

# Welcome to the 70<sup>th</sup> Annual Texas A&M Beef Cattle Short Course



Howdy and welcome to the 70th Annual Texas A&M Beef Cattle Short Course. The past year has presented Texas ranchers with quite a few challenges. While the cattle market has seen record highs, production costs have steadily risen. In terms of weather, the eastern half of Texas has been blessed with some much-needed rain and lush green grass, while the western region has grappled with yet another drought.

Last year, we anticipated a rebuilding year, but the widespread drought across much of the state prolonged the herd reduction cycle. Similar to last year, we have comparable concerns as we venture into the upcoming years of the cattle business. How long will the current cattle market endure? How rapidly will we rebuild? What will the weather be like in the next year? What technology can I utilize to enhance the efficiency of my operation and reduce input costs? These are all topics that will be addressed during the 2024 short course. The Beef Cattle Short Course has a longstanding tradition of imparting pertinent cattle production information to ranchers year after year, and 2024 is no exception.

For 69 years, this program has stood as the foremost beef cattle educational event in Texas and has since grown to become one of the largest in the U.S. It is organized by Texas A&M AgriLife Extension Beef Cattle Specialists and hosted by the Texas A&M University Department of Animal Science.

Our great state is home to over 130,000 beef cattle operations, all of which are vital to the Texas A&M University System (Teaching, Texas A&M AgriLife Research, and Texas A&M AgriLife Extension) and to the Texas economy. Our annual goal is to bring together the leading beef cattle researchers, educators, and industry leaders to address the most current issues and to provide you with cutting-edge, unbiased information for your beef cattle operations.

Please take time to visit the exhibitors in the virtual trade show and thank the sponsors for their support. We especially thank Capital Farm Credit again this year for their continued generous sponsorship of the 70<sup>th</sup> Annual Texas A&M Beef Cattle Short Course Proceedings. Also, take some time to visit the local businesses here in the College Station community.

The Beef Cattle Short Course is one of many beef cattle educational programs that Texas A&M AgriLife Extension conducts at the local, county, and regional levels all year long. Contact your local county Extension agent's office for more information about educational programs in your area or any Extension Specialist.

Thank you for participating in this year's program and we hope to see you again next year. You may contact us at 2471 TAMU, College Station, TX 77843-2471 or at (979) 845-6931, or visit our web site at <https://beefcattleshortcourse.com/>

Dr. Jason Cleere  
Conference Coordinator  
Texas A&M AgriLife Extension Beef Cattle Specialist







# The 2024 Texas A&M Beef Cattle Short Course is dedicated to Dr. Davey Griffin

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Davey Griffin, Ph.D., is a Professor and Extension Meat Specialist in the Texas A&M University Department of Animal Science. Dr. Davey Griffin is a native of Corsicana, Texas, and attended Texas A&M University where he graduated with three degrees in Animal Science: B.S. in 1979, M.S. in 1981, and Ph.D. in 1989. Dr. Griffin judged on the Texas A&M University Meat Judging Team in 1976. Coaching multiple teams as a graduate student is rare at Texas A&M, but when the need arose, Dr. Griffin answered the call. He coached TAMU's 1983, 1984, and 1986 teams. They won many contests, including the 1983 International. Even throughout his career, Dr. Griffin has been dedicated to meat judging. Hundreds of undergraduate students and dozens of graduate student coaches have come through the meat judging program during his tenure. During his time as coordinator of the Texas A&M Meats Judging Program, he oversaw seven national championship teams, countless high individuals, and other honors. However, the most important part of Dr. Griffin's contribution has been to help students and coaches grow as young professionals.

Dr. Griffin began working as an Extension Meat Specialist in the Department of Animal Science at Texas A&M University in 1989. Griffin's primary role as an Extension Meat Specialist is serving as a liaison between industry, commodity groups, medical and dietary professionals, and Extension personnel to provide research information and technology. His key program and interest areas include cutability and composition of carcasses associated with value-based marketing, current consumer issues concerning meat and meat products, youth development, and cooperative research projects. As a Meat Specialist, he works



with all animal proteins. Still, his passion for the beef industry is evidenced by the many impactful educational programs and research that he has conducted in the past 35 years.

Dr. Griffin is best known for the Beef 101 program. The first Beef 101 was conducted in 1989, primarily for the Texas Beef Council, to help its staff members learn more about the products they would be promoting as TBC was a rather new entity at that time. Word caught on about the value of the first program so a second one was held the next year. Today, there are now four Beef 101s held each year, all sold out well in advance, with thousands of people from all over the world participating in these outstanding hands-on programs. Dr. Griffin's role in coordinating these workshops over all of these years has helped make them so successful.



In recent years, Dr. Griffin has been internationally recognized as one of the three “Texas A&M University Brisketeers”. The trio of Texas A&M University Meat Science leaders, Dr. Jeff Savell, Griffin, and Mr. Ray Riley have been teaching the science and art of barbecue for over 10 years and are sought out as international experts in this field. Dr. Griffin and his colleagues have received tremendous press coverage for their workshops, Barbecue Summer Camp and Camp Brisket. These camps are held in conjunction with Foodways Texas, an entity that is based in the American Studies program

at the University of Texas at Austin. The audience for these camps is quite different from our traditional livestock/meat extension programs, and the opportunity to reach people from such different walks of life helps us greatly as we look for program support from a diverse group in the future. They have connected with some of the best pitmasters across Texas to showcase the art of barbecue. They have been featured on ESPN Gameday and other national media platforms. Dr. Griffin and the Brisketeers have certainly contributed to the Texas Barbecue obsession, which increases demand for beef and ultimately adds value to cattle for ranchers.

