



Why should I participate?

The program will include the latest information to help you understand the significant changes occurring in the beef industry. COVID-19 has had a huge impact, and this year's Cattlemen's Day program will examine these impacts on beef producers, processors, foodservice and retail segments of the industry.

Registration

Registration is free. We encourage you to register online by February 26. To register go to: asi.ksu.edu/CattlemensDay

Location

The conference will be hosted virtually. The day will start at 9:30 a.m. with a welcome and conclude around 12:30 p.m.

For more information, contact:

Lois Schreiner, Department of Animal Sciences and Industry, 785-532-1267, lschrein@ksu.edu

2021 Stockmen's Dinner

Postponed until spring/summer

**Honoring
Pat Koons**

as

“Stockman of the Year”

Please watch the KSU ASI website and Facebook page for date and location announcement and registration information.

For more information about Cattlemen's Day or the Stockmen's Dinner, contact:

Lois Schreiner, Department of Animal Sciences and Industry, 785-532-1267, lschrein@ksu.edu

Kansas State University is committed to making its services, activities and programs accessible to all participants. If you have special requirements due to a physical, vision, or hearing disability, contact Joel DeRouchey at 785-532-2280.

Kansas State University Agricultural Experiment Station and Cooperative Extension Service

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2021 K-STATE CATTLEMEN'S DAY

MARCH 5, 2021

Participate on Zoom
Sign up at
ASI.KSU.EDU/CattlemensDay



Dr. Jayson Lusk

Lusk is a food and agricultural economist who studies what we eat and why we eat it. Since 2000, he has published more than 200 journal articles in peer reviewed journals, including several of the most cited papers in the profession. He has a bachelor's degree in food technology and a doctorate in agricultural economics from K-State. He currently serves as distinguished professor and head of the Department of Agricultural Economics at Purdue University.



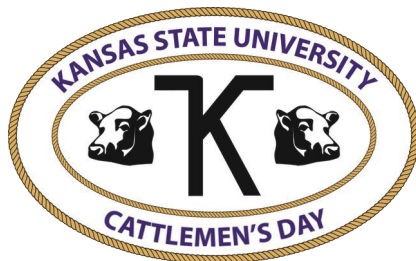
Jason Rumley

Before joining Radian, Rumley directed the fresh meat and seafood operations for a large national grocery retailer with annual sales of \$13 billion. With more than two decades of fresh meat and grocery experience, Rumley specializes in P&L

management, sales strategy, competitive analysis and general retail business management. His hands-on store-side expertise and management experience in operations, procurement and merchandising is essential to help Radian's client's understand, in real terms, how strategies impact sales, profitability, productivity and the end goal.

Robert Norris

Norris brings more than 20 years of food industry experience in both the conventional and natural/organic segments with an emphasis on grocery and perishable departments. In his current role, he leverages his practical, "real world" experience to quickly establish credibility and productive partnerships in strategy development, assortment/pricing/promotional optimization, as well as P&L/budget management. Robert is also passionate about, and truly enjoys, mentoring both Radian and client staff to drive better results.



2021 KSU Cattlemen's Day Friday, March 5

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|------------|---|
| 9:30 a.m. | Welcome
<i>Mike Day, KSU ASI department head</i> |
| 9:45 a.m. | Pandemic Effects on the US Beef Industry
<i>Jayson Lusk, Purdue University distinguished professor and Ag Economics department head</i> |
| 10:30 a.m. | 2020 Beef Processing, Retail and Foodservice COVID-19 Insights
<i>Jason Rumley, Radian Group principal</i>
<i>Robert Norris, Radian Group director</i> |
| 11:15 a.m. | Reproductive Technology Resources and Current Tools
<i>Sandy Johnson KSU ASI Livestock Production Specialist</i> |
| 11:35 a.m. | Pandemic Effects on Small Kansas Processors
<i>Liz Boyle, KSU ASI Extension Meat Science Specialist</i> |
| Noon | Question-and-Answer Session |

Thank You Sponsors

- Countryside Feed
- Elanco Animal Health
- Kansas Beef Council
- Kansas Livestock Association
- Liberty Inc./Travalum Trailer
- Livestock Nutrition Centers
- Merck Animal Health
- Moly Manufacturing
- No-Bull Enterprises/Callicrate Banders
- Purina Animal Nutrition
- Rawhide Portable Corral
- US Premium Beef
- Wildcat Feeds

The Legacy Sale

4 p.m.
www.asi.ksu.edu/legacysale
For more information, contact
Shane Werk at 785-565-1881



40 FEED-EFFICIENCY TESTED BULLS

20 Angus, 10 Simmental and 10 Hereford

41 FEMALES

20 Fall-Bred Females

21 Commercial Heifers

FEATURED LOT — Choice of Full Sisters to Flush

Please note masks and social distancing will be required. Due to COVID-19 University protocols attendance numbers will be monitored. We invite you to come look at the bulls prior to sale day and view the offering online. The sale will be broadcasted on Liveauctions.tv.