor of Beef Cattle Extension

9:25 Importance of Animal Well Being and Meat Quality– Lacey Alexander, Animal Welfare Advisor, Beef Cattle Procurement, Cargill

10:10 Trade Show Break

10:45 Value Added Marketing Programs – Superior Livestock Representative

11:30 Lunch and Trade Show

12:15 Jorge Abreau, FDACS District Representative and Awards Presentation, Bridget Stice, UF/IFAS Polk County Extension

12:30 Maximizing Profits – Hannah Baker, UF/IFAS State Specialized Agent II, Beef Cattle and Forage Economics

1:00 Trade Show Break

1:45 Maximizing Cattle Profits Through Sound Decisions

Moderator: *Dr. Tim Marshall*

Panel: *Pat Durden*

*Henry Kempfer, Kempfer Cattle Company*

*Alex Johns*

*Gene Lollis*

2:45 Tying the Discussion Together – Dr. Tim Marshall, Former UF/IFAS Beef Cattle

Specialist

3:00 Evaluation and Adjourn