



DAIRY NOTES

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Beef Marketing Program
October 21, 2003
Tulare County Agricultural Building

7:30 AM

Registration

8:00

High Sierra Beef Marketing Project—*Dan Macon, High Sierra RCD*

A program to develop a producer controlled business that markets beef products of consistent quality in order to sustain family ranches in the Sierra Nevada foothills.

9:00

Futures and Options – *James Henderson and Cattle Fax*

Feasibility of using Futures and Options to minimize your marketing risk.

9:45

Break

10:00 – 12:30

Irradiation of Beef

Is the irradiation of ground beef a viable solution to address the increasing food safety concerns in ground beef for the public and the industry?

World's Safest Food Supply - Christine Bruhn, UCCE Food Marketing Specialist & Director - Center for Consumer Research

History & Use of Irradiation for Food Safety - Ron Eustice, Executive Director Minnesota Beef Council

Science and Technology of Irradiation - Ron Eustice

Perceptions and Issues - Ron Eustice

Consumer Acceptance - Christine Bruhn

Industry Perceptions – Ben Higgins CCA, Vice President

Irradiation Today - Ron Eustice

Panel Discussion - Marketing, All Speakers

12:30 – 1:30

Lunch

Registration required for lunch.

*Carol Collar
Dairy Farm Advisor*

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Educational Beef Program – October 21st in Tulare

Dairy producers in Kings and Tulare counties may be interested in a Beef Marketing Program that will be held in Tulare next week. Dairy cows represent a major source of beef. Cows marketed to slaughter can represent up to 15% of a dairy's income. In the Western states alone, over 800,000 head (worth about \$500 million) are marketed to slaughter every year. The agenda for the next week's program is enclosed. The program costs \$15.00, which includes lunch. To register for the program, contact the UCCE Tulare office at 685-3303. Reservations are required for lunch. See inside for more details.

Also related to dairy beef is a web-based learning opportunity for dairy producers. Meat packers have focused much more attention on the quality of incoming cattle in the last few years. **Dairy Beef – Maximizing Quality and Profits** is a new program that was developed by dairy and meat scientists, veterinarians, and other specialists from seven western states to address issues concerning market cattle food safety and quality. Individuals can access the course on-line at <http://dairybeef.ucdavis.edu>. Video clips, narrated slide sets, written materials and other interactive segments can all be found on the web site. A CD-ROM package is also available for those who do not have access to the Internet. For details about ordering the CD, contact Dr. Dale Moore at the UC VMTRC in Tulare. Her phone number is 559-688-1731 ext 217. She can also be reached via email at dmoore@vmtrc.ucdavis.edu