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For Immediate Release

Beef Today's Annual Cowboy College Draws National Crowd

Feedlot-focused educational event addresses beef cattle welfare
and contemporary beef industry sustainability issues.

Wichita, Kan. (Sept. 25, 2015) — Over 80 beef producers assembled in Wichita for *Beef Today's* Feedlot Cowboy College held Sept. 15-16, 2015. The two-day educational program drew attendees from across the country, including producers from Utah to Florida.

Hosted by Farm Journal Media's *Beef Today* magazine, the conference was designed specifically for feedlot cattle crews, processing teams, cowboy doctors and others involved in the day-to-day care and welfare of beef feedlot animals. Sessions and breakouts addressed all aspects of animal care, feeding, health and welfare, in addition to contemporary issues related to beef industry sustainability. The program featured industry-leading veterinarians Dan Thomson, DVM, Ph.D., Director of the Beef Cattle Institute at Kansas State University, Mike Apley, DVM, Ph.D., DACVCP, Kansas State University professor, and Tom Noffsinger, DVM, consulting feedlot veterinarian from Benkelman, Neb.

"The beef industry is led by producers who care about their animals and thirst for the latest information on the care, management and handling," Thomson said. "The people who came to this meeting were here because they want to be the best, and they will go home and implement changes because of what they've learned."

"Cowboy College is another aspect of the commitment *Beef Today* has made to providing valuable management information and education to our beef producer audience," said Cliff Becker, Vice President, Publishing Director. "We're very pleased with the positive response from highly-engaged attendees and sponsors that began with our first Cowboy College in 2014."

Sponsors supporting the program included Animal Health International, Merck Animal Health, Boehringer Ingelheim Vet Medica, Phibro Animal Health, Dupont Pioneer and Zinpro Performance Minerals.

About Farm Journal Media

Farm Journal Media is the nation's prominent agricultural media company. Its magazines include the 138-year-old flagship *Farm Journal*, as well as *Top Producer*, *Beef Today* and *Dairy Today*. The broadcast division produces and distributes national television programs "AgDay," "U.S. Farm Report," "Farm Journal College TV" and "Machinery Pete TV" and daily radio programs "AgriTalk," "American Countryside" and "Market Rally." The company recently introduced *My Farm Radio*, a 24/7 digital mobile radio channel. The digital division includes web portal *AgWeb.com*, e-newsletters, online marketplace *Cattle-Exchange.com* and Farm Journal Mobile, which includes the *Commodity Update* markets service. Farm Journal hosts a national peer-to-peer advisory program, the *Top Producer Executive Network*. Insider news, policy and market advisory content are offered through the Professional Farmers of America subscription portfolio, which acquired *The Kiplinger Agriculture Letter* in 2014. Machinery Pete, LLC was launched in 2014 to provide industry analysis and price data for the used farm equipment sector. Farm Journal Media also compiles and licenses detailed producer and industry data through its FarmReach database, hosts more than 70 live events each year and offers custom multimedia integrated marketing services for its clients. In 2011, the company established The Farm Journal Foundation along with its Farmers Feeding the World initiative dedicated to sustaining agriculture's ability to meet the vital needs of a growing population through education and empowerment.