

FOR IMMEDIATE RELEASE

## **BIF to Meet June 9-12 in Biloxi**

BILOXI, Mississippi (February 25, 2015) - The 2015 Beef Improvement Federation (BIF) Annual Meeting and Research Symposium will be June 9-12 at the Beau Rivage Hotel and Conference Center in Biloxi, Mississippi. The theme for this year's program is "Rebuilding a Cowherd."

Co-hosted by the Mississippi State University Extension Service and the Mississippi Beef Cattle Improvement Association, the event will start at noon June 9 with registration and at 1 p.m. a Young Producers Symposium. A welcome reception begins at 5 p.m. followed by the National Association of Animal Breeders Symposium at 7 p.m.

The meeting will allow the research community and industry to meet and discuss issues surrounding the genetic improvement of beef cattle and for attendees to learn about technologies and management practices that can aid in the profitability of their operations. On June 10, the meeting will start at 8 a.m. with a welcome and general session. Presentations and technical breakout sessions will follow through June 11. Attendees are invited to participate in a spouses tour on June 10 and a producer tour on June 12.

Some of the topics to be covered include setting the stage for cowherd rebuilding, what sustainability means and why it matters, what sustainability data say about the beef industry, how current market incentives affect genetic selection, profitability: looking to an operation's future, balancing novel and proven applications for female selection, cow lifetime productivity, and an adaptability panel discussion.

A link to online registration for the conference is now available at <http://beefimprovement.org/library/registration-info>. Early registration is offered at a discounted rate and ends April 15. Early registration cost to attend the full conference is \$250. Day-only, student and media discount rates also are available. A room block is available at the conference hotel; go online to <http://beefimprovement.org/library/general-information> for room block instructions. The meeting is approved for 14 CEUs for American Registry of Professional Animal Scientists (ARPAS) members in attendance.

The Beef Improvement Federation was formed more than 45 years ago to standardize beef cattle performance programs and evaluation methodology and to create greater awareness, acceptance and usage of these concepts for the genetic improvement of beef cattle. It represents more than 40 state and national beef cattle associations. For more information about this year's event, contact Brandi Karisch, Assistant Extension/Research Professor with Mississippi State University at 662-325-7465 or [bkarisch@ads.msstate.edu](mailto:bkarisch@ads.msstate.edu).

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