

**NEWS RELEASE**  
**Contact: Chancey Hanson**  
**405.235.4391 or [chanson@okcattlemen.org](mailto:chanson@okcattlemen.org)**

## **Neogen's Dr. John Peterson Talks Genetics at the 66<sup>th</sup> OCA Convention and Trade Show**

OKLAHOMA CITY, Okla., May 16, 2018 – ‘The Business of Genetics’, will be the topic of Cattlemen’s College Session 1, held during the 2018 Oklahoma Cattlemen’s Association Convention and Trade Show. The 66<sup>th</sup> Annual event will be held July 20 and 21 at the Embassy Suites in Norman, Okla.

Neogen’s Dr. John Peterson will present. Dr. Peterson was raised on a ranch in Southwest New Mexico, received his Ph.D. in beef cattle nutrition from the University of Nebraska, and from 1979 to 1983 was on faculty at the Animal Science Department of the University of Missouri. He was a beef extension specialist at Montana State University and later became the Executive Director of the National Cattlemen’s Association. Currently, Dr. Peterson is the Montana, Idaho & Wyoming Territory Manager for Neogen.

“Our 66<sup>th</sup> Annual Convention will focus on business. Genetic testing is becoming more common and is really does play a huge role in the cattle business,” said Weston Givens, OCA President. “We appreciate Neogen for sponsoring the Cattlemen’s College session so that beef producers can learn more about how to utilize the tools they offer.”

The mission of Neogen Corporation is to be the leading company in the development and marketing of solutions for food and animal safety. With state-of-the-art genetics laboratories and the comprehensive bioinformatics to interpret genetic test results, Neogen offers identity and trait determination and analysis.

“This session is one of five Cattlemen’s College sessions for cattlemen to participate in during OCA convention,” Givens said. “The convention atmosphere will be exciting as we are building the convention around a Route 66 theme to celebrate the 66<sup>th</sup> Annual event.”

In addition to a large, in-door trade show; convention will also include discussion around OCA policy and an OCA General Business meeting. The final event of convention is the awards banquet where outstanding cattlemen and their accomplishments will be recognized and celebrated.

OCA Convention registration is now open. To register, visit [www.okcattlemen.org](http://www.okcattlemen.org). The first 66 registrants will get a free limited-edition convention t-shirt sponsored by BancFirst and Whole Heart Creations. Trade Show booths are still available. If you are interested in participating as a trade show exhibitor call Shari at 405.235.4391.

The OCA is the trusted voice of the Oklahoma Cattle Industry. OCA is the only voice that speaks solely for the cattlemen of Oklahoma and represents beef producers in all 77 counties across the state. The OCA officers, board of directors and membership encourages you to join us in our advocacy efforts to ensure less government intervention, lower taxes and a better bottom line. For more information about OCA membership, the theft reward program or activities call 405-235-4391 or visit [www.okcattlemen.org](http://www.okcattlemen.org).

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