



## HEY NEIGHBOR By Frank J. Buchman

### Beef Producers Information Seminar Planned By 580 WIBW Farm Department

Friday, Aug. 17, needs to be circled on the calendar now.

That's the date for the Beef Producers Information Seminar 2012, sponsored by the 580 WIBW Farm Department.

The annual program, coordinated by WIBW Farm Director Kelly Lenz, is again set for the Anderson Building at the Lyon County Fairgrounds in Emporia as kick-off event of the annual Flint Hills Beef Fest.

Day's activities are to start with Lenz' live broadcast of the Ag Roundup program on 580 WIBW at 6 o'clock.

Guests are expected to start arriving before close of the radio show at 7 o'clock, and serving of the Ranch Hand Breakfast begins sharply at 7:30.



Bill Brown



Nancy Robinson

"This will be one of the heartiest meals cowboys anywhere have ever had, featuring beef and all the breakfast trimmings produced right here in the heart of the Flint Hills," promised Paul DuToit, manager of Prairieland Partners John Deere at Emporia, cooperators in planning and preparing the breakfast.

Program is set to start at 8:15, according to Lenz, who emphasized: "This is certainly one of the most high-powered speaker panels that we've ever had for 580 WIBW's Beef Producers Information Seminar."

Lead-off presenters will be Bill Brown, the Kansas Animal Health Commissioner, and Nancy Robinson, vice president of government and industry affairs for the Livestock Marketing Association. They will discuss USDA's proposed livestock traceability program and its impact on beef producers.

Scott George, Wyoming cattleman who is president-elect of the National Cattlemen's Beef Association, plans to address major issues and challenges of the beef industry this year.

Debbie Blythe, White City rancher who has been honored as America's Farmers Mom of the Year, is to review why it's important for producers to be advocates for agriculture and communicate that message to the consuming public.



Debbie Lyons Blythe

Sponsorships for the Beef Producers Information Seminar are still available and include sharply reduced cost for 580 WIBW commercials, name on all printed materials about the event, live recognition of sponsorship on 580 WIBW, attendance, displays and handouts at the seminar, and introduction during the program.

Admittance to the breakfast and program is free, but reservations are required by August 16, to the Lyon County Extension Office at 620-341-3220, or by e-mail to kelly.lenz@morris.com.



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**Padre says:**

***"Good judgment comes from experience, and a lotta that comes from bad judgment."***