



George Quackenbush
(517) 347-8117
gquackenbush@mibeef.org

**FOR
IMMEDIATE
RELEASE**

2019 MCA Annual Conference – Focusing on the Producer Bottom Line

OKEMOS, MI. — The Michigan Cattlemen's Association is pleased to announce the 2019 MCA Annual Conference and Education Program will be held Saturday, January 19, 2019 at AgroLiquid in St. Johns, Michigan. The event will feature speakers and sessions covering a variety of topics important to farm and ranch owners and managers.

The conference combines the association's annual business meeting with a top-notch producer education program. This year, attendees can choose between two educational tracks, each geared toward enhancing the cattle producer's bottom line.

Track I is titled Technology, Trade and Economics. It will feature a discussion on Innovative Cattle Feeding Technologies with Dr. Dale Blasi from Kansas State University. Kent Bacus, Director of International Trade and Market Access will join the group virtually for an update on U.S. Trade Policy. Finally, Dr. Melissa McKendree, Assistant Professor at Michigan State University will present some of her research on how changes in retail and export beef demand impact fed and feeder cattle supply and demands. In addition, Dr. McKendree will provide a beef industry economic outlook.

Track II is titled Consumer Trust and Beef Quality Assurance Certification. Production-related requirements by beef packers and end-users have made big news in the cattle industry. Lindsay Green, President of the Michigan Ag Council will share the questions Michigan consumers are asking about how their food is raised. Dr. Dan Buskirk and the MSU Extension Beef Team will then lead a Beef Quality Assurance training. Producers attending this session will become BQA certified, meeting current packer requirements.

In addition to the educational tracks, members will discuss and set policy during the association's business meeting. Ten cattle producers will be elected to the MCA Board of Directors and special presentations will be made. One presentation will introduce a new Michigan cattle industry needs assessment.

"Our policy establishes MCA's position on critical issues," says George Quackenbush, MCA Executive Vice President. "Members who attend the annual meeting can directly influence MCA's policy on those issues and how we approach them with decision makers in Lansing and in Washington D.C."

The annual business meeting begins at 10:00 am. Lunch is included, and participants will have opportunities to interact with and ask questions of speakers and other producers. Cattleman and women interested in attending the event should register at the Michigan Cattlemen's Association website, www.MICattlemen.org, or contact the MCA office at 517-347-8117.

###