64th Annual Florida Beef Cattle Short Course
“Building on Success”
May 13-15, 2015

(Program subject to change without notice)

**Wednesday, May 13**
1:00pm Welcome
1:15pm Cattlemen Comments – Henry Kempfer, President of the FCA
1:30pm What Kind of Beef Should We Be Producing – Fixing the Current Beef Industry Model – Bill Helming, Bill Helming Consulting
3:00pm Break
3:30pm Perspectives on Production - Sustainability, Production, and Products – Ernie Meier, McDonalds Corp.
4:15pm Market Outlook – John Michael Riley, Mississippi State University
5:00pm Panel Discussion on Beef Production
5:45pm Reception

**Thursday, May 14**
8:30am Impact of Heat Stress on Female Fertility – Pete Hansen, University of Florida
9:15am The Missing Piece of the Fertility Equation – Joel Yelich, University of Florida
10:00am Break
10:30am What Does it Take to Start an AI Program – Cliff Lamb, University of Florida
11:15am Use of Early Weaning to Affect Cow Reproduction – John Arthington, University of Florida
12:00pm Leave for Lunch, Horse Teaching Unit

Afternoon Demonstrations
1:30pm Session 1:
   ➢ Reproductive Anatomy
2:00pm Session 2:
   ➢ Use of an AI Breeding Box
   ➢ Selection of Synchronization Protocols for the Cow Herd
   ➢ Pregnancy Testing-Blood Sample Protocol
3:30pm Break
3:45pm Session 3:
   ➢ Appropriate Bull Selection & Management
   ➢ Cow Body Condition Score and Reproduction
6:00pm Steak Out!

**Friday, May 15**
8:30am North Florida REC Research Update
9:00am Agronomy Research Update
9:30am Economics of Herd Expansion – Chris Prevatt, University of Florida
10:15am Break
10:30am Gainesville Research Update
11:00am Range Cattle REC Research Update
11:30am How Long Does This Production Model Work? – Trey Warnock, Amarillo Brokerage
12:15pm Wrap and Adjourn