



**Extension**

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## **NEWS RELEASE**

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### **2021 DRIFTLESS REGION BEEF CONFERENCE TO BE HELD ONLINE JANUARY 26-28, 2021**

With nearly 3.8 million head of beef cattle in three Midwest states, university extension services in Illinois, Iowa and Wisconsin are teaming up to offer the Driftless Region Beef Conference. The annual event will be held January 26-28, 2021, with webinars each evening.

This year's format will be via webinar, with two presenters speaking each evening Jan. 26-28. All three sessions will run from 7 to 8:30 p.m. While we will miss seeing familiar faces and making new acquaintances, safety is the highest priority. On a positive note, if Dubuque has been farther than you care to travel in the winter, you can participate from the comfort of your favorite recliner this year.

An exciting lineup of timely topics is on the agenda. The conference leads off Tuesday evening with Dr. Frank Mitloehner, UC-Davis, speaking on Green House Gas, Sustainability and Beef Cattle Production; and Dr. Kevin Bernhardt, UW Madison Division of Extension, speaking about Building Farm Resiliency for Surviving Volatile Times.

Wednesday evening will feature Shawn Darcy, National Cattlemen's Beef Association, addressing What Consumers Say They Need and Want; and Dr. Paul Plummer, Iowa State University, discussing Antibiotic Resistance in the Beef Industry.

The conference wraps up on Thursday evening with Dr. Danelle Bickett-Weddle, Iowa State University, Being Prepared for a Beef Cattle Pandemic/Secure Beef (both cow-calf and feedlot); and Dr. Brenda Boetel, UW Madison Division of Extension, with a 2021 Market Outlook. More information on topics and speakers is available at <http://www.aep.iastate.edu/beef/>. Driftless Region Beef Conference sponsors are Iowa State University Extension and Outreach, University of Illinois Extension, and University of Wisconsin-Madison Division of Extension.

For more information or to receive a brochure, contact Denise Schwab, Beef Specialist with ISU Extension and Outreach, at 319-472-4739 or [dschwab@iastate.edu](mailto:dschwab@iastate.edu).

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