



Cattle & Carcass TRAINING

Part III: Live Cattle Evaluation – Factors for evaluating the quality of live cattle, and the CME Live Delivery Process

Tuesday, December 8, 2020, 7 – 9 pm Eastern Time

Dr. Ty Lawrence, Director of the Beef Carcass Research Center at West Texas A&M University, and Jodie Pitcock, Assistant Field Chief for the USDA AMS Livestock, Poultry and Grain Market News Division, will explore the core concepts of slaughter cattle evaluation to estimate quality and yield grades while “on the hoof.” This discussion will help cattle producers and other industry stakeholders understand what is involved in the acceptance process for CME Live Cattle deliveries. Participants will take part in an interactive cattle grading experience to put their skills to the test.



Ty E. Lawrence is a professor of animal science at West Texas A&M University. He was reared on a cow-calf operation near Dalhart, Texas, before pursuing formal education at West Texas A&M University (B.S., M.S.) and Kansas State University (Ph.D.). Dr. Lawrence spent 2 years with Smithfield in the position of research manager for pork harvest and processing facilities on the eastern seaboard before entering his academic career. In his current position at West Texas A&M University, he has taught over 2,000 undergraduate and graduate students in 14 different animal, food and meat science courses. He has advised 4 Ph.D. and 30 M.S. students. In addition, Dr. Lawrence is the Director of the WTAMU Beef Carcass Research Center, which annually evaluates 200,000+ cattle for a variety of research projects. His research activities focus on improving the yield and quality of red meat products and have resulted in the publication of 90 peer-reviewed scientific journal manuscripts. Dr. Lawrence has received the AMSA Distinguished Achievement Award and was a recipient of the inaugural 40 under 40 awards in Agriculture from the Vance Publishing Group.



Jodie Pitcock currently serves as Assistant Field Chief for the USDA Livestock, Poultry, and Grain Marketing News Division (LPGMN), overseeing the voluntary market reporting for livestock and grains. Mr. Pitcock received his bachelor's degree from Texas Tech University, thereafter relocating to Des Moines, IA, and beginning his 29 year career with USDA. He grew up in Canadian, TX, where he gained a passion for agriculture through his on-the-farm experience and as an active member of his local 4-H and FFA clubs. His support for the next generation of meat industry professionals continues today. In 2019 at the Annual Reciprocal Meat Conference, Mr. Pitcock was awarded the Intercollegiate Meat Judging Meritorious Service Award, recognizing outstanding contributions or service to the Intercollegiate Meat Judging Program.

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