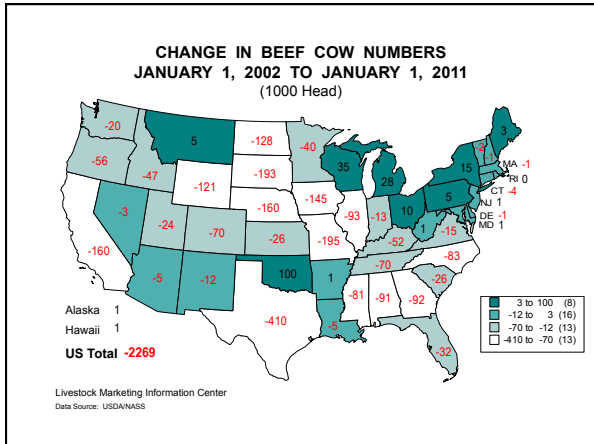
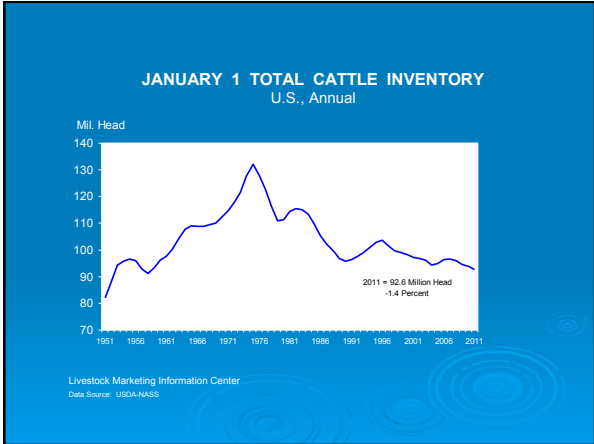


Future Challenges of the Beef Industry

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Industry Concerns and Opportunities

- Input Costs
 - Corn, forages, equipment, etc
- Alcohol production?
- Land use?
- Who will be on the ranch?



Cattle Production

- The weaned calf
 - “The 1000 lb feeder animal entering the feedlot”
 - Finish, background>finish, stocker>finish or grass fed
- Quality at harvest
 - Value based marketing – Quality and source and age

Issues - Opportunities

- Government Policies
 - Environment and Animal care or rights
- Genetic tools – Genomics

We will continue to be a great industry with great people utilizing sound science and producing a super product for our consumer