Dr. Griffin's longtime service to two of the largest livestock shows around, the Houston Livestock Show and Rodeo and the San Antonio Livestock Exhibition, show his commitment to these two organizations and their missions of supporting the youth of this state. He has served in



a variety of superintendent roles in the market barrow show, steer carcass show, and meat judging contests, and he spends considerable time collecting carcass data after the shows are over so that exhibitors can learn more about the animals they showed. Each spring, Dr. Griffin helps conduct several 4-H/FFA meat judging workshops and contests on campus and across the state. He has been the co-coordinator of the Texas FFA Meat Career Development Events at Texas A&M University since 1989, which include both Area Qualifying and State FFA Contests. Because of his expertise in this area, he also serves as a member of the National 4-H Meat Judging Advisory Committee. No one has impacted as many youth through these programs as Dr. Griffin.



Dr. Griffin has been an intricate member of the modern-day BCSC since it was restarted in 1991 by Dr. Larry Boleman. Dr. Boleman inherited a historic extension program that had fallen on difficult times and was in debt with expenses. To reduce expenses, the reinvented BCSC was held on the ground floor of the Kleberg Center with no rental expense. To further minimize expenses, the Rosenthal Meats Center, under Dr. Griffin's leadership would provide meals. Those meals were very minimal

consisting of sandwiches served by Dr. Griffin and the meat lab staff and they would continue to supply the meals for the next three years. After 3 years of increasing participation in the Kleberg Center, Dr. Boleman moved the BCSC to Rudder to accommodate the growing number of participants. There, the daily meals were provided by the Memorial Student Center Food Service Staff with no Monday evening meal. In 1994, Drs. Boleman and Griffin collaborated with the Texas Beef Council to cook a prime rib dinner for Monday night, to both hold the huge crowd together and to honor the beef industry and the producer attendees. Dr. Griffin partnered with Tom Perini of Perini Ranch Steakhouse to smoke the prime ribs just outside of the Rudder building on the Texas A&M campus. The Short Course continued to grow and after the second year of smoking under the trees of Rudder, Dr. Griffin decided to move to the Rosenthal Meat Science Center smokehouses in 1996. The prime rib dinner became so popular, especially with the inclusion of university invitee participation, that it later became known as the famous "Texas



Aggie Prime Rib Dinner.” The dinner has been featured on the Texas Bucket List television series and hosted several celebrity chiefs in recent years. Ever since the first BCSC Prime Rib Dinner in Rudder Tower, Dr. Griffin has personally smoked over 130 prime ribs for every annual BCSC in the modern era of the TAMU Beef Cattle Short Course. This amounts to nearly 4,000 prime ribs personally prepared and served by Dr. Griffin, the Rosenthal Meats Lab staff, animal science graduate students, and the Fighting Texas Aggie Meats Judging Team. Dr. Griffin has also been co-coordinator for the Beef Carcass Value Demonstration at the Short Course for more than 25 years as well as contributing to other Cattleman’s College Sessions.

Dr. Griffin’s awards and honors are numerous. He has received the Texas Agricultural Extension Service Team Superior Service Awards for the Ranch to Rail Program (1993) and Beef 101 Program (1996); Texas A&M University College of Agriculture and Life Sciences Awards for Team Extension for the Ranch to Rail Program (1994) and for the Beef 706 program (1996), and for Team Research for the Beef CARDS program (1994); Texas A&M University, College of Agriculture and Life Sciences and Texas Agricultural Extension Service Family and Consumer Service Specialist Award for Effective Training for Food Protection Management Program (1996); Texas Pork Producers Association Industry Service Award (2005); American Meat Science Association Achievement Awards (1997), American Meat Science Association Distinguished Extension-Industry Service Award (2008), Signal Service Award and AMSA Fellow (2013), the North American Meat Processors Association Harry L. Rudnick Educator of the Year Award (2010), and the American Meat Science Association Intercollegiate Meat Judging Meritorious Service Award (2018). Most recently, Dr. Griffin was awarded the Texas FFA Distinguished Service award at the 2024 Texas FFA Convention. These awards reflect not only Dr. Griffin’s individual achievements but also his work as a member of several teams of scientists and educators who have made significant accomplishments addressing many important issues for the livestock and meat industries.

Dr. Griffin is married to Sandy and they have two children, Garrison Kickham and Logan Maas who are both graduates of Texas A&M University. We thank Dr. Davey Griffin for his service to the Texas beef cattle industry and we are honored to dedicate the 2024 Texas A&M Beef Cattle Short Course to Dr. Davey Griffin.





