

## 2007 GREAT LAKES PROFESSIONAL CATTLE FEEDING AND MARKETING SHORTCOURSE

It has been another year filled with challenges and unexpected events in the beef industry. The "ethanol invasion" may have long term impacts on the cattle feeding business. Rising corn prices and potential shortages will drastically influence feeder cattle values. Opening of the Pacific Rim markets may improve fed cattle prices. Will these events lead to further consolidation in the beef industry? Consumer impressions of our environmental stewardship will continue to influence their buying and voting decisions. It is likely that many unforeseen events will affect cattle prices and management practices during the next year. Further industry consolidation is taking place particularly in the processing and retail segments. The impact of these changes on cattle prices and ultimately profitability are yet to be determined. The upcoming year appears to offer many challenges for the industry. This shortcourse will present information that assists cattlemen in successfully managing some of these emerging issues.



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Dekalb, IL: Monday, January 22 & February 5

E. Lansing, MI: Tuesday, January 23 & February 6

Bowling  
Green, OH: Wednesday, January 24 & February 7

Wyoming, ON: Thursday, January 25 & February 8

There will be a \$30 (US funds) registration fee. Additional attendees from the same operation can register for \$20/person. Youth (college, FFA and 4-H) can register for \$10. These monies will be used to cover the cost of refreshments, educational materials, and guest speaker expenses.

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**The shortcourse is financially supported by  
the following companies:**

**Alpharma Animal Health**

**Elanco Animal Health**

**Fort Dodge Animal Health**

**Intervet, Inc.**

**Land O'Lakes Feed**

**Nutrition Physiology Corp.**

**Pfizer Animal Health**

**Smithfield Beef Group**

**The Andersons Inc.**

**VetLife Inc.**

**US BioEnergy**

EXTENSION SERVICE  
U.S. DEPARTMENT OF AGRICULTURE  
Michigan State University  
E. Lansing, MI 48824-1039  
OFFICIAL BUSINESS

**SESSION 1 January 22, 23, 24, 25**

Chairperson

Dekalb, IL: Rich Knipe, Reg. Agric. Agent  
E. Lansing, MI: Kevin Gould, AoE Agent  
Bowling Green, OH: Dan Frobose, Agric. Agent  
Wyoming, ON: Bryan Boyle, Reg. Inform. Coor.

6:00 p.m. Registration and refreshments

6:30 **Feedlot designs, construction costs, and impacts on animal performance.**  
**Terry Mader, Univ. of Nebraska**

7:15 **Feeding strategies to survive \$4.00/bu corn.**  
**Chris Richards, Oklahoma State Univ.**

8:00 Refreshments

8:15 **How much DGS can I feed and why?**  
**Steven Rust, Michigan State Univ.**

9:00 **More black hides but where has all the marbling gone?**  
**Mark McCully, Certified Angus Beef**

**LOCATIONS**

Dekalb, IL: Farm Bureau Bldg.  
Corner of Peace and Bethany Rd.

Bowling Green, OH: Wood County Junior Fair Bldg.  
Wood County Fair Grounds

E. Lansing, MI: Livestock Pavilion, E. Lansing  
(south of campus on Farm Lane)

Wyoming, ON: Royal Canadian Legion  
493 Erie Street

**SESSION 2 February 5, 6, 7, 8**

Chairperson

Dekalb, IL: Rich Knipe, Reg. Agric. Agent  
E. Lansing, MI: Kevin Gould, AoE Agent  
Bowling Green, OH: Dan Frobose, Agric. Agent  
Wyoming, ON: Bryan Boyle, Reg. Inform. Coor.

6:00 p.m. Registration and refreshments

6:30 **What will happen to corn and cattle prices in 2007?**  
**Jim Hilker, Michigan State Univ.**

7:15 **Animal ID Update**  
Illinois- Dan Faulkner, Univ. of Illinois  
Michigan- Dan Buskirk, Michigan State Univ.  
Ohio- Stephen Boyles, Ohio State Univ.  
Ontario- CCIA Staff Member

8:00 Refreshments

8:15 **Marketing strategies to survive \$4.00/bu corn.**  
**Glynn Tonsor, Michigan State Univ.**

9:00 **What successful feedlots do right !!**  
**Clifton Willms, Land O'Lakes Purina Feed, LLC.**

**For more information about the 2007 Shortcourse, please contact:**

**Illinois Rich Knipe (309) 792-2500**  
**Indiana Ron Lemenager (765) 494-4817**  
**Michigan Steven Rust (517) 432-1390**  
**Ohio Stephen Boyles (614) 292-7669**  
**Ontario Bryan Boyle (519) 845-0809 Ext. 408**

**REGISTRATION FORM**

Check location you plan to attend: \_\_\_ Dekalb \_\_\_ E. Lansing \_\_\_ Bowling Green \_\_\_ Wyoming, ON

Name \_\_\_\_\_ Address \_\_\_\_\_

Make checks payable (US Funds) to MICHIGAN STATE UNIVERSITY (\$30 for 1<sup>st</sup> person and \$20 for each additional family/farm member; FFA/4-H students can register for \$10 each) and mail to the address listed below. If not mailed by January 17, 2007, call the extension agent in your area and indicate your desire to attend. A count is needed for preparation of educational materials.

Number in your party attending \_\_\_\_\_ Enclosed is a check for \$ \_\_\_\_\_

**Mail BEFORE January 17, 2007 to:**  
Steven Rust, Dept. Animal Science, Michigan State Univ., 2265B Anthony Hall, E. Lansing, MI 48824-1225