



NEWS RELEASE

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I-29 MOO UNIVERSITY DAIRY BEEF SHORT COURSE TO BE HELD VIRTUALLY MARCH 23

The I-29 Moo University Collaboration will host its seventh annual Dairy Beef Short Course March 23. This year the educational opportunity will be offered as a webinar rather than face-to-face due to the COVID-19 situation. The event is geared toward producers and industry involved in dairy beef production but is open to the public.

“The presenters at this year’s Dairy Beef Short Course are industry leaders who will provide insight into factors influencing dairy beef performance along with looking at the future of dairy beef production from a consumer lens and economic standpoint,” says Tracey Erickson, SDSU Extension Dairy Field Specialist. “The Dairy Beef Short Course continues to be one of the premier dairy beef events in North America and is held as a pre-educational event for the Central Plains Dairy Expo. We hope to be able to hold the event in its normal format in 2022.”

Schedule:

10 a.m. – noon (CST): Health Factors Affecting Animal Performance

- “The Role of Nutrition and Implants in Dairy Beef Health and Animal Performance,” Tara Felix, Assistant Professor and Penn State Beef Extension Specialist
- “The Employee Influence on Dairy Beef Health and Performance,” Phil Durst, Michigan State University Extension Field-Based Educator
- Question and Answer

1 p.m. – 3 p.m. (CST): The Future of Dairy Beef Production

- “Understanding what Influences your ROI,” Bill Halfman, University of Wisconsin-Madison Extension Agricultural Agent
- “Future Consumer Trends to Optimize Market Opportunities in Dairy Beef,” Lisa Scabbi, JBS USA Beef Marketing Director
- Question and Answer

Registration for the event can be done at the following website: <https://tinyurl.com/y3j37bft>. The registration fee is \$25 and will be payable online. Links to the webinar will be sent upon registration. An electronic copy of the proceedings will also be emailed to participants at the conclusion of the webinar along with access to the recordings of the two sessions. The registration will remain open until March 22.

I-29 Moo University is a consortium of Extension dairy specialists from the land-grant universities in Iowa, Minnesota, Nebraska, North Dakota and South Dakota. The I-29 Moo University is a multi-state learning collaboration and connects extension dairy staff with the dairy community to share research, information and management practices through workshops, webinars, e-newsletters, podcasts and on-farm tours.

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