Florida Beef Excellence Institute

sponsored by the Florida Beef Council (FBC)

The University of Florida Department of Animal Sciences and the Florida Beef Council invites cow-calf producers to attend this event at the UF Animal Sciences Building and Meat Laboratory to develop a greater understanding of the steps of the beef production chain which largely occur outside the southeastern U.S.

Presentations will include the state of the beef industry, food safety protocols from farm to fork, and practices that influence endpoint value.

Gain hands-on perspective from live finished cattle evaluation, observing the slaughter process, carcass grading and fabrication, and valuation of beef.

**Registration** - Contact Rebecca Matta at (352)-392-1916 or rmatta@ufl.edu by September 27, 2013.

A $50.00 check per attendee made to the University of Florida should be mailed to:
University of Florida
Department of Animal Sciences
Beef Excellence Institute
PO Box 110910
Gainesville, FL 32611

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**October 14, 2013 – Day 1** - Held in Animal Science Rm 102
9:30am  Food Safety from Farm to Fork
11:00am  Fed Cattle Evaluation
12:30pm  Lunch
1:30pm  Beef Cattle Harvest- Meat Laboratory
2:00pm  State of the Industry
        Genetic Selection Tools
3:30pm  Break
4:00pm  Managing Feeder Calves for Beef Cattle Quality
        Factors that Impact Marbling and Tenderness
6:30pm  Dinner

**October 15, 2013 – Day 2** - Held in Animal Science Rm 156
7:00am  Hands on Beef Carcass Quality and Yield Grading
9:00am  Hands on Carcass Fabrication
12:00pm Lunch- Rm 102
1:00pm  Pricing Grids and Branded Programs
        Assessment of Carcass Merit Economic Analysis
5:00pm  Adjourn