

# Opportunities in Beef Production & Marketing

## *Adding Up the \$Dollars\$ in the Beef Cattle Enterprise*

Join us for a series of four webinars as we discuss opportunities in the beef industry. Each session is \$15 or \$50 for all four sessions.

### February 21, 2012 - Beef Cattle Economics 101

- Current Cost of Beef Production with Jim Hilker
- Annual Cow Feed Cost Analysis (managing summer & winter feed costs) with Kevin Gould
- The Influence of Cow Size, Grazing, Management and Marketing on Profitability with Jason Rowntree
- End Product Marketing Targets - Spring Calving vs. Fall Calving with Kevin Gould

### February 28, 2012 - Cost of Forage Opportunities

- Economic Model of Grazing Costs with Jerry Lindquist
- Backgrounding Then Finish vs. Concentrate Finishing Costs with Kevin Gould
- Grass Finishing Opportunities with Kable Thurlow

### March 13, 2012 - Planning for Profit

- Business Planning with Brenda Reau and Dennis Stein
- Identifying Market Potential and Consumer Demand Trends with Brenda Reau and Jeannine Schwehofer

### March 20, 2012 - Meat Your Product

- Regulations to Know When Direct Marketing Beef with Jeannine Schwehofer
- Understanding Pricing with Kevin Gould
- Effects of Carcass Quality from Different Production Scenarios with Jeannine Schwehofer
- Talking to Your Customer About Meat Quality with Jeannine Schwehofer

Each Session will run from 7:00 - 9:00 pm, log-on can begin at 6:30 pm to test connection and audio. Details necessary to connect from your personal computer will be forwarded to you by email. Be sure to provide an accurate email address in the information below. **Test your software and connection:** [http://connect.msu.edu/common/help/en/support/meeting\\_test.htm](http://connect.msu.edu/common/help/en/support/meeting_test.htm)

Please return to:

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Science  
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East Lansing, MI 48824

Or call our office at:

517-432-5402  
mclachl2@anr.msu.edu

I would like to register for:

- Feb. 21 - Beef Cattle Economics 101
- Feb. 28 - Cost of Forage Opportunities
- Mar. 13 - Planning for Profit
- Mar. 20 - Meat Your Product
- All of the above

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: (\_\_\_\_) - \_\_\_\_\_ - \_\_\_\_\_

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