Cow Herd Management, Slaughter Cow Evaluation & Marketing Course

Location: USDA Cattle & Carcass Training Center at West Texas A&M University and Caviness Beef Packers

Wednesday, September 21, 2022:

- **8:00 – 8:15**: Introductions
- **8:15 – 9:45**: Cow Herd Management and Best Practices
  - Jason Smith, Ag Extension
  - Juan Piñeiro, Ag Extension
- **9:45 – 10:00**: Break
- **10:00 – 11:00**: NBQA Cows
  - Dr. Lawrence, West Texas A&M University
- **11:00 – 12:00**: Slaughter Cow Guidelines and Market Reports
  - Tina Colby, USDA Market News
- **12:00 – 1:00**: Lunch
- **1:00 – 1:30**: Live Animal Video Evaluation
- **1:30 – 1:45**: Break
• 1:45 – 3:00: Evaluation of Live Animals
• 3:00 – 3:15: Break
• 3:15 – 4:30: Live Cow Purchasing Panel Discussion
  o Moderator Dr. Pond, West Texas A&M University
  o Joe Barbour, Livestock Marketing Association
  o Ty Cranmer, Caviness Beef Packers Cow Buyer
  o Scott McNeley - Simplot

Thursday, September 22, 2022:
• 8:00 – 8:15: Recap of Previous Day
• 8:15 – 9:15: USDA Cow Meat Reporting Overview
  o Chris Sommers, USDA Market News
• 9:15 – 9:30: Break
• 9:30-11:00: Carcass Breakdown and Pricing Demonstration
  o Dr. Lucherk, West Texas A&M University
• 11:00 – 11:15: Break
• 11:15 – 12:00: Marketing/Manufacturing/End Product
  o Dr. Tennant, West Texas A&M University
• 12:00 – 1:00: Lunch
• 1:00 – 2:00: Industry Panel Discussion
  o Moderator Dr. Pond, West Texas A&M University
  o Sheldon Phillip, Fulton Marketing Group
  o Cheyenne McEndaffer, U.S. Meat Export Federation
  o Trevor Caviness, Caviness Beef Packers
• 2:30 – 5:00: Tour of Grinding Facility
• 5:00: Closing Remarks