

Nov. 25, 2003

Panhandle Beef Conference Is Dec. 2, At Amarillo Farm & Ranch Show

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AMARILLO -- There's a new tradition heading up the educational programs being offered at this year's Amarillo Farm and Ranch Show. On Dec. 2, the first annual Panhandle Beef Conference will provide a forum for area farmers and ranchers to discuss topics ranging from forage production to COOL concerns.

Registration for the symposium will begin by 9 a.m. in the Heritage Room of the newly expanded Civic Center complex. The expansion and new space has meant more than 120 booths could be added for a total of 825 exhibitors at this year's 3-day show, now the third largest indoor event in the U. S.

A \$5 fee will cover lunch. Texas Cooperative Extension's Panhandle Beef Advisory Committee planned and organized the recent addition to Extension's education programs, a long time tradition during farm show week.

“Crop prices are a real concern for area producers right now. Cattle prices are up and we're seeing a nod toward replacing row-crop acres with irrigated pastures,” said Leon Church, Extension agricultural agent in Potter County.

At 9:30 a.m., a general session will open the event, followed by concurrent segments set to run between 9:45 a.m. and 10:15 a.m. Session A will feature an indepth look at wheat and small grain forage production and a discussion by Dr. Brent Bean, Extension agronomist.

Session B will have Dr. Ted McCollum, Extension beef specialist, addressing irrigated pastures, and a discussion of warm- versus cool-season grasses, including Bermuda varieties.

Following the mid-morning break, Session C at 10:30 a.m. to 11 a.m. will feature a presentation by Dr. D. G. Gray, a private consultant from Canyon, entitled, “Where's the Money in Carcass-Based Marketing.” In addition, Gray will describe exactly what kind of cattle will fit the bill. McCollum's irrigated pasture discussions within Session B, will be repeated during this time slot.

At 11:10 a.m., Segments A and C will begin and end in time for lunch at 11:45 a.m.

The afternoon's general session will focus on issues involving the Country of Origin (COOL) of concern to the beef cattle producers everywhere. Texas Cattle Feeders Association vice president, Ross Wilson, will be a featured speaker.

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