

# 2021 BEEF SUMMER FIELD DAY

## GENOMICS, FEEDING AND MARKETING CATTLE

SATURDAY, AUGUST 7, 2021, 8:30 A.M. TO 4:00 P.M.

LUNCH WILL BE SERVED AND THE EVENT IS BEING OFFERED FREE OF CHARGE.



**LOCATION: SLAYTONS' BEARDANCE  
PAUL & BETTE SLAYTON  
2272 DIBERT ROAD, BEDFORD, PA 15522**

### AGENDA:

**8:30AM REGISTRATION**

**9:15AM INTRODUCTIONS AND DIRECTIONS FOR THE DAY**

**9:30AM - 10:15AM BREAKOUT SESSIONS** (repeated at 10:15AM)

**Feeding Cows at \$8.00 Corn**

Dr. Tara Felix, Penn State Extension Beef Specialist

OR

**Reaching Your Customers in a Digital Era**

Kaitlyn Swope, Director of Consumer Affairs, Northeast Beef Promotion Initiative, subcontractor of the Beef Checkoff

**10:15AM - 11AM REPEAT OF ABOVE SESSIONS**

**11AM - 11:45AM INDUSTRY UPDATES: PROGRESS AND CHALLENGES**

Shane Bedwell, Chief Operating Officer and Director of Breed Improvement at the American Hereford Association

**12:00PM LUNCH/ANNOUNCEMENTS/TRADE SHOW**

Announcements, visit with trade show exhibitors, and lunch! PCA Ribeye Steak Sandwich. Steaks donated by Cargill Inc.

**1:00PM - 1:45PM INDUSTRY ISSUES IN THE NEW WASHINGTON**

Ethan Lane, Vice President, Government Affairs at the National Cattlemen's Beef Association

**1:45PM - 2:30PM UTILIZING ALL AVAILABLE TOOLS FOR SUCCESS IN THE BEEF INDUSTRY**

Shane Bedwell, American Hereford Association

**2:30PM - FIELD DAY WRAP UP FOLLOWED BY OPTIONAL TOUR OF THE SLAYTONS' BEARDANCE AND COW HERD!**

**4PM OPPORTUNITY FOR BREED ASSOCIATION MEETINGS**

To reserve a spot and allow us to have an accurate count for lunch please call or email by August 1

Email to: [pca@pacattlemen.org](mailto:pca@pacattlemen.org)

Call 610-823-8438 or 717-805-1376

*Field Day only phone for directions: 717-805-1376*

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