

NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Producing Quality Beef Workshops Scheduled

VERONA, Wisc. (Nov. 4, 2024) -- What physical traits enhance or detract fed cattle values? Why do some fed cattle sell for more or less than others? What opportunities did the latest beef quality audit find? These topics and more will be the focus of "Producing Quality Beef" workshops slated at four locations around the state in December and February.

The workshops will begin at 10 a.m. with a discussion from a cattle buyer about the type of cattle that have the greatest demand based on consumer preferences and traits that add or lower fed cattle value. Adding to the cattle evaluation will be a discussion on how mud, manure and gut fill impact dressing percent, and impacts that mobility/fitness for transport have on cattle value.

A discussion of the latest National Beef Quality Audit will highlight improvements that have been made and where there are opportunities to better meet consumer demand. In addition, participants will be able to see a variety of quality defects that packing plants encounter and learn how that impacts the industry and cattle prices.

Following lunch, sessions begin with quality and yield grade discussions and a hands-on opportunity for participants to measure the ribeye, back fat and try their hand at assigning quality grades to some real beef ribs. There will also be discussions on feeding and management to produce finished cattle that the packers are seeking, and on pre-harvest factors that impact meat quality.

Dates and locations for the workshops are as follows:

- Dec 3rd Richland Center Equity Livestock Sale Barn, 26702 Co Hwy O, Richland Center, WI 53581
- Feb 12th Blooming Livestock Exchange, 9663 Co Hwy A, Bloomington, WI 53804
- Feb 26th Altoona Equity Livestock Sale Barn, 5150 US-53, Eau Claire, WI 54701
- Feb 28th Milwaukee Stockyards, N3645 Co Rd J, Reeseville, WI 53579

The workshops will begin at 10 am and wrap up by 3 pm. Lunch is provided, and there is no cost to attend. Pre-registration is requested 7 days in advance to ensure that plenty of food and handouts will be available for everyone. To register, go to <https://bit.ly/3GSZtuJ> or call the Wisconsin Beef Council at (800) 728-BEEF (2333) or 608-833-7177.

These workshops are a cooperative effort with the Wisconsin Department of Agriculture Trade and Consumer Protection, University of Wisconsin-Madison Division of Extension, and Wisconsin Beef Council. Support is also being provided by Equity Cooperative Livestock Sales Association, Bloomington Livestock Exchange, and Milwaukee Stockyards.

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