

# **Harrell Hereford Ranch**

Invites you to the 15th Annual Cattleman's Workshop:



Saturday, January 19, 2019 8:45AM  
at the Blue Mountain Conference Center - 404 12th St., La Grande, OR

15th Annual

## Cattleman's Workshop

**FREE EVENT!**  
No Pre-registration required.  
Lunch included.

- Workshop Introductions & Overview
- "Export Markets & National Beef Traceability Programs"  
Kent Bacus; *Director of International Trade & Market Access, NCBA*
- "Practicality & Implementation of Beef Traceability Programs"  
Heather Donley; *Director of Quality Assurance, Beef Marketing Group*
- "Value of Stockmanship & Low-Stress Systems in Beef Production"  
Dr. Tom Noffsinger; *Veterinarian, Independent Consultant & Production Animal Consultation (PAC) Partner*
- "Retailer & Consumer Perspectives of Traceability Programs"  
Dr. Wayne Morgan; *Corporate VP & President of Protein Products, Golden State Foods*
- "Economic Outlook & Impacts on Beef Marketing Systems"  
Katelyn McCulloch; *Senior Economist, Livestock Marketing Information Center*

For more information, please contact Kim McKague at 541-562-5129 ext. 21

**Harrell Hereford Ranch Annual Bull & Horse Sale**  
- Monday, March 4, 2019 -  
Harrell-Mackenzie Performance Quarter Horse Preview  
- Sunday, March 3, 2019 -  
for more information call Bob Harrell Jr. at 541-403-2210