CSU, Chico Annual Beef Day & Trade Show  
February 16th 2008  
Sponsored by: CSU, Chico, YCA, CBCIA, and UCCE

8:00 - 9:00    Registration and Trade Show
9:00 - 9:15   Introductions and Welcome
9:15 - 9:30  California Cattlemen’s Association – Update  
            Matt Byrne and CCA Officers
9:30-10:15   “Back to the Future”  
            Dr. Tom Field, Colorado State University
10:15-10:30 Break - Coffee, Doughnuts and Trade Show

10:30-11:15 Impacts of Crossbreeding in Vertically Coordinated Beef Industry  
Marketing Systems  
            Craig Huffhines, American Hereford Association  
            Dr. Dave Daley, CSU, Chico
11:15-12:00 Age and Source Verification Made Easy (PVP’s)  
            Leann Saunders, IMI Global
12:00-1:00  Tri-tip Lunch and Trade Show  
            Butte County Cattlemen’s Association
1:00-1:15    How Internet Auctions Work  
            Rob Ramay, Ramay Auctions
1:15-3:15 Breakout sessions – Repeated

   Chute Side Vet Medicine  
            Dr. Jack Griffith DVM, Orland Vet Hospital  
            Glenn Nader – UCCE Livestock Advisor

   Survey of Water Quality Above and Below Irrigated Pastures  
            Josh Davy – UCCE Program Representative