

# 2016 Ohio Beef Cattle Webinar Series



**Tuesday evenings**  
**January 19, February 2 &  
February 16, 2016**  
**7:00 to 9:00 p.m.**

Host Site:  
Ashtabula County Extension  
39 Wall Street  
Jefferson, Ohio 44047

The Ashtabula County Extension office and the Ashtabula County Cattlemen's Association would like to participate in the 2016 Ohio Beef Cattle Webinar Series during the winter of 2016. This **free** webinar series will be held on Tuesday evenings, **January 19, February 2 and February 16, 2016** with each session beginning at 7:00 p.m. The programs will address some of the most important issues currently facing Ohio's beef industry. Rapidly changing forces are constantly shaping the beef industry's landscape and successful producers need to stay abreast of changes to remain competitive.

The school begins on **January 19, 2016** with a focus on outlook, marketing and risk management. Dr. Derrell Peel, Oklahoma State University Livestock Marketing Specialist, will kick off the program with his insight into the beef cattle market outlook. Sam Roberts of United Producers Inc. will offer suggestions on market risk management and capturing profitable pricing opportunities in the coming year. The **February 2, 2016** session will address management priorities for profitable beef production. Members of the OSU Extension Beef Team will address important concepts including calving windows, genetic choices, breeding management, crossbreeding and economic traits that will impact profit potential. The series will conclude on **February 16, 2016** with a focus squarely on the end product. Dr. Lyda Garcia, Assistant Professor of Meat Sciences at The Ohio State University, will demonstrate carcass fabrication into primal and sub-primal cuts and discuss how quality and yield differences establish beef values.

There is no fee to attend these webinars at the Ashtabula County Extension office. For more information, call the Ashtabula County Extension office at 440-576-9008.



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