## ***Planning Committee and Speakers***

***Dr. Jason Cleere  
Conference Coordinator***

Amy Carwile	Tom Hairgrove	Pancho Abello	Reinaldo Cooke
Andy Herring	Tracy Tomasik	Arty Brieden	Rick Machen
Barron Rector	Tyler Graham	Jodi Jones	Ron Gill
Billy Bielamowicz	Vanessa Corriher-Olson	Hannah Schulz	Shawn Ramsey
Bruce Carpenter	Victoria Heller	Justin Reeves	Sonja Swiger
Bryan Davis	Milt Thomas	Bryan Elliott	Stephen Senkel
Carole Arriaga	Tommy Perkins	Chad Cummings	Steve Hammack
Charles Graham	Linda Galayda	Jerry Bob Daniel	Terrell Miller
Chel Terrell	Rick Avery	Hailey Shaw	Tiffany Lashmet
Dan Hale	Victoria Benavides	Jacob Wightman	Emilie Baker
Davey Griffin	H. C. Neel	Randy Blach	Odile Polanco
David Anderson	Kara Matheney	Brian Bledsoe	Rhonda Miller
Don Renchie	Rodolfo Cardosa	Ryon Walker	Andrew Coppin
Donnell Brown	Emily Lochner	Rob Conley	Ray Smith
E.C. Larkin	Jennifer Houston	Peter Wunderlich	Luke Ellis
Glennon Mays	Chad Caperton	Trumann Lamb	Natalie Cavellier
Jason Bagley	Doug Tolleson	Shea Mackey	Andy Schwartz
Jason Banta	Julie Howe	Nicholas Kertz	Fernanda Rezende
Jason Smith	Frank Baca	Hamad Saad	Jake Surmon
Jim Banner	Zach Howard	Ambree Sandell	Matt Goodson
Joani Groce	Lance Bauer	Stephen Diebel	Arty Brieden
Joe Paschal	A.J. Knowles	Roel Lopez	Courtney Hendrick
Kenton Krueger	Jonathan Cammack	Michael Vance	Scott McElfresh
Kristi Cleere	Jacquelyn Prestegaard	Meredith Ellis	Jason Hendricks
Ky Pohler	Jeff Goodwin	Deborah Clark	Heather Bush
Larry Boleman	Billy Cook	Belinda Richardson	Drew Cassens
Larry Redmon	Myriah Johnson	Caitlin Hebbert	Rachel Cutrer
Lynn Wiggs	Chad Ellis	Jojo Carrales	Ray Riley
Mark Matocha	Bob McCan	Kyle Weldon	Gerald Smith
Martha Garrett	John Grange	Egleu Mendes	Kevin Washburn
Megan Clayton	Anthony Netardus	Meredith Harrison	Dustin Dean
Molly McAdams	Shannon Deforest	Leonardo Sa'	Karl Harborth
Monte Rouquette	Dwight Sexton	Andrew McKenzie	Hannah Walker
Pat Shields	Dale Rankin	Stuart MacLennan	Ben Wilson
Penny Miller	John Hutcheson	Geoffrey Shmigelskey	Lyndi Sanders
Pete Teel	Jeff Savell	Grady Bishop	



# History of the Texas A&M Beef Cattle Short Course

The Texas A&M Beef Cattle Short Course has a rich tradition and historical place in the programs emanating from the Department of Animal Science at Texas A&M University. Dating back as far as 1942, Professor John K. Riggs started the first in a series of Beef Cattle Short Courses held on the campus of Texas A&M College to discuss the results of beef cattle research from the Texas Agricultural Experiment Station with Texas beef producers. This historical beginning and purpose is still the standard today for the Beef Cattle Short Course held at Texas A&M University.

Since its inception, 69 beef short courses have been held on an annual basis except during the World War II years and a few years in the 1980s when the short courses were replaced with more targeted and disciplined subject matter and audiences.



Professor Riggs chaired the short courses through the 1950s. Then, State Beef Cattle Specialist, L. A. Maddox, Jr., took over and chaired through the late 1960s. John R. Beverly, Extension Animal Reproduction Specialist, began conducting the program when Dr. O. D. Butler, then Head of the Animal Science Department, thought it would be best to have a joint species meeting in the new Rudder Tower Complex, and called it the Animal Agriculture Conference in the early 1970s. Prior conferences were held in the Memorial Student Center Ballroom before having to move to the Ramada Inn until the Rudder Tower Complex opened.

With the name change, and the time of year for the meeting changed to January, the beef cattle producer participation began to decline. Although the beef program for the Animal Agriculture Conference was well-defined and exceptionally well-planned, the beef participation continued to decline to the point where the conference suffered and the Animal Agriculture Conference concept was abandoned.

More directed beef subject matter (e.g. meat science, reproduction, nutrition, breeds, etc.) conferences took its place during the late 1980s, but never had the appeal across the board to producers that attended the original Beef Cattle Short Courses, traditionally held in August. In 1990, Animal Science Department Head Dr. Gary C. Smith, asked Dr. Larry Boleman, Extension Beef Cattle Specialist, to take over the planning and implementation to revive the traditional Beef Cattle Short Course.

Dr. Boleman used his Extension planning experiences and approach to involve as many people from all beef-related agencies, organizations, and associations to help plan the re-make of the historically popular and traditional Beef Cattle Short Course. In the first year (1991), 350 participants attended, with 700 attendees the following



Dr. O. D. Butler and Dr. Larry L. Boleman





Dr. Larry L. Boleman and  
Dr. Jason Cleere

year, and then 850 attended, breaking all previous existing records. The first two of these meetings were held in the Kleberg Center and because of the huge crowds, the meetings were moved to Rudder Theater and Auditorium.

In 1994, 1,100 beef cattle producers attended, and its popularity spread across the United States and internationally, with a high attendance of 2,000 participants in 1995 under Dr. Boleman's leadership. In 2005, Dr. Jason Cleere, Associate Professor and Extension Beef Cattle Specialist, became the Conference Coordinator and since then over 1,900 beef producers have attended annually. The 2019 attendance grew to 2,300 participants and broke the record that was set in 2018. The 2020 Covid-19 global pandemic that shut the

world down forced the 2020 Short Course to move to a virtual platform for the first time and 1,800 ranchers were online for the event.

Today, the highly respected TAM Beef Cattle Short Course is nationally and internationally recognized as the largest attended beef cattle educational program of its type in the world. It has gained the respect of all organizations, associations, Land Grant Universities, and agencies alike as the focal point for beef cattle educational information.

