



Wednesday February 12, 2025

7:30 AM to 1:30 PM Central Time

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

If you offer products and services to cattle ranchers 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 University of Florida 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 cattle and forage specialists. In addition to the educational program, the Beef Cattle Conference also features a Trade Show of businesses and agencies that offer goods and services to cattle producers in the region.

2025 Program Focus

Since 1985, UF/IFAS Extension has provided an educational conference and trade show of industry professionals for cattle ranchers in the Florida Panhandle, Southeast Alabama, and Southwest Georgia. One of the core principles of this annual event is practical recommendations for cow-calf producers based on research-based information.

This year, the planning team has invited a veteran team of cattle and forage specialists to focus on a core area of ranching, managing the cowherd. The focus of the 2025 Beef Cattle Conference is "***Profitable Cowherd Management***." The cattle market is expected to be very strong in 2025, but input costs have also risen to levels that require calculated investment. The program will start with a 2025 Cattle Market Outlook, provided by Hannah Baker, UF/IFAS Cattle and Forage Economist. Dr. Rick Rasby, Nebraska Cow-Calf Extension Specialist, will be the keynote speaker. He will discuss the best tools he has observed for managing a cow herd profitability over his 39-year career. Dr. Joe Vendramini, UF/IFAS Forage Specialist, has been working on managing a range of forages for cattle production for the past 20 years. He will focus on forage management for the cowherd. Dr. Todd Thift, UF/IFAS Cow-Calf Specialist, will share from his 27 years of experience on culling strategies for the mature cowherd. Kalya Waters, UF/IFAS Holmes County, a 13-year veteran extension professional, will provide the final presentation which will focus on cull cow marketing and timing. The five presentations will certainly not provide all the answers to the challenges faced in 2025, but they will help producers

develop a 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 either under the 12' x 30' pavilion or on the grass near the pavilion, just outside the auditorium. The \$250 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: 7:30 AM - 45 minutes during registration, 9:45 AM - 45 minutes in the middle of the program, and 12:45 - 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 ft. Tabletop displays in 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 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 educational program provided by the Panhandle Ag Extension Team. The trade show exhibitor fees cover the majority of the expenses for the event: speaker travel, drinks and snacks, and a grilled steak lunch for everyone in attendance.

Where is the conference located?

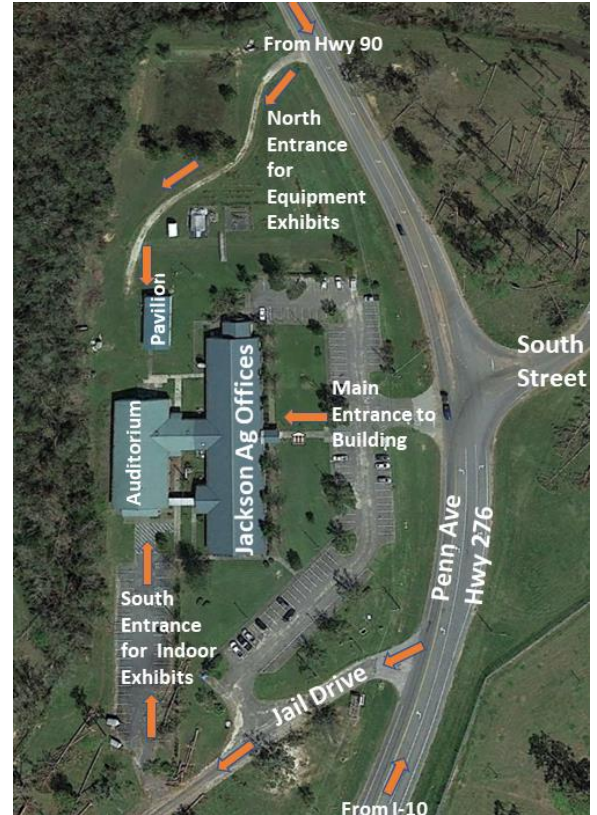
The Beef Conference and Trade Show will be held at the Jackson County Extension Office Auditorium, located at 2741 Penn Ave (State Road 276), Marianna, Florida. Look for a long cream building with a green metal roof on the west side with a UF/IFAS Extension sign by the road. The permanent sign in front of the building says, “*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 the 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: by using your camera app to scan the QR code to the right or <https://2025BeefCattleConf.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 7 to reserve your space.
2. **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 Hampton Inn - (850) 399-9700, 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 up your display in advance is recommended. Set up times for displays include: 7:30-4:30, 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, Beef Cattle Conference Chair &
Jackson County Extension Director
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