

Piedmont Regional Beef Conference

Thursday, March 1, 2018

Guilford County Extension Center • 3309 Burlington Road, Greensboro, NC 27405



- 8:30 a.m. Registration and Trade Show Opens
- 9:15 a.m. “Cattle Industry Structure and Changes”
Duane Lenz, General Manager Cattle-Fax- Englewood, Colorado
- 10:15 a.m. Break/Trade Show
- 10:30 a.m. Panel Discussion on Feeder Calves
- 12:00 p.m. Lunch/Trade Show
- 1:00 p.m. “Cattle Market Outlooks”
Duane Lenz, General Manager, Cattle-Fax- Englewood, Colorado
- 2:00 p.m. Break/Trade Show
- 2:30 p.m. “Hoof Anatomy, Care, & Management with Demonstration”
Chris Jeffcoat, American Angus Association
Ritchie Roberts, Double R Cattle Services, Inc.

**In Case of Inclement Weather
Please Call 800-666-3625**

2018 Piedmont Regional Beef Conference Registration Form

Name: _____

Address: _____

City/State/Zip: _____

Phone/Cell: _____

Email: _____

Pre-Registration Fee (Before February 16, 2018): \$15.00 **Non-Refundable**

At the Door: \$20.00

Number Attending: _____ Amount Enclosed: _____

Name(s) of Additional Participants: _____

Make check payable to: Caswell County with Regional Beef Conference in subject line.

Send Registration to:
Caswell County
Cooperative Extension
P.O. Box 220
Yanceyville, NC 27379

For More Information:
April Bowman
336-703-2855
awbowman@ncsu.edu

Accommodation requests related to a disability should be made by February 12, 2018 to Ben Chase, (336) 342-8235, ben_chase@ncsu.edu.

2018 Piedmont Regional Beef Conference Speakers

Duane Lenz, Cattle-Fax



Duane has been a Market Analyst at Cattle-Fax since 1989, working with Texas, Colorado, Nebraska and Western U.S. feedlots and cow/calf producers. His current responsibilities are with Texas, California and Arizona feedyards, as well as serving as General Manager for Cattle-Fax. Duane is also heavily involved with meat analysis. Prior to working at Cattle-Fax, Duane spent 9 years as a lamb buyer for Farmstead Foods Corp. (formerly Wilson Foods Corp.). He was raised 30 miles south of Denver on a diversified livestock operation. Duane is a graduate of Colorado State University.

Cattle-Fax is a member-owned organization whose objective is to help member cattlemen make more profitable marketing and management decisions. Cattle-Fax supplies its members, in all segments of cattle production and feeding throughout the United States, with timely market information, analyses and educational programs to assist them in making better bottom-line decisions. The information, including data provided by members, is developed by Cattle-Fax's staff of market analysts and researchers. Cattle-Fax information is available to members through a weekly printed report, in conversations with analysts on toll-free lines, and on video screens and personal computers.

Chris Jeffcoat, American Angus Association



Chris Jeffcoat is a regional manager for the American Angus Association covering fourteen states, including North Carolina. In this role, Chris serves Angus members and commercial cattlemen through the association's performance programs, marketing opportunities, sales, and junior events. Chris is also a partner in his family's farm in Pennsylvania, which includes a cow/calf herd and feedlot. Prior to becoming a regional manager, Chris served as an Area Livestock Agent in North Carolina and County Extension Agent in Kentucky.

Ritchie Roberts, Double R Cattle Services, Inc.



Ritchie Roberts grew up as a 4th generation farmer on a diversified family farm in Northern Orange County, NC. At the age of 4, he stated that farming would be his future occupation. From that point, he developed a fondness for cattle and set out to make a living with them. Ritchie graduated from NCSU Agricultural Institute in Livestock Management and Technology. After working on the family farm and owning his own dairy, he began professional hoof trimming in 1991. Ritchie has traveled up and down the East coast and as far West as Utah providing quality hoof care to many customers. When he is not trimming hooves, Ritchie enjoys spending time with his beautiful bride and two children on their grass-fed beef and u-pick strawberry farm.

2018 Piedmont Regional Beef Conference Planning Committee:

Ben Chase- Rockingham & Guilford Counties

Kim Woods- Person & Granville Counties

Lauren Langley- Alamance County

Joey Knight- Caswell County

Tyrone Fisher- Orange County

Sara Drake- Davidson County

Nate Bruce- Caswell County

Jonathan Black- Randolph County

April Bowman- Forsyth County

Carl Mitchell- Stokes County