

From seasoned ranchers' practical advice to beef industry specialists' research, you get it all at the Fri., Feb. 6, Cattlemen's Day and Trade Show at the Gudmundsen Sandhills Laboratory near Whitman.

Starting with registration at 8:30 a.m. MT, the day's agenda will include a variety of topics to help ranchers increase their knowledge and profitability.

Topics and speakers include:

- "Observations and Research Overview" by John Young of the Rex Ranch will highlight practical application of research done there.
- "Supplementation Considerations" by Aaron Stalker, UNL Beef Range Systems Specialist, will help ranchers decide when supplementation can positively impact their profit margins.
- "Beef Systems Research" by Rick Funston, UNL Beef Cattle Reproductive Physiologist, will help ranchers understand their entire beef production systems. That understanding can be the basis of decisions that impact the amount of hay they feed, their cows' and heifers' fertility and their future calf crops.
- "Bringing Genomics to Practical Application in the Cattle Industry" by Mark Allan, Pfizer Animal Genetics, will provide a wealth of information on how genomics and DNA markers can be applied in the cattle industry. Much of Allan's work focuses on feed efficiency and reproductive rates with DNA mapping.
- "Fitting Genetics to Your Environment" by UNL Beef Specialist Matt Spangler will identify critical considerations when matching genetics to environmental resources. It will center on genetic tools that can help identify animals better suited to particular environments and marketing goals.
- "Profitable Beef Systems" by UNL Livestock Marketing Specialist Darrell Mark will focus on relative profits in calf finishing and yearling finishing systems as input prices change. Mark will also discuss risk management and hedging strategies for these systems.
- "What Makes a Profitable Feeder Calf?" by Craig Uden, Darr Feedlot, will help ranchers determine what buyers are looking for in feeder calves. He will outline what makes a profitable calf in the feedlot.

This program is sponsored by UNL Extension and Pfizer Animal Health. Pre-registration for a meal count is due by Jan. 30 to 308-696-6701 or 1-800-657-2113. Exhibitors are encouraged to call to reserve booths. Booth cost is \$50.