Session 1: Building the Foundation for a Successful Beef Business
Monday, January 15, 2016- 9 a.m.-3 p.m.
During the program, hear from beef industry experts and beef farmers and ranchers on the different production systems used to raise beef today and how beef gets from pasture to plate. This program will also feature key insights from chefs and beef industry experts on what consumers are looking for in beef on your menu’s, as well as what are shoppers looking for in beef. Lastly, attendees will participate in a cutting demonstration where they will gain hands-on learning experience with the different cuts of beef available to consumers.

Session 2: Building Innovation for a Successful Beef Business
Tuesday, April 19, 2016- 9 a.m.-3 p.m.
Learn from beef industry experts the different production systems used to raise beef today and how beef gets from pasture to plate. This program will also feature key insights from a human nutrition researcher on the impactful role beef plays in the diet. Attendees will also have the opportunity to hear key insights from other retail and foodservice professionals on factors to consider when offering different beef products. Lastly, attendees will be able to take their learnings on the different cuts of beef a step further through a hands on beef innovation seminar where attendees will gain key insight on different approaches used to build beef sales through innovation and creativity.

Session 3: Beef: From Gate to Plate
Thursday, June 30, 2016- 9 a.m.-3 p.m.
Participate in a full-day of hands on learning through tour stops at a beef cow/calf farm, beef feedyard, beef harvesting plant and a local meat market. Learn the vital role each of these partnerships plays in helping raise safe, wholesome and nutritious beef for consumers to enjoy!