

# Texas Beef Council - Beef 706

This program is paid for by your Beef Checkoff dollars. There is no additional charge for this class or your meals. You are responsible for your lodging if needed.

**Register to attend  
BEEF 706**

**April 26-27, 2016**

Register online at:  
<http://texasbeefcheckoff.com>

CALL:  
1-800-846-4113  
or  
EMAIL:  
[jhodgkins@txbeef.org](mailto:jhodgkins@txbeef.org)

**BEEF 706**  
A Hands-On Seminar about Beef Quality  
Excellence in Texas

**April 26-27, 2016**

Texas A&M University  
College Station, TX

## What People Are Saying About Beef 706

"I have attended the Beef Short Course several times as well as several cow calf clinics in various locations. They all have given me a wealth of information about cattle operations; however BEEF 706 brings it all together in a hands-on atmosphere"

"It should be illegal to own cattle in Texas until you have attended the BEEF 706 program."

"Beef 706 teaches producers how cattle are graded on the hoof; the processing operation; fabrication of meat; how to determine profits and losses on individual animals; and understanding what the consumer will experience. In one intense short course, it shows the effect of everything producers do and how it will affect the final consumer so we can help provide a good eating experience for the final consumer. This is probably the best course I have attended relating to foods. It has given me information that I can use to

Dear Texas Beef Producer,

**Do you consider yourself a cattle producer or a beef producer? You may consider yourself both. But ultimately your cattle will be harvested, sold through a retail or foodservice outlet, and enjoyed by a consumer. Being a beef producer is not something we think about on a continual basis, but we probably should.**

**Here's what last year's participants said:**

- 100% said that as a cattle producer they shared the responsibility for customer satisfaction of beef products.
- 80% planned to stop an old practice based on what they learned at BEEF 706.
- 90% planned to adopt a new practice based on what they learned at BEEF 706.
- 92% of producers said they would make or save money based on what they learned, with an average of \$37/head of cattle.

**Now that's progress in the right direction and could have a huge economic impact for Texas ranchers!**

**Beef 706 is a Beef Checkoff funded program available to you! You can learn about beef quality and safety issues and how they affect your operation. By attending Beef 706 you will have a unique opportunity to not just see, but to experience the quality challenges facing the beef industry. You will learn what factors affect beef's palatability and get information to help you utilize your herd's genetics, feedyard performance, and carcass characteristics. In addition, you will work with other Texas beef producers to fabricate a carcass with the help of a cutting instructor. By the time you leave the program you will have created a new network of industry professionals. I hope you will take advantage of this opportunity to learn more about your beef industry.**

Sincerely,

Jason Bagley  
Texas Beef Council

## BEEF 706 Agenda

### APRIL 26

7:00 AM Meet at Rosenthal Meat Science Center

7:30 AM Introduction and Purpose

Evaluation Beef Carcasses & Live Cattle

Review Video of the Market Finished Steers & Heifers

Beef Carcass Quality and Yield Grading

10:00 AM Break

Review the Beef Harvest Procedure

Introduction to Meat Cutting

NOON Lunch

12:45 PM Suit Up Beef Fabrication & Fabricate the Forequarter

1:30 PM Fabricate the Hindquarter & Value Added Cuts

5:00 PM Depart for Beef Center

5:30 PM Low Stress Cattle Handling Demo & Dinner

### APRIL 27

7:30 AM Meet at Rosenthal Meat Science Center

improve my operation."

Genetic Selection Programs & Tools for Beef Cattle  
Quality

Factors that Impact Marbling

10:00 AM Break

Evaluating Market Cattle Grid Buying & Branded Programs

Evaluating the Eating Appeal of the Beef Meat Products

NOON Lunch

1:00 PM Review - Market Value Finished Cattle to Boxed Beef

2:30 PM Program Adjourn

### **Hotel Accommodations**

Please call (979) 846-0300, Ramada BCS, 506 Earl Rudder Fwy South,  
College Station, TX. Ask for Texas Beef Council/Beef 706 room block to  
receive the rate of \$90.00/night plus tax.

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*If you no longer wish to receive notifications of BEEF 706 classes, please click on the unsubscribe link below.*

*If you would like to send this invitation to a fellow beef producer, please click on the forward link below.*