

NEWS RELEASE

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## Cattlemen's Educational Series Provides Unique Learning Opportunities

OKLAHOMA CITY, Okla., June 29, 2020 – In partnership with the National Corn Growers Association, the Oklahoma Cattlemen's Association (OCA) is providing a series of three unique learning opportunities during the upcoming 68th Annual Oklahoma Cattlemen's Convention and Trade Show on July 24 and 25 in Tulsa, Okla.

Named the Cattlemen's Educational Series, the three sessions feature timely, tangible topics for discussion during these interactive, educational opportunities for cattlemen. "The educational element of OCA Convention is invaluable. I learn by listening to the speakers and then have the opportunity to further discuss the topic with fellow cattlemen during evening socials or throughout the halls of the trade show," said Mike Weeks, OCA President.

Session 1 is titled, "Beef on the Plate . . . How does it get there?" The session features speaker, Sara Scott, Vice President of foodservice for the Certified Angus Beef® brand. The session will expand upon the many steps and individuals it takes after fabrication to get beef in front of the consumer. This session is presented by Multimin USA.

Session 2 is titled, "Secure Beef Supply." The session features Dr. Rosslyn Biggs, Director of Continuing Education for the College of Veterinary Medicine and Beef Cattle Specialist for Oklahoma Cooperative Extension along with Callahan Grund, Executive Director for U.S. CattleTrace. The session will focus on traceability and the benefits and challenges it brings. This session is presented by Xcel Feedyard.

The third and final session of the Cattlemen's Educational Series is the, "Cattle Market Outlook". Dr. Derrell Peel, nationally renowned agricultural economist. He serves as the Extension Livestock Marketing Specialist at Oklahoma State University. Dr. Peel uses market research, and economic projections to provide an estimate of future cattle markets. This session is presented by ADM Nutrition.

The 68<sup>th</sup> Annual OCA Convention and Trade Show is a two-day, family friendly event. The convention is scheduled for July 24 and 25 at the Marriot Tulsa Southern Hills Hotel in Tulsa, Okla.

To view an agenda and register, visit [okcattlemen.org/oca-annual-convention-and-trade-show](http://okcattlemen.org/oca-annual-convention-and-trade-show).

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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