



USDA Cattle & Carcass Training Center Training Event



Cow Herd Management, Slaughter Cow Evaluation & Marketing Course

Location: USDA Cattle & Carcass Training Center at West Texas A&M University and Caviness Beef Packers

Wednesday, September 21, 2022:

- **8:00 – 8:15:** Introductions
- **8:15 – 9:45:** Cow Herd Management and Best Practices
 - Jason Smith, Ag Extension
 - Juan Piñeiro, Ag Extension
- **9:45 – 10:00:** Break
- **10:00 – 11:00:** NBQA Cows
 - Dr. Lawrence, West Texas A&M University
- **11:00 – 12:00:** Slaughter Cow Guidelines and Market Reports
 - Tina Colby, USDA Market News
- **12:00 – 1:00:** Lunch
- **1:00 – 1:30:** Live Animal Video Evaluation
- **1:30 – 1:45:** Break

- **1:45 – 3:00:** Evaluation of Live Animals
- **3:00 – 3:15:** Break
- **3:15 – 4:30:** Live Cow Purchasing Panel Discussion
 - Moderator Dr. Pond, West Texas A&M University
 - Joe Barbour, Livestock Marketing Association
 - Ty Cranmer, Caviness Beef Packers Cow Buyer
 - Scott McNeley - Simplot

Thursday, September 22, 2022:

- **8:00 – 8:15:** Recap of Previous Day
- **8:15 – 9:15:** USDA Cow Meat Reporting Overview
 - Chris Sommers, USDA Market News
- **9:15 – 9:30:** Break
- **9:30-11:00:** Carcass Breakdown and Pricing Demonstration
 - Dr. Lucherk, West Texas A&M University
- **11:00 – 11:15:** Break
- **11:15 – 12:00:** Marketing/Manufacturing/End Product
 - Dr. Tennant, West Texas A&M University
- **12:00 – 1:00:** Lunch
- **1:00 – 2:00:** Industry Panel Discussion
 - Moderator Dr. Pond, West Texas A&M University
 - Sheldon Phillip, Fulton Marketing Group
 - Cheyenne McEndaffer, U.S. Meat Export Federation
 - Trevor Caviness, Caviness Beef Packers
- **2:30 – 5:00:** Tour of Grinding Facility
- **5:00:** Closing Remarks

