

## Participants will learn:



Tour OSU beef cattle research facilities and learn about research to improve stocker profitability and cow efficiency.



Upcoming changes in animal disease traceability and identification.



Value of by-product feeds in beef cattle production.



## EXTENSION

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Issued in furtherance of Cooperative Extension work, acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture, Director of Oklahoma Cooperative Extension Service, Oklahoma State University, Stillwater, Oklahoma. This publication is printed and issued by Oklahoma State University as authorized by the Vice President for Agricultural Programs and has been prepared and distributed at a cost of 20 cents per copy. 0919 GH.

# OSU Beef Industry Conference

Oklahoma Cooperative Extension Service



## EXTENSION

## Beef Cattle Research Field Day Thursday, October 24

**Range Cow Research Center, South Range Unit**  
13810 W 6th Ave, Stillwater, OK 74074

- 5:00 p.m. Research Overview**  
Interactive discussion of beef cattle research at OSU and how it benefits cattlemen in Oklahoma
- 6:30 Dinner**
- 7:00 Music around the camp fire**

## OSU Beef Industry Conference Friday, October 25

**OSU Conoco-Phillips Alumni Center**  
Corner of University Avenue and Hester Street

- 8:00 a.m. Registration and refreshments**
- 9:00 Welcome**  
Paul Beck
- 9:15 Beef's job title**  
Tryon Wickersham, Texas A&M Department of Animal Science
- 10:15 Water intake in cattle**  
Terry Mader, Mader Consulting, LLC
- 11:15 Harnessing the value of by-product feeds in beef cattle production**  
Ronnie Castlebury, Livestock Nutrition Center, V.P. of Sales and Nutrition
- 12:00 Lunch**
- 12:45 p.m. Animal disease traceability and identification - upcoming changes**  
Rosslyn Biggs, Beef Cattle Extension Veterinarian, Oklahoma State University Center for Veterinary Health Sciences
- 1:45 Making sense of the cattle and beef markets**  
Stan Bevers, Ranch KPI, LLC and TAMU King Ranch Institute

**Mr. Bevers** owns Ranch KPI LLC, a ranch management company. He also holds an appointment with the King Ranch Institute for Ranch Management with Texas A&M University - Kingsville. Bevers specializes in utilizing Key Performance Indicators (KPI) to evaluate ranch management information systems for the purpose of ranch accounting, ranch analysis and finding ranch efficiencies.



**Dr. Terry Mader** is Professor Emeritus at the University of Nebraska, Department of Animal Science. Dr. Mader's current activities include involvement in national and international projects studying and mitigating environmental effects on animal productivity. He is head of Mader Consulting, LLC, a business entity devoted to the implementation of ethical animal welfare practices and development of management strategies to minimize environmental stress and effects of climate variability in livestock.

**Dr. Tryon Wickersham** is an associate professor with Texas A&M University. His research focuses on improving the economic and environmental sustainability of beef cattle production by improving the efficiency of forage utilization and the adoption of co-products as a feed resource. Recently, he has worked on placing cows in confinement as a means of enhancing the sustainability of beef production and using net protein contribution as a key performance indicator of sustainability.



**Dr. Rosslyn Biggs** grew up in a farming and ranching family in southwest Oklahoma. She attended Oklahoma State University and obtained an Agricultural Economics degree in 2001 followed by her veterinary degree in 2004. She was in mixed practice near Chickasha and Verden, OK for three years. She then joined USDA APHIS Veterinary Services initially serving as a Field Veterinary Medical Officer and later as Assistant Area Veterinarian in Charge specializing in international exports for multiple states. In July 2019, she joined the OSU Center for Veterinary Health Sciences as a Beef Cattle Extension Specialist and Director of Continuing Education.

**Ronnie Castlebury**, Ph.D. is the current Director of Sales & Nutrition for Livestock Nutrition Center, LLC. After completion of his M.S. and Doctorate degrees in Ruminant/Beef Cattle Nutrition from Texas Tech University in '89 and '93, respectively, Dr. Castlebury began his career with Purina Mills, Inc. He provided technical service and nutritional consulting, within Purina's Beef Consulting group, to both feedlot and cow/calf customers in his nine years with the company. In 2002, Dr. Castlebury formed Castlebury Consulting and independently consulted with ranches, feedlots and feed companies; providing feeding management expertise, formulation and nutritional consulting. In 2007, Dr. Castlebury joined Livestock Nutrition Center.



**Registration Form**  
Registration through October 18: \$75. Starting October 19: \$100

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

e-mail \_\_\_\_\_ Phone \_\_\_\_\_

Make checks payable to: Animal and Food Sciences

Mail to:  
Beef Industry Conference  
201 Animal Science  
Stillwater, OK 74078

Or register online at: [afs.okstate.edu/marketplace](https://afs.okstate.edu/marketplace)