



Beef Roundup

October 2003

Beef Marketing Program

October 21, 2003

Tulare County Agricultural Building

7:30 AM

Registration

8:00

High Sierra Beef Marketing Project—*Dan Macon, High Sierra RCD*

A program to develop a producer controlled business that markets beef products of consistent quality in order to sustain family ranches in the Sierra Nevada foothills.

9:00

Futures and Options – *James Henderson and Cattle Fax*

Feasibility of using Futures and Options to minimize your marketing risk.

9:45

Break

10:00 – 12:30

Irradiation of Beef

Is the irradiation of ground beef a viable solution to address the increasing food safety concerns in ground beef for the public and the industry?

World's Safest Food Supply - Christine Bruhn, UCCE Food Marketing Specialist & Director - Center for Consumer Research

*History & Use of Irradiation for Food Safety - Ron Eustice, Executive Director
Minnesota Beef Council*

Science and Technology of Irradiation - Ron Eustice

Perceptions and Issues - Ron Eustice

Consumer Acceptance - Christine Bruhn

Industry Perceptions – Ben Higgins CCA, Vice President

Irradiation Today - Ron Eustice

Panel Discussion - Marketing, All Speakers

12:30 – 1:30

Lunch

Registration required for lunch. Registration form attached.

REGISTRATION FORM

Registration must be received by October 16, 2003

Beef Marketing Program
October 21, 2003
Registration 7:30 a.m.
Tulare County Agricultural Building

Please mail this form with a check made payable to **UC Regents**.

Registration Fee: Before October 16th is \$10.00/person including lunch.
After October 16th is \$15.00/person.
Reservations required for lunch.

Mail to: UC Cooperative Extension
Beef Marketing Program
4437-B S. Laspina Str.
Tulare, CA 93274

Name _____
Company _____
Address _____
City/State/Zip _____
Phone _____

Amount enclosed _____

If reservation is for more than one person, please list names of others covered by check:

Office Use Only: Date Received _____ Check/Cash _____ Amount _____ Receipt# _____

University of California
Cooperative Extension
Tulare County
4437-B South Laspina Street
Tulare, California 93274

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Beef Roundup

Meeting Notice

Beef Marketing Program – October 21, 2003

Jim Sullins
Farm Advisor

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