

Chico State Beef Day is Back!

By: Kasey DeAtley, CSU, Chico – College of Agriculture

Mark your calendars for **Saturday, February 20, 2016** to attend the first Chico State Beef Day to be offered in the past five years at the University Farm! The Chico State Young Cattlemen's Association (YCA) with the generous support of the California Beef Cattle Improvement Association (CBCIA), are offering a two-part program beginning at 9am. The morning program will feature speakers addressing the following topics: consumer perception of the beef industry, judicious use of antibiotics in cattle, and updates on rangeland water quality policy in California. The afternoon program will focus on the following hands-on workshops. Pick your favorite two and join each station for an hour!

- **Rangeland cattle management** – Join UCCE and faculty at Chico State to learn about current methods of supplementation on rangeland, beef cattle digestive physiology (complete with rumen diving!), pasture management, and rangeland monitoring methods.
- **Making social media work for you!** – Are you confused by all of the social media tools or just want to better represent the agriculture industry? Join this session and learn how to become a better AGvocate!
- **Beef Quality Assurance** – Now more than ever before, it is important to follow BQA procedures and practices. Come learn what is new, especially in regards to recent antibiotic legislation.
- **Carcass Fabrication and New Product Development** – Come tour the CSU, Chico Meats Lab and learn about taking beef cuts from wholesale to retail. In addition, new faculty member, Dr. Michael Chao, will discuss the development of new beef products!

The Beef Day event will also offer a tri-tip lunch (free with registration), industry tradeshow, along with silent and live auction items! Bring your electric branding iron to help Chico State YCA put the finishing touches on a live auction item!

If you are a YCC member, please consider attending our **YCC tour on Friday, February 19, 2016** beginning at noon at the University Farm. The tour will focus on beef cattle enterprises in the north state and will culminate with a dinner and social hour that night.

For more information or to inquire about participating in the tradeshow please contact: Kasey DeAtley (kdeatley@csuchico.edu). We hope to see each of you there!