

Speakers



Darrell Franson: After 26 years in agri-business, Franson and his wife own a cow/calf operation on the grasslands of SW MO. With 10 yrs. in nutrition, Franson thought he knew enough to be successful. Tall fescue gave him an education. A records keeping enthusiast, Franson will share what he did with that education and what it has meant to his bottom line.

Phil Core: An experienced cattle buyer, Core will discuss what the new Iowa Premium Beef plant in Tama, IA is looking for from the cow-calf sector to fit their demand and answer questions from the audience.



Joe Higgins: As an area buyer for Tyson Fresh Meats, Higgins will present the successes and areas for potential improvement from Iowa's beef industry. Tyson has nearby beef plants in both Denison, IA and Joslin, IL.



CONFERENCE INFORMATION

For conference information, contact one of the following representatives:

General Information:

Marion Co. Extension, 641-842-2014

Exhibit Information:

Joe Milledge, 515-822-1994
KIIC Radio, www.kiicradio.com

Program Information:

Patrick Wall, 515-450-7665

Hotel/Motel Accommodations:

Ottumwa Area Convention & Visitors Bureau,
641-684-4303

WELCOME TO THE CORNBELT COW-CALF CONFERENCE!

The Cornbelt Cow-Calf Conference is one of the longest running and most successful conferences of its type in the Midwest. For over forty years, the conference has provided an opportunity for producers, researchers, and over 70 industry representatives to come together to explore current topics and issues. This concentrated one-day conference focuses on management and production practices that contribute to making the cow-calf business profitable and competitive on a long-term basis.

WHY HAVE THE CONFERENCE?

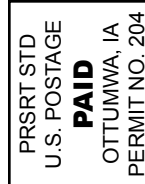
The beef industry is at a major crossroads. Production costs have escalated significantly over the past several years—challenging beef producers to address higher feed inputs, land costs, and operating expenses in order to remain cost competitive. The southern Iowa and northern Missouri area has the resources and the opportunity to again take a prominent place in the beef industry. The Cornbelt Cow-Calf Conference provides the forum for all segments of cattle production to address these issues, discuss new technology, and provide vision for the future of the cattle industry. The event is open to all persons interested in beef production without regard to race, color, sex or national origin.

STEERING COMMITTEE

John Crall	Byron Leu	Marcus Smith
Dan Delaney	Mark Moore	Neric Smith
Dave Eberhardt	Dan Pidgeon	Joe Sellers
Corey Rozenboom	Cale Plowman	Patrick Wall
Sara Benson	Roman Schooley	Dale Watson
Marlin Korthaus	Duane Steenhoek	Charles Brown
Pat Larkin	Stephanie Sexton	

CONFERENCE COMMITTEE

Steve Banyas	Jeremy Erdmann	Joe Sellers
Mike Buchanan	Tony Latcham	Neric Smith
Shaun Fritchey	Byron Leu	Don Swanson
Chris Greiner	Darrell Limkeman	Dale Uehling
Kevin Heffron	Greg Milani	Patrick Wall
Tyler Hofstatter	Jon Walraven	



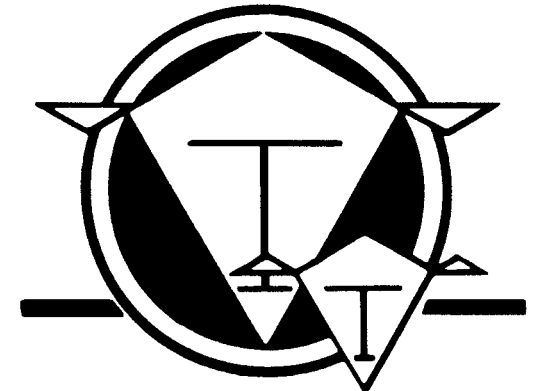
Cornbelt Cow-Calf Conference
Ottumwa Area Chamber of Commerce
P.O. Box 308, Ottumwa, Iowa 52501



Return Service Requested

FORTY-FOURTH ANNUAL

Cornbelt



Cow-Calf Conference

Saturday, January 31, 2015
8 a.m. to 4 p.m.

• Free Admission •
Bridge View Center
102 Church Street
Ottumwa, Iowa

Join us for the KIIC Farm Show
Friday, January 30, 2015
Noon to 6 p.m.