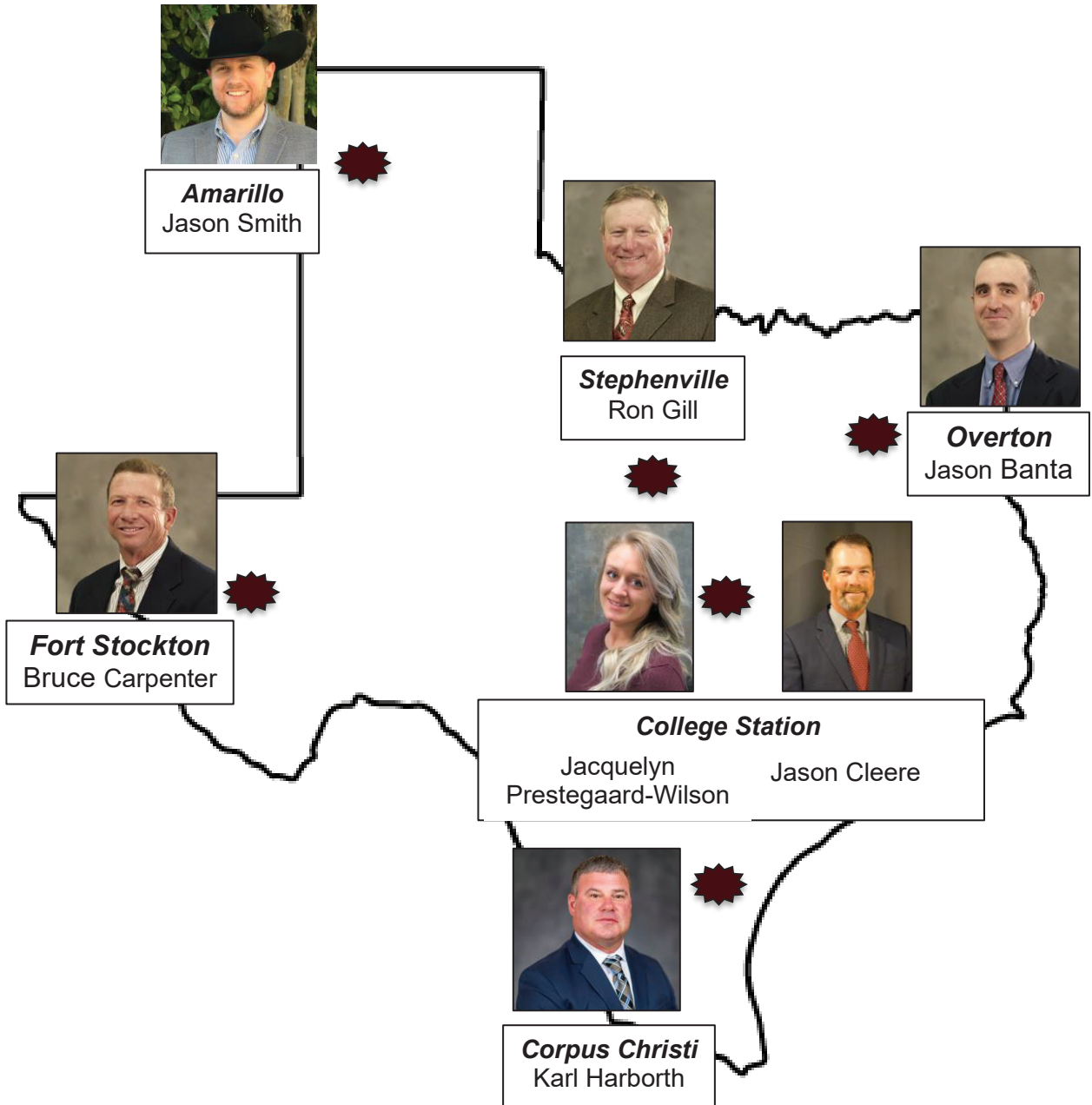


Over 130 agri-related businesses and trade show exhibitors annually attend the course and attest to the fact that it is the most highly attended activity of its type anywhere in the United States. The entire TAMU System supports this activity with the TAMU Chancellors and Presidents often attending the Prime Rib Dinner.



Cattle working at the 2022 Short Course and prime rib smoking demonstrations at the 2020 *Virtual* Short Course

# BEEF AND LIVESTOCK SPECIALISTS



<http://beef.tamu.edu>



**PLEASE VISIT OUR STORE NEXT TO THE  
REGISTRATION DESK  
TO PURCHASE TEXAS A&M  
BEEF CATTLE SHORT COURSE  
MERCHANDISE!**



# Save the Date!





## SUNDAY, AUGUST 4

**1:00** Onsite Registration and Registered Participants May Pick Up Their Conference Materials.  
**3:00** Texas Purebred Cattle Alliance Annual Meeting  
 –MSC, Rm. 2404

## MONDAY, AUGUST 5

**6:30 a.m.** Rudder Complex  
**6:30** Registration Desk AND TRADE SHOW OPENS  
**6:30** Coffee and breakfast  
**SPONSORED BY SUNBELT CUSTOM MINERAL AND CAUVENDER RANCHES**  
**8:00** General Assembly for Instructions and Orientation by Dr. Jason Cleere – Rudder Theatre  
**SPONSORED BY JORGENSEN LAND & CATTLE AND JC SMITH CO.**

