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**Contacts:**

John Lawrence, Iowa Beef Center director  
515-294-6290, [jdlaw@iastate.edu](mailto:jdlaw@iastate.edu)

Taylor Gerling, Iowa Beef Center communications specialist  
515-294-9124, [tgerling@iastate.edu](mailto:tgerling@iastate.edu)

## Cow-calf conference crowd enjoys variety of programs

Ames, Iowa, 3/9/09 – The 38th annual Cornbelt Cow-Calf Conference in Ottumwa, Iowa, brought in more than 500 people to the Saturday, February 28, conference, with 300 attending the special Friday sessions, up from 100 at last year's conference. Byron Leu, Iowa Beef Center beef specialist and conference organizer, was pleased with the turnout.

"We had over 500 producers, exhibitors and volunteers [who] attended this year's conference...from 44 Iowa counties and eight other states," Leu said.

The Friday sessions on February 27, put on by the John Deere Ottumwa Works, featured Iowa Beef Center Director John Lawrence as the keynote speaker and tours of the John Deere Ottumwa Works manufacturing plant. On Saturday, the crowd of 500 enjoyed a variety of sessions covering various topics. According to Leu, the John Deere Ottumwa Works breakout session was really well received.

"In the breakout sessions, the JDOW program was the largest and did a great job of discussing co-products and future products and how to use them," he said.

Another session that went over well, Leu said, was a new idea introduced at this year's conference. Attendees were given the opportunity to "Test Your Knowledge" at four stations testing know-how on forage species, beef breeds, beef cuts of meat, and beef feeds.

For the second year in a row, the Iowa Beef Center's competition, "Iowa's Next Top Inventor," was featured and conference attendees were given the opportunity to vote for a winner among the finalists. The winner, Cody Shay of Creston, IA, went home with a grand prize of \$1500 for his coproduct bucket invention.

With the variety of well-received sessions and new programming, Leu is happy with the conference results and looking forward to an equally successful conference in 2010.

"We'll continue to focus on relevant topics and adapt the agenda to continue to influence the future of the cattle industry," Leu said.

Sponsors for this year's conference included the John Deere Ottumwa Works, Iowa Beef Center, Iowa Forage and Grasslands Council, Farm Credit Services of America, and Iowa State University Extension.

The Iowa Beef Center at Iowa State University in Ames, Iowa, was established in 1996 with the goal of supporting the growth and vitality of the state's beef cattle industry. It serves as the university's extension program to cattle producers and is comprised of faculty and staff from ISU Extension and the colleges of agriculture and life sciences and veterinary medicine. Together, the Iowa Beef Center's members work to develop and deliver the latest in research-based information regarding the beef cattle industry. For more information about the Iowa Beef Center, visit [www.iowabeefcenter.org](http://www.iowabeefcenter.org).

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**Iowa Beef Center**

337 Kildee Hall, Iowa State University, Ames, IA 50011 • 515-294-BEEF (phone) • 515-294-3795 (fax) • [beefcenter@iastate.edu](mailto:beefcenter@iastate.edu)

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