

For more information, contact:

Cliff Becker
Vice President, Publishing Director
Phone: (913) 553-4124
Email: cbecker@farmjournal.com

For Immediate Release

Beef Today Announces Cowboy College for Feedlot Cattle Crews

Kansas City, Mo. (August 4, 2014)—Farm Journal Media announced today its first-ever Beef Today Cowboy College, an event designed specifically for feedlot cattle crews – processing teams, cowboy doctors and others involved in the day-to-day care and welfare of the animals.

This educational event led by veterinarians Dan Thomson and Tom Noffsinger will focus on improving cattle health and performance. Attendees will see how management of newly received cattle, low-stress cattle handling, care of high-risk calves and antibiotic and therapy decisions can significantly impact the bottom line and lead to higher profitability.

Dr. Thomson, recognized internationally as a leader in animal welfare, beef cattle production and cattle health management, currently serves as the Jones Professor of Production Medicine and Epidemiology and Director of the Beef Cattle Institute at Kansas State University's College of Veterinary Medicine. Dr. Noffsinger is a consulting feedlot veterinarian best known for his passion and enthusiasm for working with feedlots and ranches on low-stress cattle handling.

"Cowboy College offers a unique learning experience for boots-on-the-ground cowboys from two of the industry's leading veterinary experts," said Beef Today Editorial Director Greg Henderson. "Your cattle crew will come away with knowledge and insight that will help improve your operation's profitability and your animal's performance and health."

This two-day event will be held Sept. 9-10 in Omaha, Neb. Contact Cliff Becker for sponsorship opportunities, and find a detailed agenda and additional information about this event at www.BeefToday.com/CowboyCollege.

Sponsors for the event, to date, include: Animal Health International, Merck, Boehringer Ingelheim, Zinpro and Central Life Sciences.

About Farm Journal Media

Farm Journal Media is the nation's leading agricultural media company. Its magazines are the 138-year-old flagship *Farm Journal*, *Top Producer*, *Beef Today*, *Dairy Today* and *Implement & Tractor*. The company produces and distributes "AgDay," "U.S. Farm Report," "Corn College" and "Leave a Legacy" national TV programs. The company produces the industry-leading website *AgWeb.com*, syndicated radio shows, "AgriTalk," "Market Rally" and "American Countryside," and recently launched two new divisions, Farm Journal Mobile and Top Producer Executive Network™—a national peer-to-peer advisory program for executive farmers and ranchers. Farm Journal Media licenses detailed industry data through its FarmReach database, publishes the *Pro Farmer* and *LandOwner* newsletters, produces numerous large-scale live events and provides extensive custom-publishing services.