

American Simmental Association Interactive Conference

Hosted by Ohio State University Extension Beef Team

**Wednesday, April 30, 2008
Animal Science Building, Columbus, OH**

• No Registration Fee •

3:00 pm Refreshments and Introductions

3:15 pm Comparing SimGenetics with Other Choices

In the history of the world, no one has made more effort to characterize and compare beef genetics than the U.S. Meat Animal Research Center in Nebraska. We combine their information with data from ASA's calving ease and Carcass Merit Programs to conclude the competitiveness of Simmental genetics with other logical choices.

4:15 pm Tools to Make Better Cattle and Better Beef

Regardless of our current genetic contribution values to the industry, our future depends on using all the tools to make better cattle and beef.

5:15 pm Seven Truths of the Cattle Business

6:15 pm Closing comments



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Our guests



Dr. Jerry Lipsey,
Executive Vice President, ASA



Marty Ropp,
*Director of Field Services/
Commercial Programs, ASA*



Dr. Wade Shafer,
*Director of Performance
Programs, ASA*