



January 10, 2020 | Friendship Hall, 1001 N. 2nd St. Montrose, CO 81401

- 8:30 - 9:00** **Registration – Trade Show**
- 9:00 – 10:30** **Identifying and Managing Calf Health Issues**
Dr. Frank Garry, CSU Extension Specialist (DVM, PhD)
- 10:30 – 10:45** **Break – Trade Show**
- 10:45 – 11:45** **Returns to Beef Quality Assurance in Video Auctions & PRF Insurance Tool**
Dr. Daniel Mooney, CSU Assistant Professor, Extension Economist and Dr. Ryan Larsen, USU Extension Economist
- 11:45 – 1:00** **Lunch – Sponsored by Kinikin Processing**
- 1:00 – 2:00** **Cattle Market Outlook: Fundamental Drivers Impacting Marketing Decisions**
Katelyn McCulloch, Director, Livestock Marketing Information Center
- 2:00 – 2:15** **Break – Trade Show**
- 2:15 – 2:45** **Value Added Programs**
Doug Stanton, Senior VP Sales & Business Development, Where Food Comes From - IMI Global
- 2:45 – 3:15** **Marketing Cattle in Western Colorado**
Clay Norell, Representative, Superior Livestock
- 3:15 – 3:45** **Marketing Panel Discussion**
Katelyn McCulloch, Doug Stanton, Clay Norell
- 3:45** **Adjourn - Trade Show**