

WSU BEEF 300 and BEEF 200

Washington State University Extension and the Department of Animal Sciences have conducted three (3) WSU BEEF 300 Short-Courses in the last four years. WSU BEEF 300 is an intense three and half-day, hands-on workshop held at the WSU Department of Animal Sciences in Pullman for individuals wanting to learn the many factors impacting quality, wholesomeness, and value of beef products from farm to table. The class has been recognized by industry leaders and producers as highly educational program for producers and industry stakeholders of all sizes and market types.

A shorter version of BEEF 300 has been requested by industry leaders in other regions of the state, thus the creation of BEEF 200. Washington state has a diverse and growing number of beef operations, serving unique niche markets. This course focuses on teaching producers, feeders, and marketers how to produce and market quality beef and beef products, enabling participants to make informed decisions to improve profitability, quality, and wholesomeness of the beef they produce.



Instructors for this Beef 200 Program:

- Dr. Jan Busboom — WSU Extension Meats Specialist
- Dr. Mark Nelson — WSU Animal Scientist; Ruminant Nutrition
- Dr. Shannon Neibergs — WSU Extension Livestock Economist
- Mark Heitstuman — Director for WSU Extension in Asotin County
- Dr. Curtis Beus — Director for WSU Extension, Okanogan Co.
- Jamie Callison — WSU Executive Chef



WSU BEEF 200

A two day hands-on short course designed for progressive individuals involved in the cattle industry.

Topics Include:

- Live Animal Evaluation
- Animal Harvest
- Nutrition
- Carcass Grading
- Grid Pricing
- Measuring and Influencing Muscle Quality and Tenderness
- Microbiology and Food Safety
- Carcass and Retail Fabrication
- Niche Marketing Opportunities

Who Should Attend:

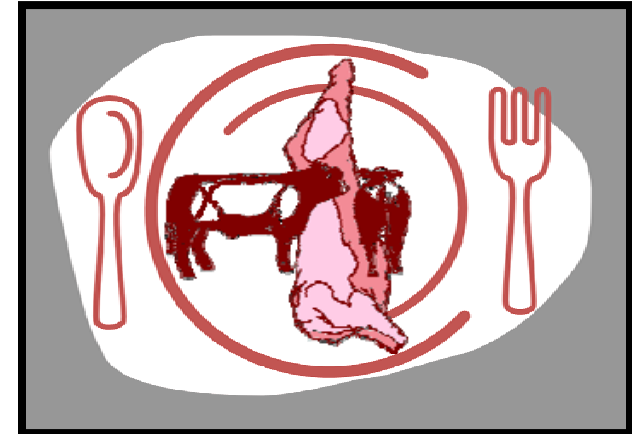
- Commercial and Small Producers
- Cattle Feeders and Brokers
- Agriculture Educators
- Agency Representatives
- Fair & Jr. Show Representatives
- Judges
- Niche Marketers
- 4-H/FFA Advisors
- Youth Interested in Beef Industry Careers

Extension programs and employment are available to all without discrimination. Evidence of non-compliance may be reported through your local Extension office.

Persons with a disability requiring special accommodations while participating in this class can call (509)422-7245. If accommodations are not requested two weeks in advance, we cannot guarantee availability of accommodations on site.



BEEF 200



Farm To Table

"Learning to produce consistent, high quality, wholesome beef at the farm, feeder, packing plant and retail levels."

February 10 & 11, 2012
Okanogan County Fairgrounds
Okanogan, WA

SPONSORED BY

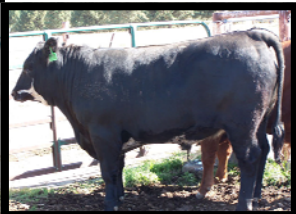
- Agri Beef Co. / AB Foods, LLC
- Washington State University Extension
- Washington State University Department of Animal Sciences

BEEF 200

FEBRUARY 10 & 11, 2012

OBJECTIVES

- Provide hands-on training illustrating value-determining factors influencing prices received for beef and beef products marketed through various outlets.
- Provide an overview of management, nutritional and genetic factors contributing to muscle quality attributes.
- Increase understanding of the links in the production chain from farm to table and their interdependence.
- Increase understanding of meat quality and marketing, enabling participants to make informed decisions to improve profitability, competitiveness and



TENTATIVE SCHEDULE

DAY ONE 1:30 PM-8:30PM

- ◆ Welcome/Outline of BEEF 200
- ◆ Live Animal Evaluation Principles
- ◆ Live Animal Evaluation & Estimates
- ◆ Beef Harvest Demonstration
- ◆ Beef Carcass Grading
- ◆ Dinner
- ◆ Eating Quality Attributes
- ◆ Beef and Wine Pairing
- ◆ Panel Discussion: Marketing Opportunities and Challenges
- ◆ Adjourn

DAY TWO 8:00 AM-4:00PM

- ◆ Feeding and Managing Cattle for Quality Endpoints
- ◆ Selection Tools for Quality and Value
- ◆ Ruminant Digestive Factors
- ◆ Grid Pricing
- ◆ Lunch
- ◆ Carcass and Retail Fabrication
- ◆ Guidelines and Regulations for Slaughter and Marketing
- ◆ Adjourn

BEEF 200

Name _____

Address _____

City/State/Zip _____

Day Phone _____ Cell Phone _____ Email _____

Do you have special needs? (WSU Extension will call to verify your request) _____

Which best describes you? Educator/Leader _____ Youth _____ Other _____

Type of operation: Commercial _____ Purebred _____ Feeder _____ Niche Market _____

Number of Animals _____

Please put my name on the list to be notified of upcoming educational programs.

Class is limited to 35 participants on a first pay first serve basis. Registrations close 1/27/2012.

Send completed form with \$95.00 check (\$60 for youth under 21 years of age) payable to "Washington State University", WSU Okanogan County Extension, P.O. Box 391, Okanogan, WA 98840-0391;

For more information contact: (509) 422-7245, or beusc@wsu.edu