

IOWA STATE UNIVERSITY
University Extension



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FOR IMMEDIATE RELEASE

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JANUARY 7 SATELLITE BROADCAST TO ADDRESS BSE CONCERNS

AMES, Iowa – The current BSE crisis is impacting Iowa beef producers, and prompting questions from Iowa consumers about the safety of their beef. As a result, the Iowa Beef Center at Iowa State University is offering a satellite broadcast presentation regarding BSE (also known as mad cow disease) on Wednesday, Jan. 7, from 1-3 p.m. CST. To find the broadcast location nearest you, contact your Iowa State University Extension county office, or visit the Iowa Beef Center Web site at www.iowabeefcenter.org to view a list of the counties offering the broadcast.

The objective of the statewide broadcast is to provide producers and others with an update on all facets of the beef industry as well as address consumer concerns. The agenda will include the following topics:

- Review of TSEs, BSE and the Food Supply
- The BSE Investigation to Date and New USDA Regulations
- Cow Culling Strategies
- Dead Animal Disposal and Composting
- Feed Ban Update and Strategies
- Market Strategies and Factors to Watch

The broadcast will close with a panel discussion, when producers and consumers may fax questions to (515) 294-7767 to be addressed by the panel.

A part of Iowa State University Extension, the Iowa Beef Center is the central access point for Iowa State University programs related to the beef industry. For more information about the IBC, visit the Web site at www.iowabeefcenter.org or call (515) 294-BEEF.