



# RED ANGUS SUMMIT

**There is NO BETTER time than now to take advantage of the changing dynamics in the beef industry by attending the first-ever Red Angus Summit.**

**Whether you are a seedstock or commercial cattleman, you will benefit from this unique opportunity to be exposed to industry leaders and experts that will influence your decisions in the future.**



## JULY 19 – 21, 2015 – SCHEDULE OF EVENTS

### Sunday, July 19

- 12 – 4 p.m. **Registration**
- 4 – 5 p.m. **J.J. Jones, Senior Project Manager, Center for Food Integrity**  
*Sharing key information from our latest consumer trust survey – Cracking the Code on Food Issues: Insights from Moms, Millennials and Foodies*
- 5:30 – 11 p.m. **Windy Wine Co. and KK Red Angus**  
*A multi-generational, family owned, Red Angus farm and winery since 1877. Recognized as a Missouri Century Farm and award-winning winery.*



### Monday, July 20

- 8:00 a.m. **Depart for Tours**  
**Sysco Distribution**  
*A global leader in selling, marketing and distributing food products to restaurants and other facilities away from the home.*
- The Local Pig**  
*A whole animal meat shop, purchasing animals from small local family farms. With the production of free-range, drug-free and dry-aged products.*
- 12 – 1 p.m. **Return from Tours/Lunch**
- 1 – 1:45 p.m. **Mark Kinoff, President of Ceres Hedge Inc.**  
*Commodity & Ingredient Risk Management Services*
- 1:45 – 2:30 p.m. **DNA and Herd Navigator**  
*GeneSeek – Ryan Ruppert, Sales Director*
- 3 – 4:30 p.m. **Alternate Sessions**  
*Grid Mechanics and Basics – John Butler, CEO Beef Marketing Group*  
*REDSPro Database – RAAA Staff*
- 5 – 6:30 p.m. **Dinner**
- 7:05 p.m. **T-Bones Baseball**  
*Kansas City's Independent League baseball team*



Kinoff



Ruppert



Butler



### Tuesday, July 21

- 8 a.m. **Panel Discussion**  
*Focusing on the HerdBuilder and GridMaster Indices, Red Angus breeders, university experts and commercial cattlemen weigh in on the value of indices.*
- 10:00 a.m. **Panel Discussion**  
*A feedlot owner, meat processor and chef focus on each of their unique demands for high-quality Red Angus beef*
- 11:30 a.m. **Charlie Hopper, Marketing Specialist for Missouri Department of Agriculture**
- 12:30 p.m. **Depart Red Angus Summit**



Weaver



## Register for Red Angus Summit online at [RedAngus.org](http://RedAngus.org)

For further information, contact  
**Harold Bertz, RAAA Director of Business Development,**  
**(940) 387-3502 ext. 19.**

Early registration fee: \$50 per person  
After June 19: \$100 per person

### Reserve your room today!

Embassy Suites - KCI  
Kansas City, Missouri  
(816) 891-7788  
\$119 USD per night  
if booked before 6/29/15

