



Northwest Florida

Beef Conference

& Trade Show

Wednesday, February 12, 2020

Jackson County Agriculture Conference Center
2741 Pennsylvania Ave. Marianna, FL 32448
850-482-9620

Sponsored by the UF/IFAS
**Panhandle Agriculture
Extension Team**



Exhibit at the 35th annual Beef Conference Trade Show!

If you sell products and services to beef cattle producers in the Florida Panhandle, you don't want to miss the opportunity to participate in the Beef Conference Trade Show.

What is the Beef Conference?

It is a half-day, University of Florida Extension educational program for cattle ranchers in the Florida Panhandle, SW Alabama, and SE Georgia. This educational program is a joint effort of County Extension Agents and University of Florida Beef and Forage Specialists. In addition to the educational program, the Beef Conference will also feature a Trade Show of businesses and agencies that offer goods and services to cattle producers in the region.

2020 Program Focus

The past few years have been really hard for cattle producers in the Tri-state region. Tropical storms, hurricanes, drought and low cattle prices have been compounding issues. There is hope for the future, but the key is to learn from the past, to be better prepared for the next major challenge. The focus of the 2020 program will be ***Enhancing Ranch Resiliency***, with speakers providing ideas on improving efficiency and a more flexible management plan for weather disasters. Matt Poore, NC State, will be the keynote speaker this year. He is one of the best Beef Extension Specialists in the South. Throughout his career his primary focus had been on herd nutrition but has shifted somewhat to help ranches become more resilient from natural disasters. Chris Prevatt, UF Livestock Economist will share a market outlook and two ways to reduce costs utilizing forages. Angela Gonella-Diaza is the new researcher added to the staff at the Beef Unit in Marianna. She will share ideas on how to improve herd reproduction efficiency. Weeds and insects can significantly impact both yield and quality of forages. The final two presentations from Pratap Devkota, UF Weed Specialist, and Danielle Sprague, Jefferson County Agent, will guide ranchers to optimize pest management to reduce costs and maximize forage production. More specific details, and the exact schedule can be found at www.panhandleag.org.

How does the Trade Show work?

Tabletop Displays will be set up on 8 foot tables along the walls and on the north side of the auditorium. **Equipment Displays** will be set up in a 12' x 30' area under the pavilion, just outside the auditorium. The \$175 fee for exhibiting is the same for either type of display; exhibitors must choose one of the other, but not both.

The agenda will have designated times for ranchers to visit with the Trade Show Exhibitors: 45 minutes during registration, 45 minutes in the middle of the program, and 1 hour immediately after lunch is served. In order to boost interaction between ranchers and exhibitors at the event, exhibitors will be briefly introduced just prior to the Trade Show break.



8 ft. Table top displays in auditorium

Door prizes are another tool many of our exhibitors use to introduce ranchers to their products. Each participant will be given a door prize ticket at registration, so if you would like to provide some product, bring it with you to the event. Door prize tickets will be drawn as soon as the last participant has been served through the lunch line.

Why is it worth my time and money?

175-200 cattle producers, extension faculty, and industry representatives from across the Tri-states region annually attend the Beef Conference. This type of format has been very successful for the past 34 years. Company representatives will make valuable contact with numerous beef producers from this region at one event.



Equipment displays under pavilion outside the auditorium

The Beef Conference is a non-profit, annual extension educational program provided by the Panhandle Ag Extension Team. The sponsorship money goes to cover the expenses of the event: speaker travel, drinks and snacks, and a steak lunch for everyone in attendance.

Where will the Conference be located?

The Beef Conference and Trade Show will be held at the Jackson County Extension Office Auditorium, located at 2741 Penn Ave (State Road 276), Marianna, Florida. Look for a long cream building with a green metal roof on the left hand side with a UF/IFAS Extension sign by the road. The permanent sign in front of the building is marked "**Jackson County Agriculture Offices.**"

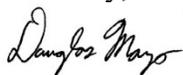
The Conference Center is located at the rear of the building. The best entrance for unloading is the service entrance on the south side of the building. Pavilion access for equipment is provided by the dirt road at the north end of property.

- From I-10, exit at State Road 276 (exit 136). This is the western Marianna exit. Travel 1-mile north of and the facility will be on your left.
- From Dothan, Alabama drive south on Highway 231. Turn left on Highway 73 to Marianna. Turn left on Highway 90, then right at the traffic light at Highway 276 (Penn Ave.) Travel south two miles and the facility will be on your right.

What do you have to do?

1. **Online registration:** For **credit card** payment, utilize the Eventbrite registration website: <https://2020beefcontradeshow.eventbrite.com>. You will enter the required information and paying in one simple step. No further action required. Registration deadline is Friday, February 7.
2. **Mail or Fax Registration:** If you prefer to **pay by check**, utilize the enclosed exhibitor **registration form** and mail in your registration. For internal use to secure a company check, please use the enclosed invoice and send in the registration form to reserve your space; then send in the check when available, or bring it with you to the event. Fax to 850-482-9287. Registration deadline Friday, February 7.
3. **Hotel:** Make your reservation at a **local hotel** for February 11th to be fresh and available to meet with early arriving participants. I would suggest contacting either the Fairfield Inn – (850) 482-0012 or the Comfort Inn - (850) 482-7112, but there are several other options in Marianna. All hotels are located 6 miles east of the Beef Conference location at exit 142 off of I-10. Be aware that this is a popular stop over for Interstate travelers, so don't procrastinate making room reservations.
4. **Set up your display.** Setting your display up in advance is recommended. Set up times for displays include: 1:00-4:30 PM, February 11th or 6:30-7:30 AM on Wednesday, February 12th (the morning of the event). Special arrangements can be made if you are going to arrive after 4:30 PM on the 11th, but please call ahead so we know your plans.

Sincerely,



Doug Mayo,
Jackson County Extension Director
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