### CATTLEMAN'S COLLEGE SEMINARS

#### CONCURRENT SESSIONS

**8:30** Introduction to Cattle Production I  
 – Rudder Theatre (Dr. Jason Smith and Dr. Karl Harborth, Coordinators)  
**SPONSORED BY CAPITAL FARM CREDIT AND LYSVY & ECKEL INC.**  
**8:30** They're Talking Beef Cattle Ranching, But in What Language? – Dr. Jason Smith and Dr. Karl Harborth  
**8:30** From Ground to Grazing: Mastering Soil Fertility & Forage Excellence (2 CEUs – 1 General, 1 IPM)  
 –MSC, Rm. 2400 (Dr. Vanessa Corriher-Olson, Dr. Larry Redmon and Dr. Monte Rouquette, Coordinators)  
**REPEAT ON TUESDAY**  
**SPONSORED BY CORTEVA AGRISCIENCE AND LONE STAR FEED AND FERTILIZER**  
**8:30** USDA-NRCS Programs for Management and Cost-Sharing – Mr. Jason Hobb  
**9:15** Soil Fertility and Nutrient Management for Sustainable Pastures – Dr. Larry Redmon  
**9:45** Clovers and Other Legumes to Enhance Sustainable Pastures – Dr. Gerald Smith  
**10:35** Herbicide Update and Implementation on Pastures – Dr. Vanessa Corriher-Olson  
**11:25** Management Strategies for Sustainable Pastures and Beef Systems – Dr. Monte Rouquette Jr.

**8:30** Nutritional Management: "How Much Should I Feed My Cattle?"  
 – Rudder Forum (Dr. Jason Banta, Coordinator)  
**REPEAT ON TUESDAY**  
**SPONSORED BY CARGILL ANIMAL NUTRITION, BIMEDA AND FRANKS MANUFACTURING**  
 This session will cover ways to improve forage and hay quality and how to design a cost effective supplementation program to optimize herd performance.  
**8:30** Cow-Calf Nutrition: Forage, Supplementation Considerations

**8:30** Cattle Breeding and Genetics I  
 –MSC, Rm. 2406 (Dr. Joe Paschal and Dr. Andy Herring, Coordinators)  
**SPONSORED BY SOUTHERN LIVESTOCK STANDARD AND R.A. BROWN RANCH**

**8:30** Selection Objectives and Practices in Beef Breeding Cattle  
 – Dr. Tommy Perkins  
**9:30** Hybrid Vigor in Breeds and Crosses – Dr. Bailey Engle  
**10:30** Recent History of Animal Breeding and Genetics – Dr. Todd Thrift

**8:30** Pesticide Applicator Re-certification  
 (3 CEUs: 1 General, 1 IPM and 1 L&R)  
 – Rudder Tower, Rm. 601 (Dr. Mark Matocha and Dr. Don Renchie, Coordinators)

**SPONSORED BY ALIGARE AND CENTRAL LIFE SCIENCES**  
**8:30** Texas Forage Foes: Managing Insects in Pastures and Rangelands – Mr. Jacob Wightman  
**9:30** Sprayer Calibration and Drift Management – Dr. Mark Matocha  
**10:30** Pesticide Laws & Regulations – Dr. Don Renchie

**8:30** Beef Cattle Health Management I (3.5 Vet CE)  
 – Rudder Tower, Rm. 301 (Dr. Tom Haigrove, Coordinator, and Mr. Chad Cummings)

**SPONSORED BY ELANCO ANIMAL HEALTH, WRI OUTDOORS AND Y-TEX**

**8:30** Update of Packing Plant Study to Estimate the Prevalence and Geographical Distribution of Bovine Trichomoniasis in Texas – Mr. Jerry Bob Daniel, Ms. Halley Shaw & Dr. Tom Haigrove  
**9:30** Understanding Trace Mineral Needs of Cattle and Developing a Mineral Program – Dr. Steve Ensey  
**10:30** Parasite Control Programs – Dr. Tom Haigrove, Mr. Lane Dunn, Mr. Aaron Lower, Ms. Megan Carter, Mr. Matthew March

**8:30** Ranching Around the World

–MSC, Rm. 2404 (Ms. Odile Polanco Jimenez, Coordinator)  
**SPONSORED BY JC SMITH CO.**  
 Ranchers from around the world will share their ranch production practices and the challenges they face with raising and marketing cattle.

**12:00** Lunch (Served from 11:30 a.m. to 1:00 p.m.)

–MSC Behncourt Ballroom

**SPONSORED BY STA TITE 50, PRODUCERS COOPERATIVE, RANCH HOUSE DESIGNS AND TEXAS DEPARTMENT OF AGRICULTURE**

\*\*\* Blue Bell Ice Cream – Rudder Exhibit Hall \*\*\*  
**SPONSORED BY BOEHRINGER INGELHEIM**

**1:30** General Session – Rudder Auditorium  
 Rebuilding the Cow Herd

Moderator – Dr. Jason Cleere

**SPONSORED BY GRAHAM LAND AND CATTLE COMPANY AND MEMBERS OF THE AMERICAN BREEDS COALITION: BRAHMAN, BRANGOND, BRANGUS, BEEFMASTER, RED BRANGUS, SANTA GERTRUDIS AND SIMBRAH**

**1:30** Introduction – Dr. Jason Cleere  
**1:55** 2024 Market Outlook: Cattle Prices and Input Costs  
 – Mr. Randy Blach

**2:55** Long-Range Weather Planning – Mr. Brian Bleasde  
**3:35** What Can I Afford to Pay for a Replacement Female?  
 –Dr. David Anderson  
**4:05** What Are My Replacement Female Options? – Dr. Ron Gill  
**4:35** Trade Show Time

**5:30** Texas Aggie Prime Rib Dinner

– MSC Behncourt Ballroom  
**SPONSORED BY NOLAN RYAN BRANDS, GRAHAM LAND AND CATTLE COMPANY, TEXAS FARM BUREAU AND TAMU DEPARTMENT OF ANIMAL SCIENCE**

## TUESDAY, AUGUST 6

**6:30 a.m.** Trade show opens with coffee and breakfast, compliments of **MEBERCK ANIMAL HEALTH, LIVESTOCK NUTRITION CENTER AND WESTWAY FEEDS**

