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## **MCA ANNUAL CONFERENCE “Facing Our Challenges Head On”**

OKEMOS - If you work in the cattle industry, you will want to attend the Michigan Cattlemen's Association (MCA) Annual conference, at the Kellogg Center in East Lansing, January 26, 2013. “Facing Our Challenges Head On” will be the theme throughout the day. The conference challenges beef producers to analyze the issues, look for answers and plan for the future. Educational sessions and sponsors will be providing the latest information in agriculture.

“If we are not prepared to face our challenges as an industry, we are simply stagnating,” says Kathleen Hawkins, MCA executive vice president. “Challenges don't have to be bad; we just have to be prepared and take advantage of every opportunity. I am confident that both cow/calf producers and cattle feeders will learn something new at this one-day event. Attendees will hear a variety of speakers from the National Cattlemen's Beef Association (NCBA), Michigan Department of Agriculture and Rural Development, Pfizer Animal Health and Michigan State University.”

The event kicks off with the Membership Annual Business Meeting starting at 9:00 a.m. on Saturday morning, where policy will be discussed and board elections will take place. Prior to lunch, Pfizer's “Cattlemen's College” will be in session. John Lundeen, Executive Director of Market Research for the National Cattlemen's Beef Association (NCBA), will focus his comments on “*What Consumers Think They Know.*” Consumers are interested in food production but they are conflicted when it comes to modern agriculture. His research will tell us how consumers view cattle production.

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The afternoon session will kick off with Colin Woodall, Vice President of Government Affairs for NCBA. He will be discussing “*Congressional Challenges in 2013.*” Now that the election is over, it is back to business in Washington D.C. What will a second term mean for agriculture?

Other speakers include, Dr. Fred Poston, newly appointed Dean of the College of Agriculture and Natural Resources at Michigan State University and Jamie Clover Adams, Director of the Michigan Department of Agriculture and Rural Development. Both of these speakers will be addressing their challenges and vision for the future of animal agriculture.

Blaine Corners, PhD, Nutritionist to the Cattle Technical Services Team at Pfizer Animal Health, will complete the 2013 Cattlemen’s College when he discusses “*Nutrition, Supplements and Feed Additives.*” With the cost of livestock feed, cattlemen are being challenged to look at a variety of ways to increase the nutrition value of their feed.

For more information about the 2013 MCA Annual Meeting and Conference, including program and registration, call (517) 347-8117 or visit the web site at [www.micattlemen.org](http://www.micattlemen.org).

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