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The Montana Nutrition Conference and Livestock Forum *Natural and Conventional Beef* **April 15 and 16, Gran Tree Hotel, Bozeman, MT**

The beef industry continues to be faced with challenges and changes. Currently, the industry is struggling with how to deal with the ever increasing prices of feedstuffs, and additional ways to increase the value of cattle being marketed. Questions being asked are “Should we produce calves for the natural market?”, “What are the risks and potential rewards for switching to a natural production system.

The 2008 Montana Livestock Forum and Nutrition Conference will show case experts and local producers to present their views on what ranchers can continue to do to meet consumer demands for safe and wholesome beef. In 2003, the consumer purchases for natural foods grew by 24%. What exactly is driving consumer demand for natural products? Ranchers want to know if they will receive added value for producing natural beef without the use of growth promotants’ and antibiotics realizing there could be a decline in weight gain and an increase in morbidity.

For example, Ritchie and others summarized an Iowa State Univ. (Mennecke et al. 2007. J. Anim. Sci. 85:2639) study which was designed to examine the relative attributes of a set of beef steak characteristics evaluated by a national sample of 1,432 consumers, as well as additional localized samples of university business and animal science undergraduate students. Results indicated that among all respondents (aggregate results), region of origin was by far the most important characteristic; followed by animal breed, traceability, animal feed, and beef quality. Alternatively, the cost of the beef cut, farm ownership, the use (or nonuse) of growth promotants, and whether the product was guaranteed tender were the least important characteristics. Results for animal science undergraduates were similar to the aggregate results, except that these students emphasized beef quality at the expense of traceability and the nonuse of growth promotants. Business students also emphasized region of origin, but then emphasized traceability and cost.

The ideal steak for the national sample was from a locally produced, USDA Choice Angus, fed a mixture of grain and grass that was traceable to the farm of origin. If the product was not produced locally, respondents indicated that their preferred production states are, in order from most to least preferred, Iowa, Texas, Nebraska, and Kansas.

Please come and join us on April 15th and 16th for a stimulating conference aimed at understanding the “hands on” production of cattle for both the natural and conventional markets of the beef industry.

Continued:

THE BIG SKY PICTURE: Natural and Conventional Beef

Montana Livestock Forum and Nutrition Conference

April 15-16, 2008

Green Tree Inn, Bozeman, MT

Tuesday April 15, 2008

- 11:00-12:45 Registration
12:45-12:50 Welcome – **Kim Hager, MFA**
12:50 - 1:00 Comments by **Sen. Max Baucus** via video

Natural & Conventional Beef

Moderator: Kim Hager

- 1:00-1:15 Montana Natural Beef Law - **Ron de Yong**
1:15-2:00 Global and Local Impacts of Science and Technology - **Gary Sides**
2:00-2:45 Cow-calf Producer view of Natural and Conventional Beef-**Trey Patterson**
2:45-3:15 Feedlot View of Natural and Conventional Beef-**Cal Siegfried**
3:15-3:45 **Break**
3:45-4:00 Can You Taste the Difference? Consumer Perceptions on Beef—**Charlene Rich & Dave Zino**
4:00-4:45 Audience Participation in Beef Evaluation
4:45-5:30 No-host social
6:00-8:00- **Dinner/Evening Program—**

Moderator: Shari Lee Kroon

Presentation of student scholarships & results of afternoon beef evaluation.

Wednesday April 16, 2008

Moderator: Don Seifert

- 7:00-8:00 Breakfast/Poster Judging
8:00-8:30 MT Beef Research Update :**John Paterson, Jane Ann Boles, Rachel Endecott, Clint Peck**
8:30-9:30 Residual Feed Intake (RFI): Past, Present and Future-**John Basarab**
9:30-10:00 Practical Application of RFI-**Leo McDonnell**
10:00-10:30 **Break**
10:30-11:15 Cattle Market Outlook and Issues -**Jim Robb**
11:15-11:30 Poster Winner Presentations-**Pat Hatfield**
11:30-11:35 Closing Remarks-**Bret Olson**

Speakers

- Dr. John Basarab**, University of Alberta
The Honorable Max Baucus, U.S. Senator, MT
Dr. Jane Ann Boles, Montana State University
Mr. Ron de Yong, Director of the MT Dept of Agriculture
Dr. Rachel Endecott, Montana State University
Mr. Kim Hager, Beef Nutritionist, CHS Billings
Dr. Pat Hatfield, Montana State University
Mr. Leo McDonnell, Midland Bull Test
Dr. Bret Olson, Montana State University
Dr. John Paterson, Montana State University
Dr. Trey Patterson, Padlock Ranch
Mr. Clint Peck, Director, Montana BQA
Ms. Charlene Rich, Executive Director, MT Beef Council
Mr. Jim Robb, Director, Livestock Marketing Information Center (LMIC)
Dr. Gary Sides, Cattle Nutritionist, Pfizer Animal Health
Mr. Cal Siegfried, Owner, Cornerstone Cattle Co, LLC
Mr. Dave Zino, Executive Director of the Culinary Center, NCBA



Continued:

Registration Form

Name:	
Organization:	
Address:	
E-mail:	
Phone:	

Make checks payable to MSU.

*Registration fee includes proceedings on CD.

*Includes dinner Tues evening

***Registration, Both days:**

Number of people ___ @ \$60.00 each \$ _____

***Registration, Tuesday only**

Number of people ___ @\$45.00 each \$ _____

Total conference Fees: \$ _____

Return registration form by **mail** to:

Anita Gray

221 Linfield Hall, MSU

Bozeman, MT 59717

Or register by **phone** (994-3414)

Or by **email** (anitag@montana.edu)

Lodging

Room reservations are available under the "MSU Dept. of Animal and Range Sciences", Group number 804045 block at the GranTree Inn until **March 17, 2008**. Call 800-624-5865 or 406-587-5261.