### CATTLEMAN'S COLLEGE SEMINARS

#### CONCURRENT SESSIONS

**8:30** Introduction to Cattle Production II: 365 Days on a Ranch  
 – Rudder Theatre (Dr. Jason Smith, Coordinator)

**SPONSORED BY NU-FARM, PROGRESSIVE CATTLE, ALIGARE AND HOUSTON LIVESTOCK SHOW AND RODEO**

**8:30** A Cattleman's Guide to Cow Body Condition – Dr. Jason Smith  
**10:00** Establishing and Maintaining Defined Calving and Breeding Seasons – Dr. Ryon Walker  
**11:15** Open Question and Answers – Dr. Ryon Walker and Dr. Jason Smith

**8:30** Beef Cattle Health Management II (3.5 Vet CE)  
 – Rudder Tower, Rm. 301 (Dr. Tom Haigrove, Coordinator, and Mr. Trumann Lamb)

**SPONSORED BY ELANCO ANIMAL HEALTH, TEXAS AND SOUTHWESTERN CATTLE RAISERS ASSOCIATION AND Y-TEX**

**8:30** Foot Rot and Other Common and Uncommon Causes of Cattle Lameness – Dr. Rob Conley and Dr. Peter Wunderlich  
**9:30** Panel Discussion with Three Practicing Veterinarians and Three Cattle Producers with Audience Q&A – Dr. Tom Haigrove, Dr. Rob Conley, Dr. Peter Wunderlich, Dr. Jake David, Mr. William Lipsey and Mr. Jimmy Downe

**8:30** Cattle Breeding and Selection II

–MSC, Rm. 2406 (Dr. Joe Paschal and Dr. Andy Herring, Coordinators)

**SPONSORED BY SOUTHERN LIVESTOCK STANDARD, J&J CATTLE AND BRIGGS RANCHES**

**8:30** Terminal Crossbreeding – Dr. Mark Thallman  
**9:30** DNA and Genomics: Past, Present and Future – Mr. A.J. Knowles  
**10:30** Genetic Trends in Beef Cattle – Dr. Bailey Engle

**8:30** Beef Cattle Research

–MSC, Rm. 2404 (Dr. Andy Herring, Coordinator)  
**SPONSORED BY SPECIALIZED CROP INSURANCE AND GULF COAST CATTLEMAN**

**8:30** McGregor Research Center Overview – Dr. Ryon Walker  
**8:55** Administering the maternal bovine appealing substance improves overall productivity and health in high-risk cattle during a 60-day feedlot receiving period – Ms. Shea Mackey

**9:30** Administering a maternal appealing substance before slaughter to improve carcass characteristics of finishing cattle – Mr. Nicholas Kertz  
**10:05** Innovative technologies in livestock phenotyping: The integration of boluses and GPS collars at Beeville Station – Dr. Hamad Saad  
**10:40** Heat tolerant cattle performance and grazing trait analysis at the Texas A&M AgriLife Center at Beeville – Ms. Ambree Sandell  
**11:15** Considerations of reciprocal effects among *Bos indicus*-*Bos taurus* crosses for global beef value chains – Dr. Andy Herring

**8:30** Reimagining Value in a Grazing Enterprise  
 – Rudder Tower, Rm. 601 (Dr. Jacquelyn Prestegard & Dr. Jeff Goodwin, Coordinators)  
**SPONSORED BY AGSOUTHWEST AND AG WORKERS**

**8:30** What to Get Right in a Grazing Lease – Mr. Stephen Diebel  
**9:00** Valuation of Ecosystem Services – Dr. Roel Lopez  
**9:30** Successful Strategies to Balance Beef Production and Ecosystem Services – Mr. Michael Vance  
**10:45** Panel: Reimagining Value Beyond Dollars of Live Weight Sold – Ms. Meredith Ellis, Ms. Deborah Clark, Ms. Belinda Richardson and Ms. Caitlin Hebbert

**8:30** From the Ground to Grazing: Mastering Soil Fertility & Forage Excellence (2 CEUs – 1 General, 1 IPM) **REPEAT FROM TUESDAY**  
 –MSC, Rm. 2400 (Dr. Vanessa Corriher-Olson, Dr. Larry Redmon and Dr. Monte Rouquette, Coordinators)  
**SPONSORED BY CORTEVA AGRISCIENCE AND LONE STAR FEED AND FERTILIZER**

**8:30** Nutritional Management: Minerals and Growing Cattle – Rudder Forum (Dr. Jason Banta and Dr. Karl Harborth, Coordinators)

**SPONSORED BY CARGILL ANIMAL NUTRITION, BIMEDA AND FRANKS MANUFACTURING**

**8:30** Mineral Supplementation of Cow-Calf and Stocker Operations – Dr. Jason Banta  
**10:15** Nutrition Strategies for Successful Heifer Development – Dr. Karl Harborth  
**10:45** How Much Can You Afford to Feed Weaned Calves and Stocker Cattle? – Dr. Jason Banta

**12:00** Lunch (Served 11:30 a.m. to 1:00 p.m.)  
 –MSC Behncourt Ballroom

**SPONSORED BY FERAPPEASE, ELANCO ANIMAL HEALTH, ENVU AND JORGENSEN LAND AND CATTLE**

\*\*\* Blue Bell Ice Cream – Rudder Exhibit Hall \*\*\*  
**SPONSORED BY BOEHRINGER INGELHEIM**

