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Contacts:

Daryl Strohbehn, Iowa State Extension beef program specialist
515-294-3020, stroh@iastate.edu

Taylor Gerling Shore, Iowa Beef Center communications specialist
515-294-9124, tgerling@iastate.edu

Conference highlights new technology's role in beef seedstock production

Ames, IA, 10/16/2009 – Out with the old and in with the new, as they say. Or, in the case of an upcoming Iowa Beef Center conference, maybe the old and the new are both here to stay.

The Iowa Beef Center at Iowa State University will be hosting a seedstock conference Dec. 10, 2009, in Ames, IA, and conference organizer Daryl Strohbehn hopes to bring in attendees who wish to learn about new technology and its place in long-standing practices.

The conference, titled “Applying Old Rules to New Technology Production,” is intended for bull breeders in Iowa and will feature a range of topics, including the following:

- using new genetic technology, including the millennia chip
- utilizing gene markers in breeding programs
- detecting and managing around genetic defects
- reviewing breeding directions in a time of escalated costs
- handling diseases important to seedstock sales
- enhancing marketing programs through the Internet and electronic media

“Without question huge changes have hit the bull breeding business in the last two to three years and this conference will give producers a firsthand opportunity to learn from experts in their respective fields,” Strohbehn, an Iowa Beef Center beef program specialist, said. “We have the leading expert in genetic defects presenting, he’s the go-to-guy when it comes to developing genetic tools to test our cattle for these unwanted defects.”

Another conference highlight, according to Strohbehn, will be an evening panel discussion devoted to developing and using the Internet and electronic methods to enhance your cattle marketings. A complete agenda and list of speakers, along with conference registration information, will be available shortly online at www.iowabeefcenter.org.

For further information regarding the seedstock conference, contact Strohbehn at stroh@iastate.edu or 515-294-3020.

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 them online at www.iowabeefcenter.org or <http://blogs.extension.iastate.edu/iowabeef>.

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Iowa Beef Center

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

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