



Wednesday February 11, 2026

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 your company or organization offers products or services to cattle ranchers in the Florida Panhandle, you don't want to miss the opportunity to participate in the Beef Cattle Conference & Trade Show!

What is the Beef Cattle Conference?

A University of Florida educational program for cattle ranchers in the Florida Panhandle, and surrounding Alabama, and Georgia counties. 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.

2026 Program Focus

Since 1985, 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 an all-Florida team of cattle and forage specialists to focus on a core area of ranching. The focus of the 2026 Beef Cattle Conference is **“Don’t Get Sloppy! Managing Your Ranch Well.”** The main idea is to focus on doing the things we know can boost efficient production to take full advantage of a high market in 2026.

The cattle market is expected to be very strong in 2026, but managing input costs will remain important for profitability. The program will start with a brief 2026 Cattle Market Outlook but also include a discussion of production costs, provided by Hannah Baker, UF/IFAS Cattle and Forage Economist. Dr. Todd Thirft, UF/IFAS Cow-Calf Extension Specialist, will be the keynote speaker. He will discuss managing a cow-calf herd well from his experience working in extension over his 30-year professional career. Dr. Marcelo Wallau, UF/IFAS Forage Specialist, has been working on managing forages for cattle production for the past 12 years. He will focus on one of the key areas of ranching, managing pastures well. Dr. Brent Sellers, UF/IFAS Director of the Range Cattle Research Center, will share from his 22 years of experience of controlling pasture weeds. Ranchers have a few newer chemicals available to help manage an ever-growing list of troublesome weeds that reduce forage productivity. Doug Mayo, UF/IFAS Jackson County, a 30-year veteran extension professional, will provide the final presentation that will focus utilizing an extensive record system for annual ranch analysis to develop benchmarks for ranch management. It is difficult to improve the management of an operation without knowing costs of production, break-even prices, and key production targets.

The five presentations will certainly not provide all the answers to the challenges ranchers will face, so the trade show offers additional industry professionals to help ranchers manage well in 2026.

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 provides three designated times for ranchers to visit with Trade Show Exhibitors:
7:30 AM - 45 minutes during registration,
9:45 AM - 45 minutes in the middle of the event,
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.

The Beef Cattle Conference is a non-profit, annual educational program provided by the Panhandle Ag Extension Team. The trade show exhibitor fees cover major 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 place 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.



8 ft. Tabletop displays in auditorium



Equipment displays under pavilion outside auditorium

- 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 go to <https://2026BeefConference.eventbrite.com> and select the Trade Show Exhibitor ticket. You will enter the required information and pay in one simple step. You may opt to pay by check to save on the Eventbrite fees. If so, use the attached registration form to mail with your check. Also attached is an invoice to be used within your organization for reimbursement. Please register by **Friday, February 6** to reserve your space.
2. **Hotel:** Make your reservation at a **local hotel** for February 10th 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 off I-10 exit 142. 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 10th or 6:30-7:30 AM on Wednesday, February 11th (*morning of the event*). Special arrangements can be made for arrival after 4:30 PM on the 10th, but please call ahead so we know your plans.

Sincerely,



Doug Mayo, Beef Cattle Conference Chair &
Jackson County Extension Director
850-482-9620
demayo@ufl.edu