**1:30** Farm to Fork: Finishing/Marketing Cattle on the Ranch  
 – Rudder Forum (Ms. Rachel Cutrer and Dr. Rick Machen, Coordinators)  
**SPONSORED BY BRAHMAN COUNTRY BEEF AND TEXAS DEPARTMENT OF AGRICULTURE**

**1:30** Producers' View of Farm to Fork Marketing – How To Get Started and Is it Economically Smart? – Mr. Jojo Carrles  
**2:30** Choosing and Working with Processors – Dr. Dustin Dean  
**3:15** Legal Considerations for Selling Beef – Ms. Andrea Smith  
**4:00** Opportunities in the Texas Department of Agriculture Go Texan Program – Mr. Manuel Martinez

**1:30 Landowner Rights: Legal Issues Facing Ranchers**  
 – Rudder Theatre (Mrs. Tiffany Dowell Lashmet, Coordinator)  
**SPONSORED BY OAK CREEK FARMS, BRADY AND HAMILTON LLP, OK BRAND FENCING AND TEXAS FARM BUREAU**

**1:30** This session will cover new agricultural laws in Texas, agricultural estate planning, oil and gas law and finish with a lively Q&A time – Ms. Tiffany Dowell Lashmet, Mr. Garrett Courts and Mr. Kyle Weldon

**1:30 AgTech: Leveraging Technology for Enhanced Ranch Profitability**  
 – Rudder Tower, Rm. 601 (Mr. Egleu Mendes and Dr. Jacquelyn Prestegard, Coordinators)  
**SPONSORED BY C-LOCK INC., VYTELLE, RANCHBOT AND 406 BOVINE**

**1:30** Getting Serious About Sustainability – Dr. Meredith Harrison  
**2:10** AI Transforming Livestock Farming: Lore Case  
 – Mr. Leonardo Sa  
**2:50** Data-Driven Feeding: Artificial Intelligence and Machine Vision to Improve Cattle Intake – Mr. Andrew McKenzie  
**3:30** Can Vision Technology Accelerate Precision Agriculture Progress in Livestock – Mr. Stuart MacLennan  
**4:10** Visionary Solutions: Enhancing Beef Cattle Welfare with FACE-ID Technology – Mr. Geoffrey Shmigelky  
**4:30** AgTech in Genetic Selection and Reproductive Technology for Sustainable Beef Production – Mr. Grady Bishop  
**4:50** 7,000 Ranchers Can't be Wrong! Ask the Ranch Hand that Doesn't Sleep! – Mr. Andrew Coppin  
**5:10** 406 Bovine Facial Recognition Software for Cattle Identification – Mr. Bryan Elliott

**1:30 Range Management Workshop: Common Rangeland Challenges and Solutions for Beef Cattle Producers**  
 – MSC, Rm. 2406 (Dr. Barron Rector and Dr. Megan Clayton, Coordinators)

**1:30** The Current "Climate" for Raising Beef Cattle: The Economics Behind Tough Decisions – Restocking the Herd, When to Wean, Feeding Versus Early Grazing  
**3:30** Adding Value to Your Rangeland: Real-World Example of Calf Profit on Modest-Size Properties, Ideas on Diversifying Your Income

**1:30 Reproductive Management: Bulls and Budgets – Optimizing Health and Management for Profit**  
 – MSC, Rm. 2400 (Dr. Bruce Carpenter, Coordinator)  
**SPONSORED BY BOVINE ELITE, ESTROTEC AND ELGIN BREEDING SERVICE**

**1:30** What Makes Bulls Work (or not) in the Pasture? – Dr. Bruce Carpenter  
**1:45** Winter of 2021 Freeze and Panhandle Bulls: Data Summary and What We Learned – Dr. Rob Conley  
**2:15** Bull Values on the Margin – Dr. David Anderson  
**3:15** Trichomonas: What You Need to Know and Latest Texas Epidemiological Survey – Dr. Thomas Hairgrove  
**4:15** Other Reproductive Diseases and Updates – Dr. Rob Conley

**1:30 Control and Management of Itchy Critters: Flies, Gnats and Ticks (3 CEU Hours: 2 General and 1 IPM, 4 Vet CE)**  
 – Rudder Tower, Rm. 301 (Dr. Tom Hairgrove, Coordinator)  
**SPONSORED BY HIVEPHARMA AND TARPON BLUE REAL ESTATE**

**1:30** Update on the Texas Fever Tick Program and Equine Prophylaxis in South Texas – Texas Animal Health Commission  
**2:30** Tick Control and Tick Borne Diseases: The Risks and Diagnosis of Bovine Anaplasmosis, Theileriosis and Babesiosis – Dr. Pete Teel and Dr. Tom Hairgrove  
**3:30** Flies Affecting Cattle, Their Impact on Cattle, and Control – Dr. Sonja Swiger and Dr. Tom Hairgrove  
**4:30** Farm and Ranch Level Biosecurity for Ticks and Accompanying Diseases – Dr. Samantha Hays, Ms. Hannah Walker and Dr. Tom Hairgrove

**1:30 Purebred Cattle Marketing**  
 – MSC, Rm. 2400 (Dr. Joe Paschal, Coordinator)  
**SPONSORED BY AMERICAN ANGUS ASSOCIATION AND NUTRITION PLUS**

**1:30** Genetic Merit Program – Dr. Tom Brinks  
**2:30** Digital Beef EPD Prediction – Dr. Joe Massey  
**3:30** Carcass Data Collection – Dr. Tommy Perkins

**WEDNESDAY, AUGUST 7**

**7:30 a.m.** Coffee and pastries at all meeting locations.  
**SPONSORED BY BEEF ON FORAGE BEEFMASTER BULL SALE AND AUTO EASY FEEDER**

**CATTLEMAN'S COLLEGE SEMINARS**  
**CONCURRENT WORKSHOPS AND LIVE DEMONSTRATIONS**

**7:00 Fence Building Demonstration**  
 – TAMU O.D. Butler Complex/Beef Cattle Center  
**SPONSORED BY STATE 50**

Session will cover different types of fencing materials and designs. Learn how to build pipe and wood stretch sections and string multiple types of wire during this demonstration.

