

The 39th Annual

Florida Cattlemen's Institute And Allied Trade Show

Beefing Up The Cow Busine\$\$

Thursday,
January 13, 2022

Trade Show Opens
12:30 pm

Highlands County
Fairgrounds

781 Magnolia Ave.
Sebring, FL

Hotel Information

Residence Inn by Marriott
Tru by Hilton

Program Topics

Key Factors
for Profitability

Jesse Savell
UF/IFAS Animal Science

How to Remain Profitable
with Rising Input Costs

Dr. Derrell Peel
Oklahoma State University

Panel: Your "Steak" in the
Marketing Game

Moderated by Dr. Chad Carr
UF Dept. Animal Science

Panelists

Gene Lollis - Florida Cattle Ranchers

Billy Nettles - Nettles Sausage

Dr. Peel- OSU

Attendees are eligible to win a
Variety Box of FCR Beef

Register here: <https://fciats2022.eventbrite.com/>

For more information contact
Your Livestock Extension Agent or
Bridget Stice, Program Chair

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