

Beef market, weather outlook to be featured at Texas A&M Beef Cattle Short Course

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COLLEGE STATION – The outlook for consumer beef demand as well as price forecasts for the cattle market will be featured during the general session of the 64th Texas A&M Beef Cattle Short Course Aug. 6-8 at Texas A&M University in College Station.

The general session, set for Aug. 6, will feature Randy Blach, CEO of CattleFax, who will give a beef cattle market outlook.



The outlook for consumer beef demand as well as price forecasts for the cattle market will be featured during the general session of the 64th Texas A&M Beef Cattle Short Course Aug. 6-8 at Texas A&M University in College Station. (Texas A&M AgriLife Extension Service photo by Blair Fannin)

“Everyone is wanting to know the trends and how this will affect marketing cattle for the remainder of the year,” said Dr. Jason Cleere, short course coordinator and Texas A&M AgriLife Extension Service beef cattle specialist, College Station. “Attendees will have the opportunity to hear a comprehensive overview of price trends and outlook so they can plan accordingly with their operations.”

Dr. Ron Gill, AgriLife Extension beef cattle specialist, College Station, will discuss hot issues in the cattle industry, including animal diseases traceability, clean meat and exports.

Dr. Jason Cleere, conference coordinator and AgriLife Extension beef cattle specialist, College Station, and Kelley Sullivan, co-owner of Santa Rosa Ranch near Houston, will provide a look at the China beef market — present and future.

Tiffany Dowell Lashmet, AgriLife Extension law specialist, Amarillo, will discuss landowner issues affecting ranchers, and Brian Bledsoe, Southern Livestock Standard weatherman, Pueblo, Colorado, will provide an extended weather outlook.

The short course is the largest beef cattle educational event in the country and attracts more than 1,800 beef cattle producers from Texas and abroad, according to organizers. The short course is hosted by AgriLife Extension and the department of animal science at Texas A&M.

The short course also features 22 sessions covering basic practices, new technologies and other important industry topics. These sessions provide participants an opportunity to choose workshops based on their level of production experience and the needs of their ranch.

“Concurrent workshops will feature information on forage and beef cattle management, health, nutrition and reproduction, record-keeping, genetics, purebred cattle and much more,” Cleere said. In

addition to classroom instruction, participants can attend one of the program's demonstrations on the morning of Aug. 8, he said.

"There will be demonstrations on live cattle handling, chute-side calf working, brush management, fence building, tractor safety and beef carcass value determination," Cleere said.

"The goal of the short course each year is to provide the most cutting-edge information needed by beef cattle producers. We have information everyone can take home and apply to their operations."

Participants can earn at least nine Texas Department of Agriculture pesticide continuing education units if they are already licensed, Cleere added.

An industry trade show, featuring more than 130 agricultural businesses and service exhibits, will also be held during the event.

"And the famous Texas Aggie Prime Rib Dinner is always a highlight of the short course," Cleere said.

Registration is \$210 and covers all meals, including the prime rib dinner, breaks and printed materials.

To register, go to <https://beefcattleshortcourse.com/>.

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