**8:30 Cow Reproduction Demonstrations (4 Vet CE)**  
 – TAMU O.D. Butler Complex/Beef Cattle Center (Dr. Tom Hairgrove, Dr. Ky Pohlner and Dr. Rodolfo Cardoso, Coordinators)  
**SPONSORED BY BOVINE ELITE, TRANS OVA AND ESTROTEC**

Three Simultaneous Rotating Hourly Demonstrations:  
 • Bull Breeding Soundness Exam  
 • Methods of Pregnancy Diagnosis in Cattle  
 • Toxic Plants Associated with Reproductive Failure

**8:30 Ag Tech Demonstrations: The Future is Now!**  
 – TAMU Equine Nutrition Center (Mr. Egleu Mendes and Dr. Jacquelyn Prestegard, Coordinators)

**SPONSORED BY C-LOCK INC., VYTELLE, RANCHBOT AND 406 BOVINE**

**8:30 VENCE®: Virtual Fencing for Livestock Management**  
 – Mr. Donnell Brown and Ms. McCalley Cunningham  
**9:30** Ranchbot: Monitoring Water and Pumps Remotely  
 – Mr. Andrew Coppin  
**10:30** PC-Lock: Measure and Control Feed Intake and Emissions  
 – Ms. Meredith Harrison

**8:30 Brush Busters Demonstration (3 CEUs: 3 General)**  
 – TAMU Thomas G. Hildebrand Equine Complex, Arena (Dr. Barron Rector and Dr. Megan Clayton, Coordinators)

**SPONSORED BY CORTEVA AGRISCIENCE, INDEPENDENT CATTLEMEN'S ASSOCIATION AND W4 RANCH**

Integrated brush control using Brush Busters approaches, equipment and out-stump treatments. This session will also cover how to manage and control Mesquite, Huisache, Prickly Pear, Honey Locust, Greenbriar and others.

**8:30 Cattle Handling Demonstrations – TAMU Thomas G. Hildebrand Equine Complex Arena (Dr. Bruce Carpenter and Dr. Ron Gill, Coordinators)**

**SPONSORED BY WFI OUTDOORS, POSITIVE FEED AND AUTO EASY FEEDER**

This session will focus on developing the handler's sense about when to apply pressure and how much pressure to apply to get cattle to work smoother and with less stress. Proper cattle trailer loading techniques will also be demonstrated.

**8:30 Beef Cattle Business Management Workshop**  
 – TAMU Thomas G. Hildebrand Equine Complex Bldg. 177 (Dr. David P. Anderson and Mr. Pancho Abello, Coordinators)

**SPONSORED BY CATTLEMAX SOFTWARE AND GULF COAST CATTLEMAN**

**8:30** Ranch Record Keeping: Where to Start, What to Keep, and Making Informed Decisions – Mr. Terrell and Ms. Penny Miller  
**9:20** Working with Your Banker: What You Need and What to Ask – Mr. Ben Wilson, Ms. Lyndi Sanders, Mr. Jake Surman and Mr. Matt Goodson  
**10:25** Cattle Tax and Management Accounting Update 2024  
 – Mr. Arty Brieden, Ms. Courtney Hendrick, Ms. Hannah Jenkins and Mr. Justin Reeves

**8:30 Beef Carcass Value Determination Workshop**  
 – Rosenthal Meat Science Center (Dr. Davey Griffin, Dr. Dan Hale and Dr. Drew Cassens, Coordinators)  
**SPONSORED BY TEXAS BEEF COUNCIL, THE EAGLE LAND AND LIVESTOCK POST AND DIAMOND H BRAUNWIEH**

**8:30** Feeder Calf to Carcass Grid  
**9:00** Carcass Grading  
**9:30** Live Cattle Evaluation and Grid Marketing  
**10:00** Review Live Video of Finished Cattle  
**10:30** View Carcasses from the Four Steers  
**11:00** Carcass to Boxed Beef Cuts: Where is the Value?

**8:30 Beef Cattle Chute Side Demonstration**  
 – Louis Pearce Pavilion (Dr. Jason Banta, Dr. Jason Smith and Dr. Karl Harborth, Coordinators)

**SPONSORED BY TRANS OVA AND AXOTA MULTIMIX**

Live Animal Demonstrations Covering Basic Management Practices with Emphasis on Beef Quality Assurance.

- Station 1: Vaccination Considerations, Needle and Syringe Selection – Dr. Jason Banta and Dr. Rick Wachen
- Station 2: Castration and Implants – Dr. Jason Smith and Dr. Ryon Walker
- Station 3: Animal Identification – Hot Iron Branding, Freeze Branding and Ear Tags – Mr. Bryan Davis and Dr. Karl Harborth

**12:00 Optional Picnic Acid Training – Registration Required at the Envo Booth (1 CEU)**  
 – TAMU Thomas G. Hildebrand Equine Complex Bldg. 177 (Dr. Megan Clayton, Coordinator)

**12:00 Beef Cattle Short Course 2024 – Adjourned**  
 ★ THE NEXT BCSC IS SCHEDULED FOR AUGUST 4-6, 2025 ★



**70th Annual  
Texas A&M  
Beef Cattle  
Short Course**  
AUGUST 5-7, 2024

**Texas A&M University**  
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*Cattlemen*

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