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**FOR
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MCA ANNUAL CONFERENCE “Hitting the Mark”

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 25, 2014. “Hitting the Mark” will be the theme throughout the day. The conference challenges beef producers to analyze current industry issues and look for answers that can be applied in their operations. Educational sessions and sponsors will be providing the latest information in agriculture.

“The beef industry is in constant transition, so it is important that we are continuously striving for improvement,” says George Quackenbush, MCA executive vice president. “Transition brings both challenges and opportunities; as an industry we must be prepared and take advantage of every opportunity. I am confident that all cattlemen will learn something new at this one-day event. Attendees will hear a variety of speakers from the National Cattlemen’s Beef Association, Michigan State University, Zoetis and even a reality TV star.”

The event kicks off with the Membership Annual Business Meeting starting at 9:00 a.m. on Saturday morning, where issues will be discussed and board elections will take place. Prior to lunch, the Zoetis “Cattlemen’s College” will be in session. Jim Ethridge, Executive Director of Account Development for the National Cattlemen’s Beef Association, will focus his comments on *“Insuring Beef Hits the Mark for Consumers.”* Consumer expectations for beef are higher than ever and supplies are short. This session will demonstrate how the industry is addressing these challenges and continuing to grow demand for our product.

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The afternoon session will kick off with Dr. Dan Grooms, DVM, PhD, at Michigan State University. He will be discussing “*Drug Wars – Our Role in Keeping Food Safe and People Healthy.*” Antibiotic use in livestock production is under continuous scrutiny. What changes are coming and what should cattlemen be doing to prepare?

Dr. Jon Seeger, DVM, is the Managing Technical Services Veterinarian in the Beef Veterinary Operation Group with Zoetis. Dr. Seeger will discuss “*On-Farm E.Coli Management.*” With the high cost of production, cattlemen are being challenged to consider at a variety of management strategies to maintain healthy herds.

Dr. Jan Pol, star of National Geographic Wild’s hit series *The Incredible Dr. Pol* will conclude the 2014 Cattlemen’s College with the final session titled “*Bringing Animal Agriculture to the Public.*” From a small-town veterinary clinic to a highly-rated network telecast, Dr. Pol’s mission is to help family farmers remain profitable. Dr. Pol will share his experiences and will encourage cattlemen to engage the public in telling animal agriculture’s story.

For more information about the 2014 MCA Annual Meeting and Conference, including program and registration, call (517) 347-8117 or visit the web site at www.micattlemen.org.

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Editorial Note: Speaker Photos Attached