

Each webinar will begin at **7:00 PM Central Time** and will last for about an hour.



**Three-State Beef Conference**  
University of Nebraska – Lincoln • Iowa State University • University of Missouri

Registration will cover all three days. To register scan the code:



# "Making Dollars out of Decisions"

In a joint effort, Nebraska, Iowa, and Missouri Extension are hosting a **FREE** three day webinar series in January to address how producers can capture the economic value of decisions.

**Tuesday, January 12, 2021**

Dr. Scott Brown, University of Missouri

***"What's on the horizon for the cattle industry: pricing changes, profit drivers and other possibilities in 2021"***

- This presentation will drill into the key issues that will affect producers' bottom lines in 2021 and will provide focus on cattle markets as COVID-19 recovery begins. This presentation will also tackle the price discovery issues currently facing the industry

**Wednesday, January 13, 2021**

Dr. Bob Weaber, Kansas State University

***"Making Selection Successful: Aligning trait emphasis with market endpoints."***

- Selection pressure is a scarce commodity and producers should carefully align selection decisions and breeding systems to make environmentally adapted replacement females and market targeted calves.

**Thursday, January 14, 2021**

Justin Sexton, Performance Livestock Analytics

***"Value of Connected Data"***

- The ability to convert data into decisions is a key value driver across the supply chain. This presentation will review emerging and existing tools to improve decision accuracy and timeliness.