



KANSAS STATE UNIVERSITY

2025 CATTLEMEN'S DAY

MARCH 7 | NATIONAL GUARD ARMORY | 721 LEVEE DRIVE, MANHATTAN

8 a.m. Trade Show & Educational Exhibits
Morning refreshments provided by Lallemand Animal Nutrition.

9 a.m. Welcome
Mike Day, Ph.D, K-State ASI Department Head

Genetic Modifications in Livestock
Alison Van Enennaam, Ph.D, UC Davis Extension Specialist: Animal Biotechnology and Genomics

Beef Industry Economic Outlook
Glynn Tonsor, Ph.D, K-State Agriculture Economics Professor

Unwrapping Meat Labels: FSIS Updates and Consumer Trends
Erin Beyer, Ph.D, K-State ASI Sustainable Fresh Meat Industry assistant professor

Noon Lunch
Smoked brisket compliments of U.S. Premium Beef. Following lunch, enjoy Call Hall Ice Cream sponsored by Huvepharma in the Trade Show.

1:30 p.m. Yield Grade Technology
Dale Woerner, Ph.D, Texas Tech University Cargill Endowed Professor

ASI Research Update
K-State ASI Graduate Students

4 p.m. Legacy Sale — Stanley Stout Center

Trade Show

There will be numerous vendors participating in the industry trade show. Be sure to visit the trade show between 8 a.m. and 3 p.m.

Location

The conference will take place at **National Guard Armory**, 721 Levee Drive, Manhattan, KS.

Registration

The cost is \$25 per participant if you register on or before February 21. Late registration is \$35. There is no charge for students if registered by Feb. 21.

Register by scanning the QR Code below or visiting, asi.ksu.edu/cattlemensday.



For more information, contact:

Katie Smith, Department of Animal Sciences & Industry, 785-532-1267, katiesmith@ksu.edu

2025 K-State Cattlemen's Day

Registration Deadline: February 21, 2025

Cost is \$25 per participant. Onsite registration is \$35. Register online at asi.ksu.edu/cattlemensday or return this form with your payment.

Name(s): _____

Address: _____

City: _____ State: _____ Zip: _____ Email: _____

Total Number of Registrants: _____ @ \$25 Total Amount Enclosed: _____

*Your payment or check, payable to Kansas State University, is required to process your registration. Send to: 2025 K-State Cattlemen's Day, 218 Weber Hall, 1424 Claflin Road, Manhattan, KS 66502 or email katiesmith@ksu.edu.