

2015 Florida Beef Cattle Short Course

“Building on Success”

Wednesday, May 13

- 1:00 Welcome – Geoffrey Dahl, University of Florida
1:15 Cattlemen Comments – Henry Kempfer, President of the FCA
1:30 What Kind of Beef Should We Be Producing – Fixing the Current Beef Industry Model – Bill Helming, Bill Helming Consulting
3:00 **Break**
3:30 Perspectives on Production - Sustainability, Production, and Products – Ernie Meier, McDonalds Corp.
4:15 Market Outlook – John Michael Riley, Mississippi State University
5:00 Panel Discussion on Beef Production
5:45 Reception

Thursday, May 14

- 8:30 Impact of Heat Stress on Female Fertility – Pete Hansen, University of Florida
9:15 The Missing Piece of the Fertility Equation – Joel Yelich, University of Florida
10:00 **Break**
10:30 What Does it Take to Start an AI Program – Cliff Lamb, University of Florida
11:15 Use of Early Weaning to Affect Cow Reproduction – John Arthington, University of Florida
12:00 **Leave for Lunch, Horse Teaching Unit**
Afternoon Demonstrations
1:30 Session 1.
 ➤ Reproductive Anatomy
2:00 Session 2.
 ➤ Use of an AI Breeding Box
 ➤ Selection of Synchronization Protocols for the Cow Herd
 ➤ Pregnancy Testing-Blood Sample Protocol
3:30 **Break**
3:45 Session 3.
 ➤ Appropriate Bull Selection & Management
 ➤ Cow Body Condition Score and Reproduction
6:00 **Steak Out!**

Friday, May 15

- 8:30 North Florida REC Research Update
9:00 Agronomy Research Update
9:30 Economics of Herd Expansion – Chris Prevatt, University of Florida
10:15 **Break**
10:30 Gainesville Research Update
11:00 Range Cattle REC Research Update
11:30 How Long Does This Production Model Work? – Trey Warnock, Amarillo Brokerage
12:15 Wrap and Adjourn