

Media Contact: Ryan McGeeney • rmcgeeney@uaex.edu • [@Ryan\_McG44](https://twitter.com/Ryan_McG44) • 501-671-2120

Feb. 4, 2021

**River Valley Beef Cattle Webinar Scheduled for Feb. 23**

By Ryan McGeeney
U of A System Division of Agriculture

**Fast Facts:**

* Annual conference to be presented online
* Register at <http://bit.ly/2021-RiverValley-Beef-Webinar>
* Topics include anaplasmosis survey findings

(322 words)
(Newsrooms: With file art at <https://flic.kr/p/2eq7ksz>)

LITTLE ROCK — The River Valley Beef Cattle Conference, a mainstay event brought to Arkansas cattle producers by the University of Arkansas System Division of Agriculture, is moving online for 2021.

The webinar is scheduled for Feb. 23, from 1-3:30 p.m. (CST). There is no cost to attend, but registration is required. To register, visit <http://bit.ly/2021-RiverValley-Beef-Webinar>.

Bob Harper, staff chair for the Logan County Cooperative Extension office, said this year’s conference will present several unique discussions, some of which are tied directly to the COVID-19 pandemic and its effects on beef market demand.

Janeal Yancey, a program associate with the Division of Agriculture’s animal science program, will discuss the growing popularity of “freezer beef” among consumers. “Freezer beef” refers to the purchase of all or part of a live animal for slaughter, rather than purchasing finished beef cuts at a grocery store, for example.

“Before COVID, you could call a slaughterhouse and get an appointment within a month,” Harper said. “Now it’s like a year.

“A lot of people don’t understand how much meat to expect from that process,” he said. “There’s a formula to it.”

Heidi Ward, extension veterinarian with the Division of Agriculture, will report on the state-wide anaplasmosis survey launched in late 2019. Anaplasmosis is a tick-borne pathogen that can be lethal to cattle and other animals.

Most of the conference’s presentations will be pre-recorded, but there will be a live Q&A session afterward, in which Harper will participate. Shane Gadberry, professor of ruminant nutrition for the Division of Agriculture, will moderate the conference, and a representative from Farm Credit of West Arkansas will deliver the conference’s introduction.

The conference’s presentations include:

* Shane Gadberry - Go Green conditioning program
* James Mitchell, assistant professor of livestock marketing and management for the Division of Agriculture - Economics
* Heidi Ward - Anaplasmosis survey
* John Boyd, visiting assistant professor of crop, soil and environmental science - New herbicides
* Janelle Yancey - Freezer beef yields

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**About the Division of Agriculture**

The University of Arkansas System Division of Agriculture’s mission is to strengthen agriculture, communities, and families by connecting trusted research to the adoption of best practices. Through the Agricultural Experiment Station and the Cooperative Extension Service, the Division of Agriculture conducts research and extension work within the nation’s historic land grant education system.

The Division of Agriculture is one of 20 entities within the University of Arkansas System. It has offices in all 75 counties in Arkansas and faculty on five system campuses.

The University of Arkansas System Division of Agriculture offers all its Extension and Research programs to all eligible persons without regard to race, color, sex, gender identity, sexual orientation, national origin, religion, age, disability, marital or veteran status, genetic information, or any other legally protected status, and is an Affirmative Action/Equal Opportunity Employer.

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