



Minnesota Cattle

Industry Convention

December 3 & 4, 2020

The 2020 Convention will
be VIRTUAL!

**RAISING
THE
STEAKS
IN
2020!**



Thursday, December 3

7:00 pm-8:30 pm.....Cattlemen's Educational Series

- Profitability in the MN Cow-Calf Industry: Eric Mousel and Alfredo DiCostanzo, University of Minnesota Extension
- Marketing options and Strategies: Brad Kooima, Kooima Kooima Varilek Trading

Friday, December 4

Noon - 1:00 pm.....Convention Kickoff!
Cattle industry highlights awards and more...

1:00 pm-2:00 pm.....Keynote Address
Important insights and discoveries in marketing
beef to the consumer: Alisa Harrison and Bridget Wasser,
National Cattlemen's Beef Association

2:00 pm-4:00 pm.....MSCA Quarterly and Annual
Meetings

- State Policy Update: Bruce Kleven, MSCA Legislative Consultant
- National Policy Update: Ethan Lane, National Cattlemen's Beef Association

#MnCattleCon2020