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**Florida to Host 52nd Annual Beef Improvement Federation
Research Symposium and Convention; Registration Now Open**

GAINESVILLE, FL. – Registration is now open for the 2020 Beef Improvement Federation (BIF) Research Symposium and Convention. This year’s event will be June 9-12 at the Embassy Suites by Hilton in Kissimmee, Florida.

The deadline for early registration is May 15. Attendees can save \$100 by pre-registering. Online registration is available at <http://www.beefimprovement.org>.

This year’s BIF symposium features two and a half days of educational programming and a full day of tours. The first general session — “Progress in Beef Production in the Gulf Coast” — will feature a presentation by Dr. Todd Thrift of the University of Florida, a panel discussion for bull buyers, a Consumer Market Research presentation by Shawn Darcy of the National Cattlemen’s Beef Association and finally, attendees will learn

about end user perspectives from Henry Zerby, Wendy's Quality Supply Chain Co-Op. In the second general session, "Trade-offs in Genetic Issues", attendees will focus on sustainability, learn about the trade-offs of thermo-tolerance and carcass quality and feed efficiency in feedlots versus pastures.

The afternoon breakout sessions both days will focus on a range of beef-production and genetic-improvement topics. The conference also features a Young Producer Symposium on Tuesday afternoon, designed for networking and to equip young cattle producers with essential knowledge as they grow their role in the business. Tuesday evening attendees will enjoy an opening reception.

For more conference details, including registration information, complete schedule and lodging information, visit <http://www.beefimprovement.org>. Prior to and during this year's symposium, be sure to follow the event on social media channels using the hashtag #BIF2020.

Each year the BIF symposium draws a large group of leading seedstock and commercial beef producers, academics and allied industry partners. The attendance list is a "who's who" of the beef value chain, offering great networking opportunities and conversations about the issues of the day. Program topics focus on how the beef industry can enhance value through genetic improvement across a range of attributes that affect the value chain.

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The Beef Improvement Federation (BIF) is an organization dedicated to coordinating all segments of the beef industry — from researchers and producers to retailers — in an effort to improve the efficiency, profitability and sustainability of beef production. The organization was initiated almost 70 years ago to encourage the use of objective measurements to evaluate beef cattle. Continuing the tradition, BIF is now the clearinghouse for developing standardized programs and methodologies for recording of performance data for all traits, from birth weights to carcass traits. Its three-leaf-clover logo symbolizes the link between industry, extension and research.