

2019 Feeder Meeting Agenda

Thursday, May 23, 2019

<u>Time</u>	<u>Item</u>
6:30 a.m.	Registration Opens
6:30 a.m.	Breakfast
7:30 a.m.	Call to Order, Welcome & Introductions Trevor Freitas, CCA Feeder Council Chair
7:45 a.m.	Beef Industry Overview and Outlook Duane Lenz, Manager of Operations and Analyst Services, Cattle-Fax
8:30 a.m.	Fake Meat & the Evolving Regulatory Landscape Danielle Beck, Senior Director of Government Affairs, National Cattlemen's Beef Association
9:15 a.m.	Future of Beef – Blockchain or Not Deborah Wilson, Senior Vice President, BIXSco Inc. & Viewtrak Technologies
10:00 a.m.	15 minute break
10:15 a.m.	Beef Sustainability: Beyond the Headlines and Towards the Facts Sara E. Place, Ph.D., Senior Director, Sustainable Beef Production Research, National Cattlemen's Beef Association
11:00 a.m.	Food Safety Metrics Scott Horsfall, Chief Executive Officer, California Leafy Greens Marketing Agreement Dan Sutton, Chairman of the Board, Pismo Ocean Vegetable Exchange
11:45 a.m.	California Cattle Council Dave Daley, California Cattlemen's Association
12:00 p.m.	Lunch
1:15 p.m.	What Others are Saying (and Doing) about Animal Agriculture Frank Mitloehner, Ph.D, Professor, University of California, Davis
2:15 p.m.	Social Media & Your Operation: Why It Matters Megan Kuhn, Advisor, Digital & Social Media Communications, Elanco
3:00 p.m.	15 minute break

- 3:15 p.m. **What Impact Does Social Media Play in the Future of the Livestock Business? – Panel Discussion**
Megan Kuhn, Advisor, Digital & Social Media Communications, Elanco
Sara E. Place, Ph.D., Senior Director, Sustainable Beef Production Research, National Cattlemen’s Beef Association
Frank Mitloehner, Ph.D, Professor, University of California, Davis
- 4:15 p.m. **Trade Update**
Colin Woodall, Senior VP, Government Affairs, National Cattlemen’s Beef Association
- 5:00 p.m. **Closing Comments**
Trevor Freitas, CCA Feeder Council Chair
- 6:15 p.m. **Dinner (San Diego Zoo)**
Busses Board at 5:45

Friday, May 24, 2019

- | <u>Time</u> | <u>Item</u> |
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| 7:30 a.m. | Breakfast |
| 8:30 a.m. | Arizona Cattle Feeders Meeting |
| 8:30 a.m. | California Feeder Council Meeting |