Directions: Exit onto Church Street from Highway 34/63. The Bridge View Center is located one block north toward the downtown area



Speakers



Dr. Ron Bolze: Assoc. Professor in An. Sci. at Chadron State College (Chadron, NE). As Commercial Marketing Director for 5L Red Angus, he led the operation's use of genetics for selection. Bolze also serves part time as the Coordinator for the Nebraska Grazing Lands Coalition.



Dr. Dan Shike: Assistant Professor in An. Sci. at the Univ. of Illinois. B.S. Kansas State Univ. PhD. Univ. of Ill. Research focuses on nutritional strategies and management practices that improve efficiency, reproduction and profitability in beef cow/calf production.



Congressman Frank Lucas: One of the predominant "authors" of the most recent Farm Bill as former Chair of the House Ag Committee, Lucas will discuss key areas of the bill and what it offers Iowa's beef sector. Frank and his wife Lynda are cow-calf producers from Oklahoma.

Program

9:00 Welcome & General Comments
Auditorium

9:10-10:05 Morning Sessions
(Sponsored by Zoetis)

Using Genetic Selection & Environmental Sort for More Efficient Beef Cow Production

- Dr. Ron Bolze
Chadron State College, NE
Auditorium (9:10-10:05)

Measuring & Improving Beef Cow Maternal Efficiency & Profitability

- Dr. Dan Shike
University of Illinois at Urbana-Champaign
Auditorium (10:05-11:00)

The Farm Bill for the Cow-Calf Sector

- Congressman Frank Lucas
Former Chair US House Ag Committee (Okla.)
Auditorium (11:00-11:55)

Noon to 1:15 p.m. Lunch and Exhibit Viewing

Afternoon General Session

The Iowa Packing Industry: What Do They Want from Cow-Calf Producers

Panel Discussion:

- Joe Higgins, Tyson
- Phil Core, Iowa Premium Beef
- Mike Sphinx, Lime Springs Beef
Auditorium (1:15-2:10)



2:15 to 3 p.m.—Breakout Session #1

Attendees can choose one of the following:

Effectively Using Your Forage Analysis

- Dr. Patrick Gunn, Iowa State University, Ames
Breakout Room #1 (Sponsored by John Deere Ottumwa Works)

Fescue: Positives and Negatives

- David Hall, Ozark Hills Genetics, West Plains, MO
Breakout Room #2 (Sponsored by NRCS)

Budgeting Alternatives for Land Use in Southern Iowa - The "Corn vs. Cows" Decision Tool

- Dr. William Edwards, Iowa State University, Ames (retired)
Breakout Room #3 (Sponsored by the Iowa Beef Center)

Farm Transitioning: Succession by Design or Default

- Steven Bohr, Farm Financial Strategies, Lisbon, IA
Breakout Room #4

Novel Endophyte (toxin free) Tall Fescue

- Darrell Franson, farmer, Mt. Vernon, MO
Auditorium

3:05 to 3:50 p.m. – Breakout Session #2

All Breakout Sessions will be repeated at the listed locations



Speakers



Dr. Patrick Gunn: Asst. Professor, Cow-calf Ext. Specialist at Iowa State Univ. PhD., Purdue Univ. Program emphasis focuses on reproductive efficiency, estrus synchronization protocols, and cow-calf nutrition.



David Hall: Owner of Ozark Hills Genetics, a Red Angus and Hereford seedstock operation in southern Missouri, Hall will describe his extended grazing management on predominantly fescue pastures as well as his selection program for fertility, performance, and longevity in a forage-based system.



Dr. William Edwards: Professor of Economics (retired) at Iowa State University. He specializes in Extension and classroom education in farm management, including leasing arrangements, risk management, machinery, farm accounting, and personnel management. He is co-author of text book, Farm Management.



Steven Bohr: A SE Iowa native, *Iowa Farmer Today* columnist and founder of Farm Financial Strategies, Bohr brings 22 years of experience in farm transition. Steve will share strategies for future uncertainty and discuss how recent economic issues affect farm succession.

Admission charge: FREE – No preregistration is required.

Financial support for the 2015 Cornbelt Cow-Calf Conference provided in part by:

John Deere Ottumwa Works
Iowa Beef Center - Iowa State University Extension
Natural Resource Conservation Service
Al Seim Memorial
Zoetis