Beef University and Conference Return

We at Virginia Cooperative Extension are pleased to announce that Beef Cattle University 2025 is happening July 21-23 at The Inn at Virginia Tech and the VT German Club! This premier event brings together beef producers, industry leaders, and experts for three days of education, networking, and innovation.

Engaging educational sessions on herd health, marketing, nutrition, business management, reproduction, and meat science, Trade show vendors showcasing the latest in beef industry technology, Entertainment & networking opportunities to connect with fellow producers, and an all-inclusive experience designed to empower and inspire beef producers.

Visit www.vabeefcattleu.com to find the registration form and more information of the event. Cost of the event is $175 per person and doesn’t include overnight lodging. We encourage all to share this opportunity with their network of friends and colleagues.

If you have any questions, please don’t hesitate to reach out to Lisa E. McCormick, Virginia Beef Center of Excellence Coordinator at [ldellis42@vt.edu](mailto:ldellis42@vt.edu) or (540)231-2792.

Also making its return for the 17th year is the Tri-State Beef Conference in August. During a session of the Virginia Master Cattleman program, economist Tom Stanley, Farm Business Management Agent, Rockbridge County shared an important point regarding finding success in the production of beef cattle.

According to Tom, the most profitable farms were not the biggest nor were they the farms with the most generations of ownership. The farms that were most profitable were the ones that managed their resources wisely.

Profitable farms, Tom concluded, are operated by producers that pay attention to the details. They make high quality forages; they invest wisely in their herd’s genetics. They maintain their equipment and their land. They manage their calf crops with the marketing of those animals in mind.

Profitable farmers take time to think and plan; they invest in themselves by taking advantage of opportunities to learn and grow. In August, one of those opportunities is the 2025 Tri-State Beef Conference.

The 17th Annual Tri-State Beef Cattle Conference will be held at the Ron Ramsey Regional Ag Center in Blountville, Tennessee on August 5, 2025. The Center is located at 140 Spurgeon Ln, in Blountville. The conference will begin with registration at 8:00 a.m. and the program beginning at 9:00 a.m. The trade show will open at 8:00 a.m.

This year’s conference will address topics of interest to both stocker and cow-calf producers. The conference will be a one-day event and will include educational sessions covering such topics as the feedlot perspective, cow-calf and stocker cattle health, genomics and genetic testing, NCBA update, beef cattle outlook, and current research and extension work happening in the region.

There will also be an extensive trade show during the conference with vendors from the region sharing the products and services they have available to assist producers with their cattle production needs. This is a great opportunity for cattle producers to network with industry leaders, university Extension, and with each other.

“This year’s conference will be one that should add dollars to your bottom line whether you run a stocker or a cow-calf operation,” stated Dr. Andrew Griffith, University of Tennessee Extension Associate Professor and Extension Livestock Economist.

The meeting is being sponsored by the University of Tennessee Extension, Virginia Cooperative Extension, and North Carolina Cooperative Extension. Registration information and complete details will be available through your county Extension Office. You can reach the Smyth County Office at (276) 706-8339.

Registration for the conference is only $25 through July 25th and $30 thereafter. Included with your registration is a delicious steak dinner so please pre-register to help us hold down costs for this meeting and the conferences of the future.

Upcoming Events

July 7-10 Forestry PD for Teachers, Bill Worrell (bworrell@vt.edu)

July 7-11 Smyth County 4-H Camp

July 8 VQA Sale

July 14 VQA Steer Take-Up

July 16 VQA Heifer Take-Up (depending on numbers…. Could be a one-day take-up)

July 21-23 Virginia Beef Cattle University, The Inn, VA Tech Campus

July 29 Youth Day at Rich Valley Fair… stay tuned for more information

If you are a person with a disability and desire any assistive devices, services or other accommodations to participate in this activity, please contact Andy Overbay or Pam Testerman at (276) 783-5175/TDD (800) 828-1120) during business hours of 8:00 a.m. and 5:00 p.m. to discuss accommodations 5 days prior to the event.

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