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FOR IMMEDIATE RELEASE

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Cal Poly Annual Beef Cattle Field Day Set for Oct. 6-7

SAN LUIS OBISPO -- "Managing Cattle Profitably in Tough Times" is the theme of this year’s annual Cal Poly Beef Field Day and Trade Show set for Saturday and Sunday, Oct. 6-7, at the new Beef Center off Highway 1, a few miles north of campus. Registration begins at 7:30 a.m. and the program starts at 8:30.

Featured speakers include Terry Jochim, president of the California Beef Cattle Improvement Association, who will kick off the program, and Kevin Kester, second vice president, California Cattlemen’s Association, who will talk about the latest developments of the 2007 Farm Bill and U.S. Department of Agriculture’s Country-of-Origin Labeling guidelines.

Additional speakers will focus on market forecasts, cow/calf nutrition during drought conditions, and adding value to calves.

Morning presentations will discuss how producers can be profitable during challenging times. During the afternoon, participants can attend workshops on body condition scoring, vaccination protocols and proper handling of biological material and the latest advances in animal identification.

Field Day also includes a commercial trade show, refreshments, lunch and a “bull session,” which gives buyers and consignors time to preview bulls that will be up for auction at the Tested Bull Sale, which begins at 1 p.m. Oct. 7 at the Beef Center.

A barbecue to benefit the Collegiate Cattlemen’s Club and the Cal Poly Livestock Judging Team will be held at 7 p.m. Oct. 6 at the Beef Center.

The Cal Poly Beef Field Day is co-sponsored by Cal Poly, the California Beef Cattle Improvement Association, and the California Cattlemen’s Association. For more information, to register, and for location and directions to the Beef Center, call Mike Hall in Cal Poly’s Animal Science Department at 756-2685 or visit the Cal Poly Bull Test Web Site at http://bulltest.calpoly.edu.

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