



FOR IMMEDIATE RELEASE

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BIF Online Symposium Program Announced

This year's BIF Research Symposium and Convention moves to virtual event scheduled for the week of June 8.

MANHATTAN, Kansas – It was announced on April 2 the Beef Improvement Federation (BIF) board of directors, along with the Florida 2020 BIF Research Symposium and Convention committee, made the decision to transition this year's conference to an online format due to COVID-19.

BIF leadership is in the process of planning an updated symposium online. “Our BIF program committee working with the Florida group has honed the original schedule to work in the new online format,” says Joe Mushrush, BIF vice president and program chairman. “Our goal is to provide learning opportunities that will help producers continue to improve their bottom line focused on beef improvement. As our President Tommy Clark said last week, ‘Our mission as an organization is intact during this challenging time and we will continue to provide educational programming focused on how the beef industry can enhance value through genetic improvement.’”

The virtual event will be hosted online the week of June 8 starting at noon CDT each day. The conference will be hosted on the Zoom webinar platform. By mid-May, participants

will be able to register for the event, find a detailed schedule and Zoom tutorials on the BIF website — *BeefImprovement.org*.

2020 BIF award winners, including Seedstock and Commercial Producers of the Year, Pioneer and Continuing Service award winners will be recognized during the online symposium.

Below is a tentative schedule for the 52nd Annual Beef Improvement Federation Symposium – Online (all times are CDT):

Monday, June 8

Noon Welcome

- 12:15 p.m. **YOUNG PRODUCERS SYMPOSIUM**
What Will the Purebred Cattle Industry Look Like in 20 years – *Bill Rishel, Rishel Angus*
Financial Planning for a New Generation of Producers – *Adam Trott, Financial Analyst Manager, Rabo AgriFinance*
- 1:45 p.m. BIF Board/Officer election results
Scholarship award presentations — Roy Wallace, Baker/Cundiff
BIF Ambassador Award presentation

Tuesday, June 9

Noon Tuesday Welcome

- 12:15 p.m. **GENERAL SESSION 1**

Consumer Market Research — What They Say They Need, and They Want – *Shawn Darcy, Director of Market Research, National Cattlemen’s Beef Association (NCBA) Market Research*
- 1:15 p.m. BIF Awards Program
Commercial Producer of the Year
Pioneer Awards
- 1:45 p.m. Perspectives from End-User — What We Need and What We Want – *Henry Zerby, VP of Protein Procurement and Innovation, Wendy’s Quality Supply Chain Co-Op (QSCC) Inc.*

Wednesday, June 10

Noon Wednesday Welcome

12:15 p.m. GENERAL SESSION 2

Global Perspectives on Beef Sustainability – *Don Close, Rabo AgriFinance*

1:15 p.m. BIF Awards Program
Seedstock Producer of the Year
BIF Continuing Service Awards

1:45 p.m. Systems Approach to Beef Cattle Sustainability – *Dr. Clay Mathis, King Ranch Institute for Ranch Management, Texas A & M University—Kingsville*

Thursday, June 11

Noon Technical Breakout – Advancement in End-product Improvement

2 p.m. Technical Breakout – Advancement in Emerging Technology

4 p.m. Technical Breakout – Advancement in Selection Decisions

Friday, June 12

Noon Technical Breakout – Advancement in Efficiency and Adaptability

2 p.m. Technical Breakout – Advancement in Producer Applications

4 p.m. Technical Breakout – Genomic and Genetic Prediction

The BIF Board sends well wishes to our beef industry family during this global pandemic. While final details surrounding this transition are still taking shape, we are committed to providing an easily accessible, robust online conference experience that eliminates the health concerns that come with travel and face-to-face meetings at this time. We also wish to thank the Florida committee for their help planning this year's event and look forward to having the symposium in Florida in future years.

For details regarding the online conference as they develop, 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.

Individuals who had already registered for the in-person event will be refunded their registration in the next couple of weeks. For those who booked flights, please contact your airline to check their refund policy for cancellations due to COVID-19.

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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.