



Beef Cattle Conference & Trade Show

UF IFAS
UNIVERSITY of FLORIDA



**Wednesday
February 9, 2022**

Jackson County Agriculture Offices
Peanut Hall Auditorium
2741 Pennsylvania Ave.
Marianna, FL 32448
850-482-9620

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 Trade Show!

What is the Beef Cattle Conference?

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 Cattle Conference will also feature a Trade Show of businesses and agencies that offer goods and services to cattle producers in the region.

2022 Program Focus

Cattle prices have been slowly increasing with the diminishing US cattle inventory; however, the price increase has not kept pace with the inflation of purchased inputs, such as feed, fertilizer, fuel, and equipment. While most cattle producers are focused on keeping their off-farm purchase costs low, inflation will make this very challenging in the year ahead. There are consequences, however, to drastically cutting back if it affects long-term herd and pasture performance. The theme of the 2022 Beef Cattle Conference is ***“Managing Costs without Sacrificing Productivity.”*** The keynote speaker will be Johnny Rogers, Cattle Extension Associate, North Carolina State University. He will share recommendations and ideas to help ranchers improve the efficiency of their herd management to maintain profitability. Other presentation topics will be provided by UF/IFAS Extension experts and will include foundational herd management, developing a 2022 strategic plan, optimizing fertilizer investment, and managing supplemental feed costs. These five presentations will not provide all the answers to the challenges to be faced in 2022, but they will help producers develop their own strategic plan for their operation. 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 \$200 fee for exhibiting is the same for either type of display; exhibitors must choose one, but not both.

The agenda offers designated times for ranchers to visit with the Trade Show Exhibitors: 45 minutes during registration, 45 minutes in the middle of the program, and 45 minutes after lunch is served.

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 lunch.



8' Tabletop displays in the auditorium



Equipment displays under pavilion outside auditorium

Why is it worth my time and money?

Approximately 200 cattle producers, extension faculty, and industry representatives from across the tri-states region annually attend the conference. This type of format has been very successful for helping company representatives make valuable contacts with numerous beef producers from this region at one event.

The Beef Cattle Conference is a non-profit, annual extension educational program provided by the Panhandle Ag Extension Team. The trade show exhibitor fees cover the expenses of the event: speaker travel, drinks and snacks, and a grilled steak lunch for everyone in attendance.

Where is the conference located?

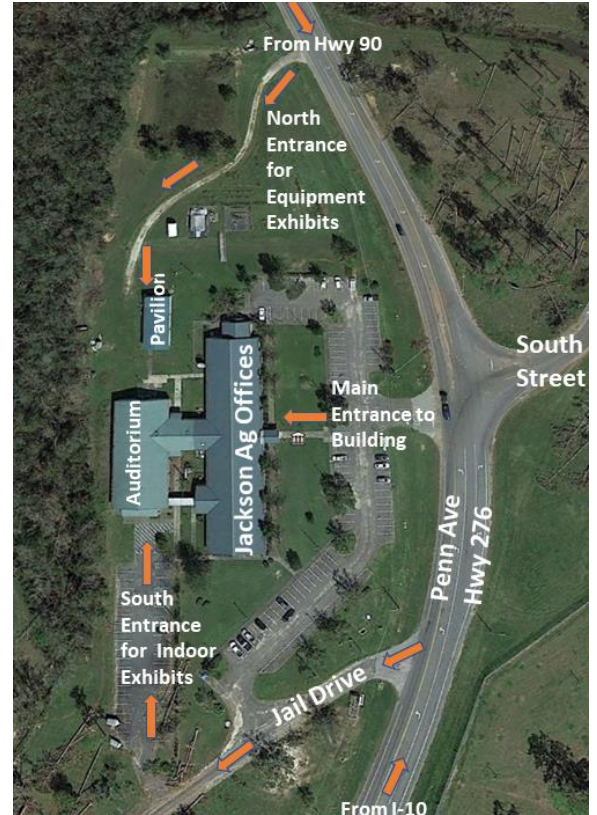
The Beef Conference and Trade Show will be held at the Jackson County Extension Office Auditorium, located at 2741 Penn Ave (State Road 276), Marianna, Florida. Look for a long cream building with a green metal roof on the left hand side with a UF/IFAS Extension sign by the road. The permanent sign in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

The Peanut Hall Auditorium 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 one mile north on Penn Ave. 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://2022beefconf.eventbrite.com> and select the Trade Show Exhibitor ticket. You will enter the required information and pay in one simple step. Please register by Friday, February 4 so we set up the appropriate space for everyone.
2. **Hotel:** Make your reservation at a **local hotel** for February 8th 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 at (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 I-10. Be aware that this is a popular stopover for Interstate travelers, so don't procrastinate making room reservations.
3. **Set up your display.** Setting your display up in advance is recommended. Set up times for displays include: 7:30-4:30, February 8th or 6:30-7:30 AM on Wednesday, February 9th (the morning of the event). Special arrangements can be made if you are going to arrive after 4:30 PM on the 8th, but please call ahead so we know your plans.



Sincerely,

A handwritten signature in black ink that reads 'Douglas Mayo'.

Doug Mayo,
Beef Cattle Conference Chair &
Jackson County Extension Director
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