

# Piedmont Regional Beef Conference

Thursday, March 5, 2020

Chatham County Agriculture & Conference Center • 1192 US Hwy 64W Business, Pittsboro, NC 27312



- 8:30 a.m. Registration and Trade Show Opens
- 9:15 a.m. Targeted Bull Selection for the Commercial Herd  
*Dr. Darrh Bullock, University of Kentucky*
- 10:15 a.m. Break/Trade Show
- 10:30 a.m. The Value of High Quality Beef  
*Dr. Dale Woerner, Texas Tech University*
- 12:00 p.m. Lunch/Trade Show
- 1:00 p.m. Beefing Up Your Cattle Operation- opportunities to add value through meat sales  
*Lee Menius, NC Choices Program*
- 2:00 p.m. Break/Trade Show
- 2:30 p.m. Interactive Carcass Cutting Demonstration  
*Dr. Dale Woerner, Texas Tech University*
- 4:15 p.m. (Optional) Beef Quality Assurance Guidelines & Certification  
*Cost: \$15 for current NCCA members, \$40 for non-members \*Payment due on-site (check to NCCA)*
- 5:30 p.m. Adjourn

Register Online or by Mail by 2/24: <https://go.ncsu.edu/prbc20>

## 2020 Piedmont Regional Beef Conference Registration Form

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ \*Permission to Text this Number: Yes No

Email: \_\_\_\_\_

Pre-Registration Fee (Before February 24, 2020): \$15.00 **Non-Refundable** At the Door: \$20.00

Do you plan on attending the optional BQA training & certification? Yes No

Number Attending: \_\_\_\_\_ Amount Enclosed: \_\_\_\_\_

Name(s) of Additional Participants: \_\_\_\_\_

**Make check payable to: Alamance County with Regional Beef Conference in subject line.**

### Send Registration to:

Alamance County  
Extension Center  
ATTN: Lauren Langley  
209-C N. Graham-Hopedale  
Rd. Burlington, NC 27217

### For More Information:

Call 336-570-6740

Accommodation requests related to a disability should be made by February 13, 2020 to Lauren Langley, 336-570-670, [lauren\\_langley@ncsu.edu](mailto:lauren_langley@ncsu.edu)

# 2020 Piedmont Regional Beef Conference Speakers



***Dr. Darrh Bullock, University of Kentucky***

Darrh Bullock was raised on his family's beef cattle and watermelon farm in Williston, Florida. He earned a B.S. in Animal and Dairy Sciences and M.S. degree in Animal Breeding and Genetics from Auburn University. He earned his Ph.D. in Beef Cattle Breeding and Genetics from the University of Georgia. Dr. Bullock has been on faculty at the University of Kentucky since 1992 and holds the rank of Extension Professor, specializing in beef cattle genetics. The majority of Dr. Bullock's appointment is Extension; however, he is responsible for teaching the department's Beef Cattle Sciences course. Dr. Bullock has received the MD Whiteker Award for Extension Excellence from the University of Kentucky, the Southern Region American Society of Animal Science (ASAS) Extension Award, the national ASAS Extension Award, the ASAS

Animal Industry Service Award and has been awarded the title of Fellow of ASAS. Darrh and his wife, Helene, have been married for 33 years and have two grown children.



***Dr. Dale Woerner, Texas Tech University***

Dr. Dale R. Woerner, Associate Professor and Cargill Endowed Professor, Department of Animal and Food Sciences, Texas Tech University, is an academic professional and meat and food industry consultant. Dr. Woerner earned his B.S. and M.S. degrees in Animal Science, Meat and Food Industry Management from Texas Tech University in 2003 and 2005, respectively, and earned his Ph.D. in Animal Science/Meat Science from Colorado State University in 2009. He served on the faculty at Colorado State University for 9 years, and recently joined the faculty at Texas Tech University in an endowed chair position. He has conducted more than 11 million

dollars in industry funded research and has published more than 300 scholarly works. Dale serves as a member of the National Cattlemen's Beef Association's Beef Innovations Group, has served as the president of the AMSA Intercollegiate Meat Coaches Association, serves as chairman of the National 4-H Meat Judging Advisory Committee, and is a member of the American Meat Science Association Board of Directors. In 2013, Dale was selected by Vance Publishing as a "40 Under 40" honoree as a young leader in the agricultural industry contributing to the 2050 challenge, the challenge of feeding 9 billion people by 2050. Most recently, he was awarded the North American Meat Institute's 2018 Harry L. Rudnick Educator's Award.



***Lee Menius, NC Choices Program***

Lee has worked with the NC Choices program at the Center For Environmental Farming Systems at NC State University since 2007 providing marketing, regulatory, and technical support to farmers and processors working with pasture raised meats in NC. NC Choices hosts the biannual Carolina Meat Conference which is one of the largest gatherings of farmers, processors, extension agents, and others in the pasture raised meats industry on the east coast. In addition to his work at NC Choices, he has been involved in raising and direct marketing pasture raised Berkshire hogs, beef, lamb, and poultry on his family farm in China Grove, North Carolina since 2002.

## 2020 Piedmont Regional Beef Conference Planning Committee

Lauren Langley— Alamance County

Clint Carty— Caswell County

Ashley Robbins— Chatham County

Sara Drake— Davidson County

April Bowman— Forysth County

Cole Maness— Guilford County

Tyrone Fisher— Orange County

Kim Woods— Person & Granville Counties

Abby Whitaker— Rockingham County

Nathan Kiger— Stokes County