

Noontime Beef Roundup Webinar Series

The noontime beef roundup is a monthly series of timely topics for beef producers, running January through March of 2025.

This monthly series will take place the second Thursday of each month, on Zoom, from 12:00 PM – 1:00 PM CST from January to March 2025 and is free to attend.



January 9, 2025

Biosecurity



Julia Herman, DVM, Beef Cattle Specialist Veterinarian, National Cattlemen's Beef Association, discussing the importance of biosecurity measures in protecting livestock and employees. Attendees will learn how to evaluate risks and implement practical biosecurity measures to reduce risk and improve business health.

February 13, 2025

Seller Reputation and Its Influence on Buyers



Dr. Kellie Curry Raper, Extension Livestock Marketing Specialist, Department of Agricultural Economics, Oklahoma State University, will explore how seller reputation plays a crucial role in buyer decision-making. This session will cover the factors that influence buyer trust and how beef producers can enhance their reputation to improve marketability and profitability.

March 13, 2025

Direct Marketing



Dr. Megan Nelson, Adam Hartfiel, and Beth McIlquham, UW-Madison Extension Educators, will share strategies for establishing successful direct marketing operations, from farm-to-table and online sales to building customer loyalty.



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go.wisc.edu/noonbeef

