

# COMMERCIAL CATTLEMEN'S FIELD DAY

North Florida Research and Education Center



**GO TEXAN.**

BRANDED WITH QUALITY



Friday, August 20, 2010

8:30 am - Registration

9:00 am - Live Cattle Viewing and Performance Record Evaluation - Ernie Ford, Beefmaster Breeder and Commercial Cattleman from Edison, GA

10:00 am - Feed Efficiency and DNA Technologies Impact on the Beef Industry - Cliff Lamb, Ph.D., Assistant Director and Professor, University of Florida

11:00 am - Crossbreeding and the Value of the Brahman Influenced Cow - Todd Thrift, Ph.D., Professor - Beef Cattle Nutrition, University of Florida

11:45 am - DNA Technology for the Commercial Cattlemen - Tonya Amen, Ph.D., Pfizer Animal Genetics

12:15 pm - Lunch (Compliments of Farm Credit)

12:45 pm - The Commercial E6 Heifer Program - Tommy Perkins, Ph.D., Executive Vice President, Beefmaster Breeders United

1:00 pm - 1:30 pm - Question and Answer

***All cattlemen are welcome to attend this event being sponsored by BBU, University of Florida, Farm Credit, Pfizer Animal Genetics, Mid Atlantic BMG and Southern Alliance BMG.***



North Florida Research and Education Center  
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